

Praneet Randhawa
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Department of Marketing, Michigan State University
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EDUCATION

Ph.D.	Michigan State University , Doctoral Candidate Major: Marketing/Minor: Hospitality Business (Expected: May 2013)
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

Primary Research Interests

My primary research focus is on the area of marketing strategy with a special emphasis on services marketing, innovation, business to consumer relationship marketing, and counterfeiting of luxury products.

Working Papers

Voorhees, Clay, Roger Calantone, and Praneet Randhawa (2012) "A Contemporary Look at the Service Experience: An Examination and Replication of the Curvilinear Effects of Quality and Satisfaction," Working paper

- Status: Preparation for initial submission, Target: Journal of the Academy of Marketing Science

Randhawa, Praneet, Woo Seok Jeon, and Seung Hyun Kim (2012), "The Effect of Electronic Word-Of-Mouth (eWOM) on Consumer's Decision Making for Hotel Choice: The Moderating Role Of Online Virtual Communities," Working paper

- Status: Data collection

Research Presentations

Praneet Randhawa, Woo Seok Jeon, and Seung Hyun Kim (2012), "The Effect of Electronic Word-Of-

Mouth (eWOM) on Consumer's Decision Making for Hotel Choice: The Moderating Role Of Online Virtual Communities," *The 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Auburn, AL

AWARDS AND HONORS

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

TEACHING

Undergraduate Level

HB 100 Hospitality Business
Spring 2012 (Primary Instructor)

MKT 327 Introduction to Marketing
Summer 2010 (Primary Instructor)

DOCTORAL PROGRAM COURSEWORK

Professional Marketing Seminar	Dr. C. Droge
Causal Modeling in Marketing	Dr. R. Calantone
Marketing Models	Dr. S. Sridhar and Dr. R. Calantone
Marketing Theory and Critical Analysis	Dr. D. Griffith
Seminar in Marketing Strategy	Dr. T. Hult
Seminar in International Business Theory	Dr. T. Murtha
Seminar in Organizational Theory	Dr. J. Wagner
Hospitality Operations	Dr. Cichy and Dr. Kim
Seminar in Strategic Management	Dr. G. McNamara
Seminar in Organizational Research Methods	Dr. R. Illies
International Consumer Behavior	Dr. D. Pysarchik
Quantitative Methods in Education Research	Dr. T Raykov
Hospitality Business Research	Dr. Kim

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