

Preyas Desai is the Spencer R. Hassell Professor of Business Administration at the Fuqua School of Business, Duke University. He is a member of the marketing area and also active in the health sector management program. Professor Desai received M.S. and Ph.D. from Carnegie Mellon University, and was on the faculty of Purdue University before joining Fuqua in 1997.

Preyas Desai's research covers a wide range of topics in marketing strategy, distribution channels, and marketing of durable products. His research analyzes strategic interactions such as those between competing manufacturers, and between manufacturers and their retailers. He is also interested in examining strategic behavior by consumers when they evaluate complex choices. His articles on these topics have appeared in top tier academic journals such as *Marketing Science*, *Management Science*, *Journal of Marketing*, *Journal of Marketing Research*, and *Quantitative Marketing and Economics*. Preyas Desai is currently the editor-in-chief of *Marketing Science*.