

Praneet Randhawa

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EDUCATION

- Ph.D. **Michigan State University**
Major: Marketing/Minors: Management and Hospitality Business
(Expected: May 2014)
- M.S. **Michigan State University**
Major: Hospitality Business (December 2008)
- P.G. Diploma **Annamalai University, India**
Post Graduate Diploma in Marketing Management (June 2006)
- B.S. **Institute of Hotel Management, Shimla, India**
Major: Hospitality and Hotel Administration (May 2004)

RESEARCH

Research Interests

My research primarily centers on understanding managerial issues in marketing with special emphasis on the following topics:

- Services Marketing
- Customer Experience Management
- Innovation/New Product Development

Dissertation

Title: *“Customer-Firm Relationships: Working Two Sides of The Story”*

Dissertation Co-Chairs: Roger J. Calantone and Clay M. Voorhees
Committee Members: Ronald F. Cichy and Thomas J. Page
Proposal Defended: June 2012

This dissertation, using a two essay format, addresses issues that firms face in dealing with building relationship with customers. The first essay draws on the relationship marketing literature, and examines how managers can continually innovate while

building and maintaining relationships with current and new customers. The second essay, drawing on the literature of customer-brand relationship, examines how building interpersonal relationships with brands may lead consumers to consider buying counterfeit luxury products. Overall, the dissertation provides insights for both marketing academics and marketing managers on (1) how managers can stimulate innovation while building relationships with current and new customers, and (2) communicate brand's meaning to the customers to enhance value creation and combat counterfeiting.

Essay 1

“The Role of Innovation in Customer Relationship Management: A Relationship Marketing Perspective.” (Last stage of dyadic data collection)

This essay using a dyadic data focuses on understanding service firm's ability to differentiate offering through building long-term relationships with customers. Specifically, this essay advances current research on relationship marketing, by examining the role of innovation in generating continuous value for current customers while building relationships with new customers. I complement current models of relationship marketing, by accounting for the need for firms to continually differentiate their offerings to provide continual value to the relationship. This advancement addresses calls in the literature to both identify missing underlying mechanisms that connect relationship investments to firm performance and build models that demonstrate how service managers can embrace innovation. In addition, I identify conditions under which firm-level capabilities both strengthen and weaken the impact of relational investments on service innovation.

Essay 2

“The Pursuit of Counterfeited Luxury: An Examination of the Negative Side Effects of Close Consumer-Brand Connections.” (Under review *Journal of Retailing*)

Over the past two years, the counterfeiting industry has cost U.S. retailers over \$200 billion. In this study, I extend current research on consumers' willingness to purchase counterfeit products by demonstrating that consumer-brand connections directly impact willingness to purchase counterfeits and these effects are moderated by consumer's value consciousness and openness to experiences. As a result, my findings move beyond simple assessments of demographics and social cues to provide a deeper understanding of why and when consumers purchase counterfeit goods. The results of my research provide new insights that brand managers and luxury retailers could leverage to proactively combat counterfeiters and begin curtailing their losses due to the sale of fake goods.

Publication and Manuscripts Under Review (Select Abstracts in Appendix)

Calantone, Roger, **Praneet Randhawa** and Clay M. Voorhees (2013), "Time to Break-Even on New Product Launches: An Investigation of its Drivers and Impact on Firm Performance," *Journal of Product Innovation Management*, (forthcoming).

Randhawa Praneet, Roger Calantone and Clay M. Voorhees, "The Pursuit of Counterfeited Luxury: An Examination of the Negative Side Effects of Close Consumer-Brand Connections," under review, *Journal of Retailing*.

Voorhees, Clay, Ryan White, Michael McCall and **Praneet Randhawa**, "Fool's Gold? Assessing the Impact of the Value of Airline Loyalty Programs on Brand Equity Perceptions and Share of Wallet," under second round of review, *Cornell Hospitality Quarterly*.

Selected Work in Progress

Clay M. Voorhees, **Praneet Randhawa** and Sterling Bone, "A Longitudinal Investigation of the Detrimental Effects of Service Variability on Customer Evaluations of a Service Provider."

- Status: Undergoing final copy editing for submission to the *Journal of Academy of Marketing Science* September 2013.

"Is the Customer Really King? An Examination of Impact of Customer Provided Feedback versus Internal Programs in Predicting Service Outlet Performance," with Clay M. Voorhees, Doug Hughes and Roger Calantone.

- Status: Data analyzed; drafting manuscript. Target: *Journal of Marketing*.

