

SUBRAMANIAN “BALA” BALACHANDER
Curriculum Vitae

School of Business
University of California, Riverside
Riverside, CA 92521
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Education

Carnegie Mellon University
Graduate School of Industrial Administration
Ph. D. in Marketing, May 1991.
M.S. in Marketing, 1988.

Indian Institute of Management, Calcutta, India.
P.G.D.M. (Post Graduate Diploma in Management), 1983.

Indian Institute of Technology, Madras, India.
B. Tech, Chemical Engineering, 1979.

Academic Employment

University of California Riverside, School of Business Administration
Albert O. Steffey Chair and Professor of Marketing Discipline (2016 -)
Academic Director, Master of Business Analytics Program, (2021-)

Purdue University, Krannert School of Management
Professor of Management (2011- 2015)
Associate Professor of Management (2007 - 2011)
Assistant Professor of Management (2001 – 2007)

University of Maryland, Robert H. Smith School of Business
Assistant Professor of Marketing (1998 – 2001)

University of Toronto, Faculty of Management
Visiting Assistant Professor of Marketing, Jan – June, 1998.

Clark University, Graduate School of Management
Assistant Professor of Marketing (1992-1998)

Carnegie Mellon University, Graduate School of Industrial Administration
Visiting Assistant Professor (1991-92).

Honors

Global Retail Brand Management Research Fellow, 2025

Provost Faculty Leadership Program Fellow, University of California Riverside, 2017-18.

University Faculty Scholar Award, Purdue University, 2009-2014.

John and Mary Willis Young Faculty Scholar Award, Purdue University, 2007.

Distinguished Core Teaching, 2011.

Recognition as Distinguished Teacher, Krannert School of Management, Purdue University, 2002, 2004-2015.

Purdue Research Foundation Summer Research Grant, 2002-2006.

Nominated for the Frank Bass Dissertation Paper Award, 1996.

AMA Doctoral Consortium Fellow, 1990.

William Larimer Mellon Fellowship, 1986-89.

Certificate of Merit, Indian Institute of Management, Calcutta, 1982.

Research Interests

Pricing, Bundling, Price Promotions, Market Signaling, Competitive Marketing Strategy, Game Theory, Structural Econometric Models.

Teaching Interests

Pricing, Marketing Strategy, Marketing Management, High-Technology Marketing, Marketing Models, Digital Marketing.

Publications

1. Zhang, W., S. Balachander and J. Li (2024). "Group or Individual Sales Incentives? What is Best for Your Brand's Retail Sales Force?" Journal of Marketing, 88(6), 103-120.
2. Kim, A, and S, Balachander (2023). "Coordinating Traditional Media Advertising and Online Advertising in Brand Marketing," Production and Operations Management, 32(6), 1865-1879.
3. Liu, Q., X. Liu and S. Balachander (2021). "Crowdfunding Project Design: Optimal Product Menu and Funding Target," Production and Operations Management, 30 (10), 3800-11.
4. Balachander, S., E. Gal-Or, T. Geylani and A. Kim (2017). "Provision of Optional versus Standard Features in Competition," Journal of Marketing, 81 (3), 80-95.

Publications (continued)

5. Liu, Y., J. Li, H. Chen and S. Balachander (2017). "The Effects of Product Design on Demand and Marketing Effectiveness: The Role of Segment Prototypicality and Brand Consistency," Journal of Marketing, 81 (1), 83-102.
6. Pedram, M. and S. Balachander (2015). "Increasing Quality Sequence: When is it an Optimal Product Introduction Strategy?" Management Science, 61 (10), 2487-2494.
7. Liu, Yan (Lucy) and S. Balachander (2014). "How long has it been since the Last Deal? Consumer Promotion Timing Expectations and Promotional Response," Quantitative Marketing and Economics, 12 (1), 85-126.
8. Balachander, S. and B. Ghosh (2013). "Bayesian Estimation of a Simultaneous Probit Model Using Error Augmentation: An Application to Multi-buying and Churning Behavior," Quantitative Marketing and Economics, 11 (4), 437-458.
9. Kim, A., S. Balachander and K. Kannan (2012). "On the Optimal Number of Advertising Slots in a Generalized Second Price Auction," Marketing Letters, 23(3), 851-868.
10. Balachander, S., B. Ghosh and A. Stock (2010). "Why Bundle Discounts Can Be A Profitable Alternative to Competing on Price Promotions?" Marketing Science, 29 (4), 624-638.
11. Balachander, S., K. Kannan and D. G. Schwartz. (2009) "A Theoretical and Empirical Analysis of Alternate Auction Policies for Search Advertisements," Review of Marketing Science, 7(1), Article 5, ISSN (Online) 1546-5616, DOI: <https://doi.org/10.2202/1546-5616.1101>.
12. Balachander, S., Y. Liu and A. Stock (2009). "An Empirical Analysis of Scarcity Strategies in the Automobile Industry," Management Science, 55 (10), 1623-1637.
13. Bezawada, R., S. Balachander, P. K. Kannan, and V. Shankar (2009). "Cross-Category Effects of Aisle and Display Placements: A Spatial Modeling Approach and Insights," Journal of Marketing, 73 (May), 99-117.
14. Balachander, S. and A. Stock (2009). "Limited Edition Products: When and When Not to Offer Them?" Marketing Science, 28 (2), 336-355.
15. Oakley, J., A. Duhachek, S. Balachander and S. Sriram (2008). "Order of Entry and the Moderating Role of Comparison Brands in Brand Extension Evaluation," Journal of Consumer Research, 34 (February), 706-712.
16. Balachander, S. (2007) "A Model of Promotion-Free Retail Pricing of Durable Products," Review of Marketing Science, 5(1), Article 2. ISSN (Online) 1546-5616, DOI: <https://doi.org/10.2202/1546-5616.1053>.

