

## CURRICULUM VITAE

### Sanjay Jain

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Naveen Jindal School of Management  
University of Texas at Dallas  
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#### Education

1990-1995	Ph.D. (Marketing), University of Arizona
1985-1989	Bachelors in Industrial Engineering, University of Roorkee, (I.I.T. Roorkee), India

#### Academic Experience

June 2016-	Professor and O.P. Jindal Distinguished Chair in Marketing Naveen Jindal School of Management University of Texas at Dallas
July 2006-May 2016	JCPenney Chair in Marketing and Retailing Studies (2010-2016) Macy's Foundation Professor of Marketing (2008- 2010) Professor of Marketing and Mays Faculty Fellow (2007-2008) Professor of Marketing (2006-2016) Mays Business School Texas A&M University
Aug. 2002-June 2006	Associate Professor (2004-2006) Assistant Professor (2002-2004) Robert H. Smith School of Business University of Maryland, College Park

Aug. 1997-July 2002	Assistant Professor (1999-2002) Visiting Assistant Professor (1997-1999) Krannert Graduate School of Management, Purdue University
July 1995- July 1997	Research Scholar Johannes Gutenberg University of Mainz, Germany
Aug. 1994- July 1995	Visiting Faculty Haas School of Business, University of California, Berkeley

### **Honors, Awards and Grants**

Finalist, Paul E. Green Award for the best article published in *Journal of Marketing Research*, 2019

*Management Science* Meritorious Service Award as Associate Editor, 2013

Finalist, INFORMS Society for Marketing Science Long Term Impact Award for a marketing paper published in *Marketing Science*, or *Management Science*, or another INFORMS journal that is viewed to have made a significant long run impact on the field of Marketing, 2011

*Management Science* Distinguished Service Award as a reviewer 2009, 2010, 2011

Finalist, John D. C. Little Award for best marketing article in *Marketing Science* or *Management Science* 2008

Mays Business School Outstanding Research Achievement Award 2007

INFORMS Society of Marketing Science Practice Prize Award 2007

Mays Faculty Fellowship 2007

Nominated for the Krowe Teaching Award, University of Maryland, College Park, 2006

Distinguished Teacher, Krannert Graduate School of Management, Purdue University, Spring 2002

Finalist, Paul E. Green Award for the best article published in *Journal of Marketing Research* in 2001

Fellow, ISMS Doctoral Consortium, Rome, Italy June 2019.

Mays Business School Summer Research Grant 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015

Summer Research Grant Award, University of Maryland, College Park, 2004, 2005

Research Fellowship, Johannes Gutenberg University of Mainz, 1995-1997

American Marketing Association Doctoral Consortium Fellow, 1993  
Graduate Tuition Scholarship, University of Arizona, 1990-1994  
Martha and Tracy Thomas Fellowship, University of Arizona, 1990

### **Publications in Refereed Journals**

1. Jain, Sanjay and Kun Qian "Compensating Online Producers: A Theoretical Analysis", forthcoming *Management Science*
2. Jain, Sanjay, "Time Inconsistency and Product Design: An Analysis of Feature Creep" *Marketing Science*, September-October 2019, 38, 5, 835-851.
3. Li, Alice, Sanjay Jain and P.K. Kannan "Optimal Design of Content Samples for Digital Products and Services," *Journal of Marketing Research*, June 2019, 56, 3, 419-438. **Finalist Paul E. Green Award 2019**
4. Jain, Sanjay and Jiaoyang (Krista) Li "Pricing and Product Design for Vice Goods: A Strategic Analysis," *Marketing Science*, July-August 2018, 37, 4, 592-610.
5. Li, Jiaoyang (Krista) and Sanjay Jain, "Behavior-Based Pricing: An Analysis of the Impact of Peer-Induced Fairness," *Management Science*, September 2016, 62, 9, 2705-2721.
6. Amaldoss, Wilfred and Sanjay Jain, "Branding Conspicuous Goods: An Analysis of the Effect of Social Influence and Competition," *Management Science*, September 2015, 61, 9, 2064-2079.
7. Jain, Sanjay, "Self-Control and Incentives: An Analysis of Multi-Period Quota Plans," *Marketing Science*, Sept-Oct 2012, 31, 5, 855-869.
8. Jain, Sanjay, "Marketing of Vice Goods: A Strategic Analysis of the Package Size Decision" *Marketing Science*, Jan-Feb 2012, 31, 1, 36-51, **Discussion Paper with Commentaries and Rejoinder.**
9. Amaldoss, Wilfred and Sanjay Jain, "Reference Groups and Product Line Decisions: An Experimental Investigation of Limited Editions and Product Proliferation," *Management Science*, April 2010, 56, 4, 621-644.
10. Jain, Sanjay, "Self Control and Optimal Goals: A Theoretical Analysis," *Marketing Science*, November-December 2009, 28, 6, 1027-1045.
11. Kannan, P.K., Barbara Pope and Sanjay Jain, "Pricing Digital Product Lines: A Model and Application for the National Academies Press," *Marketing Science* July-August 2009, 28, 4, 620-636. **Winner of the INFORMS Society for Marketing Science Practice Prize**