"The Interactive Effects of Nontraditional Market Knowledge Generation and Firm Integration Structure on New Product Development," with Roger J. Calantone, Tereza Dean and Clay M. Voorhees.

- Status: Preparing for resubmission with a new manuscript to the *Journal of Academy of Marketing Science*.

"Consumer's Willingness to Pay Premium Price for Eco-Innovation: A Special Examination of Flexible Fuel Vehicles," with Malika Chaudhuri and Roger J Calantone.

- Status: Data analyzed; drafting manuscript.

"Does Innovation Drive Performance in Service Firms? A Dyadic Perspective." with Clay M. Voorhees and Roger Calantone.

- Status: Data collection

"Best Practices for Meeting and Exceeding Customer Expectations." with MiRan Kim and Ronald F. Cichy

- Status: Data analysis

"The Effect of Electronic Word-of-Mouth on Consumer's Decision Making for Hotel Choice: The Moderating Impact of Online Platform." with Seok Jeon Woo and Seung Hyun Kim.

- Status: Data collection

AWARDS AND HONORS

- *Haring Symposium Doctoral Fellow*, Indiana University (2012)
- Spring Fellowship Award (2013)
- Summer Graduate Office Fellowship Award (2009; 2012; 2013)
- Recipient of J. Willard and Alice S. Marriott Endowed Hospitality Business Scholarship (2010; 2011; 2012)
- Recipient of Leadership Scholarship, Mildred C. Harris HRIM Kellogg Center Fund, *The School of Hospitality Business*, MSU (2007; 2008)

TEACHING

Teaching Experience

Course	Semester	Overall Instructor Quality	Overall Course Quality	Student Comments
Introduction to Marketing (class of 22 students)	Summer 2013	4.24*	4.05	<p><i>"I am a packaging major and she is very knowledgeable about things pertaining to me more than just marketing which helps me learn. She is very personable and easy to approach. She is interested in helping each student individually."</i></p> <p><i>"Engages with the class very well, very fun instructor and is easy to listen to. She is very organized and knows what she is talking about. If she taught another course I would want to take her class."</i></p> <p><i>"Provides great insight to us when teaching difficult subjects, always able to provide real life examples either from her personal experiences or from things we can all relate to."</i></p>
Quantitative Business Research Methods (class of 35 students)	Summer 2012	4.20**	4.13	<p><i>"She was eager to help my education and knowledge. Encouraged questions and wanted all students to do well and comprehend the material. She cared for the student's fostering of knowledge and I appreciated her attitude."</i></p> <p><i>"Praneet was an awesome Professor."</i></p> <p><i>"Instructor cares about us and our grades."</i></p>
Introduction to Marketing (class of 38 students)	Summer 2010	3.79*	3.69	<p><i>"The Instructor did a really good job teaching, understood the material really well and cared about the understanding of the students. Nothing to be improved. Great job."</i></p> <p><i>"Enjoyed the Professor, very fair and cared if students retained information."</i></p> <p><i>"She taught the class in a very effective and fun manner. I learned a lot and enjoyed the course."</i></p>

*Department Average for Introduction to Marketing Instructor Quality: 4.05

**Department Average for Quantitative Business Research Methods Instructor Quality: 3.70

Emerging Leadership

Scheduled to team-teach in Fall 2013

Guest Lectures

Emerging Leadership Fall 2012- lecture on leadership and innovation

Marketing Research Spring 2013 - two lectures for two sections on Mean Differences and Regression

Teaching Observation

Innovating and Launching New Products and Services Fall 2012

Marketing Technology and Analytics Summer 2013

I was involved in MBA and Master's level courses as an observer. The main aim was to learn effective techniques for teaching at both MBA and Master's levels.

Teaching Interests

Marketing Strategy

Services Marketing

Marketing Research

International Business

Innovation/New Product Development

Consumer/Organization Buyer Behavior

International Marketing

Retailing

INDUSTRY EXPERIENCE

Host Hotels and Resorts

Strategy Intern

Washington D.C. Metro Area

May 2008- August 2008

- Conducted portfolio analysis of hotels in Europe
- Performed Trend Analysis and forecasting of various hotel market segments.
- Participated in owner's meeting to discuss the quarterly financial and strategic results

Oberoi Group of Hotels

Assistant Manager-Housekeeping

New Delhi, India

July 2006- December 2006

- Managed room quality
- Supervised staff of the Housekeeping Division

Taj Hotels Resorts and Palaces

Management Trainee/Assistant Manager

Mumbai, India

June 2004- July 2005

- Recognized as one of Asia's largest and finest hotel companies
- Completed 12 months of Corporate Training and Development at The Taj Centre of Excellence
- Received training in recruitment, induction, and appraisal of the staff of the Housekeeping Division
- Monitored Guest Feedback system for corrective actions

HOBBIES AND INTERESTS

In my spare time, I love to spend time with family and friends, watch documentaries and run. I recently ran my first 10K race and I am currently training for my first half marathon race.