Publications (continued)

17. S. Sriram, Balachander, S. and M. Kalwani (2007). "Monitoring the Dynamics of Brand Equity Using Store-Level Data," Journal of Marketing, 71(2), 61-78.
18. Ghosh, B. and S. Balachander (2007), "Competitive Bundling and Counter-bundling with Generalist and Specialist Firms," Management Science, 53 (1), 159-168.
19. A. Stock and S. Balachander (2005). "The Making of a 'Hot product': A Signaling Explanation of Marketer's Scarcity Strategy." Management Science, 51(8), 1181-1192.
20. Balachander, S. and S. Ghose (2003). "Reciprocal Spillover Effects: A Strategic Benefit of Brand Extensions." Journal of Marketing, 67 (1), 4-13. (Lead Article)
21. Balachander, S. (2001) "Warranty Signalling and Reputation." Management Science, 47(9), 1282-1289.
22. Balachander, S. and K. Srinivasan (1998). "Modifying Customer Expectations of Price Decrease for a Durable Product." Management Science, 44(6), 776-786.
23. Balachander, S. and K. Srinivasan (1998). Quantity Discounts, Manufacturer and Channel Profit Maximization: Impact of Retailer Heterogeneity." Marketing Letters, 9(2), 169-179.
24. Balachander, S. and Kannan Srinivasan (1994). "Selection of Product Line Qualities and Prices to Signal Competitive Advantage." Management Science, 40 (7), 824-841.
25. Balachander, S. and Peter H. Farquhar (1994). "Gaining More by Stocking Less: A Competitive Analysis of Product Availability." Marketing Science, 13, 1, 3-22. (Lead Article)

Working Papers Under Review

(Available at <http://soba.ucr.edu/directory/faculty.html?netid=balachan>)

Balachander, S. and M. Pedram. "Withholding Product Features: An Alternative Rationale for Sequential Product Introductions of Increasing Quality," Working Paper, April 2024. (undergoing revision for resubmission to International Journal for Research in Marketing).

Working Papers Under Preparation

Kim, S. and S. Balachander. "Kicking the Tires: Consumer's Quality Search in US Auto Market." Working Paper, June 2019 (undergoing revision for submission to the Journal of Marketing Research).

Balachander, S. "Premium Offers with Product Purchase as a Signaling Device."

Other Research in Progress

Balachander, S. and W. Zhang. “Coordinating Sponsored Search Advertising between Manufacturers and Retailers.”

Balachander, S. “Promotions to Improve Brand Consideration.”

Moon, M., W. Zhang and S. Balachander. “From Aesthetics to Analytics: Measuring the Influence of Product Design on Consumer Choice with LLMs.”

Refereed Conference Proceedings

Oakley, J., S. Balachander, and S. Sriram (2005). “Understanding the Simultaneous Effects of Category Fit and Order of Entry on Consumer Perception of Brand Extensions,” Advances in Consumer Research, 32, 135-136.

Ph. D. Student Supervision

Myounghee (Chloe) Moon (Chair), Ph. D., December 2020 (on Job Market)

Wenshu Zhang, (Co-Chair), Ph. D., 2017 (Placed at Fairleigh Dickinson University)

Sunah Kim (Co-Chair), Ph. D., 2017 (Placed at Concordia University, Canada)

Jihong Min (Chair), Ph. D., 2013 (Placed at Myongji University, S. Korea)

Alex Kim (Chair), Ph. D., 2011 (Placed at Long Island University).

