

Ranjit Christopher Magendraraj

CONTACT INFORMATION	Department of Marketing, W.P. Carey School of Business Arizona State University P.O. Box 874106, Tempe, AZ, USA 85287 1-(480)-406-9415 rmagendr@asu.edu	
EDUCATION	Ph.D., Marketing Arizona State University, USA	Summer 2016 (<i>expected</i>)
	PGPM, Marketing Greatlakes Institute of Management, INDIA	Spring 2010
	B.E., Computer Science and Engineering University of Madras, INDIA	Spring 2004
RESEARCH DOMAIN	Quantitative Marketing Strategy	
RESEARCH INTERESTS	New Product Development, Sustainability, Corporate Social Responsibility, Relationship Marketing	
WORKING PAPERS	The Viability of Sustainable Product Alternatives: Consumer Valuation of Private and Public Attribute Bundles (<i>with Rajiv K. Sinha</i>) The Viability of Voluntary Product Take-backs: The Role of Time Inconsistent Preferences (<i>with Rajiv K. Sinha</i>) CEO Functional Background, Corporate Social Performance, and Corporate Financial Performance: The Role of Marketing (<i>with Rajiv K. Sinha</i>)	
BOOK CHAPTERS	Bolton, Ruth N. and Ranjit M. Christopher, "Building Long-term Relationships Between Service Organizations and Customers". In: <i>Handbook of Service Marketing Research</i> , Roland T. Rust and Ming-Hui Huang, Eds. <i>In Press</i> .	
SELECTED GRADUATE COURSEWORK	New Product Development and Marketing Models Marketing Models Applied Marketing Models Microeconomic Theory and Application Categorical Data Analysis Applied Econometrics Choice Modeling Multivariate Analysis Marketing Theory Advanced Marketing Research Consumer Behavior Services Marketing	Rajiv K. Sinha Ruth Bolton Sungho Park Fernando Leiva-Bertran Jeffrey Wilson Jeffrey Englin Ram Pendyala Leona Aiken Michael Hutt Naomi Mandel Andrea Morales Amy Ostrom

TEACHING EXPERIENCE	MKT 352 - Marketing Research MKT 302 - Applied Marketing Management	Summer 2013 Summer 2012
INDUSTRY EXPERIENCE	Marketing Manager, Infotech Enterprises Ltd., INDIA Systems Analyst, Cognizant Corporation, USA Programmer Analyst, Cognizant Technology Solutions Ltd., INDIA	2010 - 2011 2006 - 2009 2004 - 2006
PROFESSIONAL AFFILIATIONS	INFORMS Society for Marketing Science American Marketing Association	
SOFTWARE & PROGRAMMING	Stata, Gauss, R, Python, Java	
HONORS & AWARDS	Ken Coney Research Excellence Award	2012, 2013
REFERENCES	<p>Rajiv K. Sinha Professor & Lonnie Ostrom Chair in Business Department of Marketing W.P. Carey School of Business Arizona State University, Tempe, AZ, USA. ph: 1-480-965-5433 email: rajiv.sinha@asu.edu</p> <p>Michael Wiles Assistant Professor Department of Marketing W.P. Carey School of Business Arizona State University, Tempe, AZ, USA. ph: 1-480-965-3621 email: michael.wiles@asu.edu</p> <p>Jonathan Ketcham Associate Professor Department of Marketing W.P. Carey School of Business Arizona State University, Tempe, AZ, USA. ph: 1-480-965-5507 email: ketcham@asu.edu</p>	