12. Amaldoss, Wilfred, Teck Ho, Aradhna Krishna, Kay-Yut Chen, Preyas Desai, Ganesh Iyer, Sanjay Jain, Noah Lim, John Morgan, Ryan Oprea, Joydeep Srivastava, "Experiments on Strategic Choices and Markets," *Marketing Letters*, December 2008, 19, 3-4; 417-429.
13. Amaldoss, Wilfred and Sanjay Jain, "Trading Up: A Strategic Analysis of Reference Group Effects," *Marketing Science*, September-October 2008, 28, 932-942.
14. Amaldoss, Wilfred and Sanjay Jain, "Joint Bidding in the Name-Your-Own-Price Channel: A Strategic Analysis," *Management Science*, October 2008, 54, 10, 1685-1699, **Lead Article**
15. Jain, Sanjay, "Digital Piracy: A Competitive Analysis," *Marketing Science*, July-August 2008, 27, 610-626. **Finalist John D.C. Little Award 2008.**
16. Amaldoss, Wilfred and Sanjay Jain, "Conspicuous Consumption and Sophisticated Thinking," *Management Science*, October 2005, 51, 10, 1449-1466, **Lead article**
17. Amaldoss, Wilfred and Sanjay Jain, "Pricing of Conspicuous Goods: A Competitive Analysis of Social Effects," *Journal of Marketing Research*, Feb. 2005, 30-42.
18. Jain, Sanjay and P.K. Kannan, "Pricing of Information Products on Online Servers: Issues, Models and Analysis," *Management Science*, September 2002, 1123-1142.
19. Amaldoss, Wilfred and Sanjay Jain, "David vs. Goliath: An Analysis of Asymmetric Mixed Strategy Games and Experimental Evidence," *Management Science*, August 2002, 972-991. **Finalist INFORMS Society for Marketing Science Long Term Impact Award 2011**
20. Amaldoss, Wilfred and Sanjay Jain, "An Analysis of the Impact of Social Factors on Purchase Behavior," *Review of Marketing Science*, 2 (1), 1-44
21. Bayus, Barry, Sanjay Jain and Ambar Rao, "Truth or Consequences: An Analysis of Vaporware and New Product Announcements," *Journal of Marketing Research*, February 2001, 38,1, 3-13. **Lead Article, Finalist Paul E. Green Award 2001**
22. Jain, Sanjay and Joydeep Srivastava, "An Empirical and Theoretical Analysis of Price Matching Refund Policies," *Journal of Marketing Research*, August 2000, 351-362.
23. Bayus, Barry, Sanjay Jain and Ambar Rao, "Too Little, Too Early: Introduction Timing and New Product Performance in the Personal Digital Assistant Industry," *Journal of Marketing Research*, Feb 1997, 50-63.
24. Fernandez, Emmanuel, Sanjay Jain, Hau Lee, Ambar Rao and M.R. Rao, "Improving Productivity by Periodic Performance Evaluation: A Bayesian Stochastic Model," *Management Science*, October 1995, 1669-1678

### **Invited Book Chapter**

Wilfred Amaldoss and Sanjay Jain, “Strategic Pricing: An Analysis of Social Influences,” *Handbook of Pricing Research in Marketing*, 397-418, 2009, editor Vithala Rao, Edward Elgar Publishers.