Yan (Lucy) Liu (Chair), Ph. D., 2010. (Placed at Texas A& M University)

Mahmood Pedram (Chair), Ph. D., 2010. (Placed at American University in Dubai)

Bikram Ghosh (Chair), Ph. D., 2006. (Placed at University of South Carolina)

Ram Bezawada (Committee Member), Ph. D., 2006. (Placed at SUNY, Buffalo)

S. Sriram (Co-Chair), Ph. D., 2004. (Currently at University of Michigan).

Axel Stock (Chair), Ph. D., 2003. (Placed at University of Central Florida).

Recent Invited Seminars

“Group or Individual Sales Incentives? What is Best for Brand-Managed Retail Sales Operations? 2025 Global Retail Brand Management Conference, Dallas, June 2025

“Implication of Brand Strength for the Choice of Group versus Individual Sales Incentives,” Hongkong Polytech University Marketing Research Camp, Hongkong, December 2017.

“The Effects of Product Design on Demand and Marketing Effectiveness: The Role of Segment Prototypicality and Brand Consistency, ETH/NYU Design 2 Conference, New York, May 2017.

Recent Invited Seminars (Continued)

“Successive Introductions of Products with Increasing Quality as a Planned Obsolescence Strategy,” Payne Symposium, University of Arizona, November 2016.

“Successive Introductions of Products with Increasing Quality as a Planned Obsolescence Strategy,” UC/USC Marketing Colloquium, May 2016.

“Coordinating Traditional Media Advertising and Search Advertising,” FORMS Conference, University of Texas at Dallas, 2016.

Recent Conference Presentations

“Premium Offers with Product Purchase as a Signaling Device,” 2025 Marketing Science Conference, Washington DC.

“From Aesthetics to Analytics: Measuring the Influence of Product Design on Consumer Choice with LLMs,” 2025 Marketing Science Conference, Washington DC.

“Multilevel Channel Competition and Sponsored Search Advertising,” 2024 Marketing Science Conference, Sydney, Australia.

“Promotions to Improve Brand Consideration,” 2023 Marketing Science Conference, Miami, FL

“The Impact of Collaborative Consumption on Brand and Product Choice,” 2019 Marketing Science Conference, University of Roma Tre, Rome, Italy.

“Implication of Brand Strength for the Choice of Group versus Individual Sales Incentives,” 11th Great Lakes NASMEI Marketing Conference, Chennai, India.

“Group versus Individual Incentives in Salesforce Compensation,” 2017 Marketing Science Conference, USC, Los Angeles, CA

Professional Affiliations

American Marketing Association and The Institute for Operations Research and the Management Sciences.

Professional Service

Senior Editor, Production and Operations Management (2013-)

Member of Editorial Board of Marketing Science (2007-2021).

Ad hoc Reviewer for Management Science, Journal of Marketing Research, Journal of Marketing, Journal of Retailing, and European Journal of Marketing.

University and School Service

Marketing Area Coordinator, 2016-
Academic Director, Master of Business Analytics Program, 2021-
Member, University Committee on Courses, 2025-
Member, School of Business Database Committee, 2025-
Member, Graduate Rubric Ad Hoc Committee, 2023-2024
Member, University Assessment Advisory Committee, 2022-2023
Chair, IS Search Committee, 2024-25
Member, Operations & Supply Chain Management Search Committee, 2023-2024.
Chair of the Faculty, School of Business Executive Committee, 2019-2021
Member of University Planning & Budget Committee, 2020-2023
Member of Graduate Council, 2017-2020
Member of UCR Strategic Planning Thriving Campus Community Group 2019-
Chair of Marketing Area Search Committees 2018-2020
Member of Supply Chain and Business Analytics Cluster Search Committees, 2018-2019
Member, School of Business Executive Committee, 2017-2019
Chair of Search Committee, Business Analytics Cluster Hire, 2016 & 2017
School of Business, Strategic Planning Committee, 2016-
Junior Faculty Workshop (Mentoring) School of Business, 2020
Member of numerous Merit, Tenure, and Promotion Review Adhoc Committees, School of
Business, 2016-

Business Experience

Senior Marketing Executive, Castrol India Ltd., India (7/84 - 8/86).
Consultant, S. B. Billimoria & Co., India (5/83 - 7/84).
Assistant Engineer (R & D), Indian Organic Chemicals, India (9/79 - 7/81).