SELECTED DOCTORAL PROGRAM COURSEWORK

Professional Marketing Seminar	Seminar in Strategic Management
Causal Modeling in Marketing	Seminar in Organizational Research Methods
Marketing Models	International Consumer Behavior
Marketing Theory and Critical Analysis	Quantitative Methods in Education Research
Seminar in Marketing Strategy	Business Research Methods
Seminar in International Business Theory	Hospitality Operations
Seminar in Organizational Theory	

SERVICE

Journal

Ad Hoc Reviewer, Journal of International Marketing (2012)

Conferences

Ad Hoc Reviewer, Academy of Marketing Science (2012), International Marketing Track

Ad Hoc Reviewer, Academy of Marketing Science (2011), Services Track

Professional Affiliations

American Marketing Association

REFERENCES

Roger J. Calantone

Eli Broad Chaired University Professor of Business

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Clay M. Voorhees

Associate Professor

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August 2013

Ronald F. Cichy, O.M.

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APPENDIX: Selected Abstracts

Calantone, Roger, **Praneet Randhawa** and Clay M. Voorhees (Forthcoming), “Time to Break-Even on New Product Launches: An Investigation of its Drivers and Impact on Firm Performance,” *Journal of Product Innovation Management*.

The ability to break even faster on new product projects is becoming increasingly critical for firms in fast moving industries where continually reinvesting in research and development efforts matters greatly for survival. However, most research to date has focused on studying the impact of two primary innovation outcomes: sales and profits. The exclusive emphasis on sales and profit may be warranted for certain types of goods such as durable goods but when examining the effects of new products in fast moving consumer goods or in the entrepreneurial sphere, where cash to cash matters greatly for survival, it is critical for both researchers and practitioners to not only consider the profits and sales generated by the new product but also the time to break-even. This article develops a theoretical framework using the competency-based literature to examine the effects of innovation drivers (customer idea source, speed to market, product quality, and product newness) on break even time and project profits, and their subsequent impact on firm performance. A three stage least square estimation method was employed using longitudinal data on 845 new product development projects and launches in the morning (breakfast) foods category. The results clearly pinpoint that for successful product innovation, managers need to consider the time taken to break even on new product development. Specifically, the results demonstrate that speed to market and product quality shorten break even time, but customer idea source extends break even time. Second, the analysis also empirically demonstrates that break even time is an equally effective predictor of firm performance as project profits in the short run, but significantly a stronger predictor of firm performance in the long run ($t + 4$ years), suggesting that break even time should be regarded as a superior leading indicator of firm performance versus product profitability for fast moving consumer goods segment. This is an important finding that suggests that firms that recoup their cash investments more quickly experience greater short term and significantly more long-term success.

Voorhees, Clay, Ryan White, Michael McCall and **Praneet Randhawa**, “Fool’s Gold? Assessing the Impact of the Value of Airline Loyalty Programs on Brand Equity Perceptions and Share of Wallet,” under second round of review, *Cornell Hospitality Quarterly*.

Investments in loyalty programs in the hospitality industry continue to increase as firms attempt to leverage these programs to increase customer loyalty and reduce churn. Despite increasing investments in these programs, little evidence has been provided about the overall utility of loyalty programs in driving consumer spending. This paper examines the impact that the value of a loyalty program has on brand equity and share of wallet in the airline industry. The results reveal that loyalty programs in their current form can provide some brand building benefits, but the effects on share of wallet are limited. More specifically, the effect of loyalty programs on share of wallet is significantly stronger for customers who are prone to brand switching. In fact, for customers who are prone to be loyal in the first place, the value of the loyalty program has no direct effect on share of wallet. Finally, the results also demonstrate that high equity brands

experience differentially higher gains from their loyalty programs than low equity brands. Ultimately, the results provide some evidence of positive effects of loyalty programs in the airline industry, but also suggest a need to revise these programs going forward to ensure that they continue to deliver value to a firm's best customers rather than just attracting brand switching customers.