### **Invited Presentations**

University of Illinois, Urbana Champaign 2020

ISMS Doctoral Consortium 2019

Discussant, Summer Institute in Competitive Strategy, University of California at Berkeley, 2019

Discussant, Behavioral IO and Marketing Symposium, University of Michigan, Ann Arbor, May 2019

University of Iowa 2018

Carnegie Mellon University 2018

Discussant, Indian School of Business Research Camp, Hyderabad, India, 2017

Keynote Speaker, Behavioral Operations Management Conference, Nanjing, China, 2016

Discussant, Behavioral IO and Marketing Symposium, University of Michigan, Ann Arbor, 2016

University of Houston 2016

Johns Hopkins University 2016

University of California, Davis 2015

Discussant, Summer Institute in Competitive Strategy (SICS), University of California, Berkeley, 2015

Discussant, Frank M. Bass – UT Dallas Frontiers of Research in Marketing Science (UT Dallas FORMS) Conference, 2014

First Invitational Symposium on Marketing and Innovation ECMI-AMA-EMAC, 2014

Hong Kong University of Science and Technology, Marketing Camp, 2013

University of Florida, Winter Research Retreat, 2013

Indian School of Business 2013

University of Western Ontario 2013

Discussant, Frank M. Bass – UT Dallas Frontiers of Research in Marketing Science (UT Dallas FORMS) Conference, 2012, 2013

Duke University 2012

Washington University 2012

Marketing Science Institute's Conference on the "New Developments in the Practice of Marketing Science 2011-2012", Washington DC, 2011

University of Texas at Austin 2011

Discussant, Summer Institute in Competitive Strategy, University of California, Berkeley, 2010

Marketing Science Institute's conference on "The Practice and Impact of Marketing Science 2009-2010", M.I.T. 2010

University of Texas at Dallas 2010

University of British Columbia 2010

Lisle & Roslyn Payne Research Symposium, University of Arizona 2009

University of California, Berkeley 2008

Invitational Choice Symposium (Wharton Business School, University of Pennsylvania), 2007

Texas A&M University 2005

University of Wisconsin Milwaukee 2001

University of Wisconsin Madison 2001

University of Maryland 2001

Indiana University 2000

University of Washington, Bothell 1998

University of North Carolina 1998

ESSEC, France 1996

Catholic University at Leuven, Belgium 1996

University of Toronto 1996

Hong Kong University of Science and Technology 1994

University of Rochester 1994

Stanford University 1994

### **Conference Proceedings**

1. Amaldoss, Wilfred and Sanjay Jain "Name your Own Price: Theoretical and Experimental Investigation of Bidding For a Shopping Basket," *Advances in Consumer Research*, Vol. XXIX, 2002.
2. Heil, Oliver and Sanjay Jain "A Game Theoretical Analysis of Termination of Price

- Wars” Proceedings of First French-German Workshop on Quantitative Methods in Marketing, Humboldt-University, Berlin, Germany May 1996
3. Jain, Sanjay and Oliver Heil “Competitive Effects of Patent Litigation: A Game Theoretical Analysis”, Proceedings of European Marketing Association (EMAC) Conference, Budapest, Hungary, May 1996
  4. Fernandez, Emmanuel, Sanjay Jain and Ambar Rao “Optimal Evaluation Policies for Workforce: A Bayesian Stochastic Model”, Proceedings of 32nd IEEE Conference on Decision and Control, San Antonio, December 1993

### Conference Presentations

1. Li, Jiaoyang and Sanjay Jain, “Behavior-Based Pricing: An Analysis of the Impact of Peer-Induced Fairness,” presented at the *Marketing Science Conference*, Atlanta, June 2014.
2. Jain, Sanjay and Jiaoyang Li, “Vice Goods and Product Design: A Strategic Analysis of Firms’ Incentives to Improve Nutrition” presented at the *First Invitational Symposium on Marketing and Innovation ECMI-AMA-EMAC*, Rotterdam, May 2014
3. Li, Jiaoyang and Sanjay Jain, “Context Dependent Preferences and Product Upgrades,” presented at the *First Invitational Symposium on Marketing and Innovation ECMI-AMA-EMAC*, Rotterdam, May 2014
4. Jain, Sanjay “Marketing of Vice Goods,” presented at the *INFORMS 2010 Annual Meeting*, Austin, TX, November 2010.
5. Jain, Sanjay and P.K. Kannan, “Optimal Design of Content Samples for Digital Products and Services,” presented at the *Marketing Science Conference*, Cologne, Germany, June 2010.
6. Amaldoss, Wilfred and Sanjay Jain, “Reference Groups and Product Line Decisions,” presented at the *Frontiers of Marketing Science Conference*, University of Texas at Dallas, February 2009.
7. Akcura, Tolga, Zafer Ozdemir and Sanjay Jain, “Strategic Online Channel Adoption,” presented at the *Marketing Science Conference*, Vancouver, June 2008
8. Amaldoss, Wilfred and Sanjay Jain, “Strategic Implications of Reference Groups: An Experimental Investigation,” presented at the *Marketing Science Conference*, Vancouver, June 2008
9. Amaldoss, Wilfred and Sanjay Jain, “An Experimental Investigation of the Rational Expectations Hypothesis”, presented at the *Marketing Science Conference*, Atlanta, June 2005
10. Amaldoss, Wilfred and Sanjay Jain, “Pricing of Conspicuous Goods: A Competitive Analysis of Social Effects,” presented at the *Summer Institute in Competitive Strategy*, University of California, Berkeley, July 2004.

11. Amaldoss, Wilfred and Sanjay Jain, "Conspicuous Consumption and Sophisticated Thinking," *Marketing Science Conference*, College Park, June 2003
12. Amaldoss, Wilfred and Sanjay Jain, "Name Your Own Price: Theoretical and Experimental Investigation of Bidding For a Shopping Basket," *ACR Conference*, Austin 2002.
13. Amaldoss, Wilfred and Sanjay Jain, "David Vs. Goliath: An Analysis of Asymmetric Mixed Strategies," *ACR Conference*, Salt Lake City, 2001.
14. Jain, Sanjay, "Strategic and Welfare Implications for Copying of Software and Other Intellectual Properties," *Marketing Science Conference*, Los Angeles, June 2000
15. Jain, Sanjay, "Competitive Impact of Patent Litigation: A Game Theoretic Analysis," *Marketing Science Conference*, Syracuse, May 1999
16. Bayus, Barry, Sanjay Jain and Ambar Rao, "Is it Real or is it Vaporware? An Analysis of Preannouncements in the software Industry," *Marketing Science Conference*, Berkeley, March 1997.
17. Jain, Sanjay and Joydeep Srivastava, "Price Matching Refunds as a Signal of Lower Prices: A Theoretical and Empirical Analysis," *Marketing Science Conference*, Berkeley, March 1997.
18. Heil, Oliver and Sanjay Jain, "Termination of Price Wars," *Marketing Science Conference*, Gainesville, March 1996
19. Jain, Sanjay, "Strategic Implications of Dominance in Markets for Complementary Goods," *Marketing Science Conference*, Gainesville, March 1996
20. Bayus, Barry, Sanjay Jain and Ambar Rao, "Too Little and Too Early: A Competitive Analysis of the Personal Digital Assistant Industry", *Innovation in New Product Development: Best Practice in Research, Modeling and Applications Conference*, Wharton School, University of Pennsylvania, May 1995
21. Jain, Sanjay, "Standardization and R&D," *Marketing Science Conference*, Tucson, March 1994
22. Jain, Sanjay, Emmanuel Fernandez and Ambar Rao, "Optimal Evaluation Policies for Salesforce," *ORSA/TIMS Joint National Meeting*, Phoenix, November 1993
23. Jain, Sanjay and Ambar Rao, "Standardization and Technological Uncertainty," *Marketing Science Conference*, St. Louis, March 1993
24. Jain, Sanjay and Ambar Rao, "Pricing Incompatible Durables," *ORSA/TIMS Joint National Meeting*, San Francisco, November 1992

### **Courses Taught**

Seminar in Behavioral Industrial Organization  
and Marketing (Ph.D)  
Introduction to Marketing (M.S./MBA)

University of Texas at Dallas 2018, 2020  
University of Texas at Dallas, 2016-



New Product Marketing (undergraduate)	Texas A&M University, 2013-2015
Introduction to Marketing (M.S.)	Texas A&M University, 2010-2015
Marketing Core (M.B.A.)	Texas A&M University, 2006-2008
High Technology Marketing (M.B.A.)	University of Maryland, 2006
New Product Marketing (M.B.A.)	University of Maryland, 2002-2006
Marketing Core (M.B.A.)	GISMA (Purdue University) 2001-2002
Marketing Research (M.B.A.)	Purdue University 1999-2001
Marketing Research	Purdue University 1997-2001
Seminar in Modeling (Ph.D.)	University of California - Berkeley, 1995.
	Purdue University, 1998
	University of Maryland, College Park, 2005

### **Dissertation Committees**

2018	Fereshteh Zihagh (Marketing) -Member
2018	Chenxi Liao (Marketing) - Member
2016	Joon Ho Lim (Marketing)-Member
2016	Jiaoyang Li (Marketing) - Chair
2010	Reo Song (Marketing) - Co-Chair
2008	Thomas Dotzel (Marketing) - member
2005	Lan Luo (Marketing) - member
2005	Kartikeya Singh (Economics) - member

### **Master's Committees**

2015	Anup Pande (Engineering Systems Management) - Member
2013	Binling Wang (Industrial Engineering) - Member
2011	Gwanggyu Lee (Recreation and Transportation Sciences) – Member
2011	Wei Zhou (Recreation and Transportation Sciences) – Member
2011	Luping Liu (Education Psychology) –Member

### **Professional Service**

#### ***Associate Editor***

*International Journal of Research in Marketing (2018-present)*

*Marketing Science (2017-present)*

*Management Science (2011-present)*

*Quantitative Marketing and Economics (2014-2018)*

*Journal of Marketing Research (ad-hoc, 2016-present)*

#### ***Editorial Review Board***

*Journal of Marketing Research (2008-present)*

*Marketing Science (2007-2016)*  
*Decision Sciences (2004-2010)*  
*Journal of Marketing (2007-2008)*

***Ad-Hoc Reviewer for:***

*Journal of Consumer Research*  
*Journal of Economics and Management Strategy*  
*Journal of Retailing*  
*Decision Support Systems*  
*European Journal of Operational Research*  
*Production and Operations Management*  
*AMA Summer Educator Conference*  
*MSI Dissertation Proposal Competition*  
*Social Sciences and Humanities Research Council of Canada*  
*Research Grants Council of Hong Kong*

***External Evaluator for Promotion at the following Universities:***

University of Toronto, University of Kentucky, Johns Hopkins University, University of Florida, University of Maryland, Indian School of Business, University of Oregon, University of Georgia, Chinese University of Hong Kong, University of Texas at Austin, University of Arizona, University of Texas at Dallas, University of Central Florida,

***Committees***

Chair, ISMS Doctoral Dissertation Proposal Competition Committee, 2020  
Co-Chair, Bass Forms Conference Committee, 2017  
Member, ISMS Meetings Advisory Sub Committee, 2015-2018

***Administrative Service***

Personnel Review Committee 2019, University of Texas at Dallas  
Academic Policy and Planning Committee 2018-2020, University of Texas at Dallas  
Research and Ph.D. Committee 2017-2020, University of Texas at Dallas  
Chair, Faculty Recruitment Committee 2017-2020, University of Texas at Dallas  
Ph. D Scholarship Committee, 2017-2020, University of Texas at Dallas  
Ph.D. program Coordinator, 2017-2020, University of Texas at Dallas  
Member, Strategic Planning and Steering Committee, 2016, University of Texas at Dallas  
Coordinator for Spring Research Seminar Series, 2017, University of Texas at Dallas  
Member, Mays Business School, Recruitment Committee, 2014-2016 Texas A&M University

Member, Mays Business School Research Council, 2013-2016, Texas A&M University

Member, Department Head Search Committee, 2013, Texas A&M University

Undergraduate Academic Appeals Panel, Alternate, 2011-2013, Texas A&M University

Chair, Marketing Research Seminar Council, 2010-2016, Texas A&M University

Member, Mays Business School Promotion and Tenure Committee, 2010- 2013 – Texas A&M University

Member, Marketing Ph.D. Committee, 2006 – 2008, 2009-present – Texas A&M University

Member, Center for Management Information Systems Assessment Committee, 2009- Texas A&M University

Member, MBA Graduate Instruction Committee, 2008-2009 – Texas A&M University

Member, Faculty Recruitment Committee, 2006 –2008 Texas A&M University

Faculty Mentor for the Regents Scholar Program, 2006 – Texas A&M University

Junior Faculty Mentor, 2006 – University of Maryland, College Park.

Chair, Marketing Doctoral Admissions Committee, 2006 – University of Maryland, College Park.

Chair, Search Committee for Chair Professor in Marketing, 2005-2006 – University of Maryland, College Park.

Member, Search Committee for Tenure-track Professors, 2005-2006 – University of Maryland, College Park

Chair, Search Committee for Clinical Professor, 2005 – University of Maryland, College Park

Member, Case Policy Task Force, 2004 - University of Maryland, College Park

Member of Student Grievance Committee (2001-2002) – Purdue University

Member, Faculty Recruiting Committee (2000-2001) – Purdue University