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The Fuqua School of Business
Duke University
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EMPLOYMENT

Professor of Business Administration (with tenure), The Fuqua School of Business, Duke University, 2005-present

Area coordinator, Marketing (present)
Co-chair, school strategic planning taskforce (present)
Member, Dean's faculty advisory committee, 2005-2007
Chair, school curriculum committee, 2005-2006
Member, school Ph.D. committee, 2005-2006
Coordinator, Marketing area Ph.D. program, 2005-2006

Associate Professor of Business Administration, The Fuqua School of Business, Duke University, 1999-2002

Member, Dean's faculty advisory committee, 1999-2000
Member, school Ph.D. committee, 2003-2005
Coordinator, Marketing area Ph.D. program, 2002-2005
Chair, school faculty technology advisory committee, 2002-2005

Assistant Professor of Business Administration, The Fuqua School of Business, Duke University, 1997-1999

Assistant Professor of Management, Krannert Graduate School of Management, Purdue University, 1992-1997.

PROFESSIONAL ACTIVITIES

Departmental Editor, *Management Science* Marketing Department
Area Editor, *Marketing Science*
Associate Editor, *Quantitative Marketing and Economics*
Associate Editor, *Production and Operations Management* Special issue on Marketing-OM interface
Editorial board member, *Journal of Marketing Research*
Editorial board member, *Production and Operations Management*

Editorial board member, *Review of Marketing Science*
V.P. Meetings, INFORMS Society of Marketing Science 2007-2009
Co-host, Ph. D. Workshop on Theory Rich Marketing Models 2007
Conference Organizing committee, Quantitative Marketing and Economics Conference 2004,
2005
Conference organizing committee, The Future of Distribution Channels Modeling

EDUCATION

Ph. D. (Marketing), Carnegie Mellon University, 1992
M.S. (Marketing), Carnegie Mellon University, 1990
M.B.A. (Marketing), Gujarat University, 1985
B.E. (Mechanical Engineering), Gujarat University, 1983

RESEARCH

RESEARCH INTERESTS

Marketing Strategy, management of distribution channels, healthcare marketing, marketing of durable goods, segmentation and price discrimination

PUBLICATIONS (PEER REVIEWED)

Desai, Preyas, Preethika Suresh and Anand Krishnamurthi (2009), "Call for Prices: Strategic Implications of Raising Consumers' Costs," *Marketing Science*, (in press)

Desai, Preyas, Oded Koenigberg and Debu Purohit (2008), "Forward Buying by Retailers," *Journal of Marketing Research*, (in press).

Amaldoss, Wilfred, Teck-Hua Ho, Aradhna Krishna, Preyas Desai, Ganesh Iyer, Sanjay Jain, Noah Lim, John Morgan, Ryan Oprea, and Joydeep Srivasatava (2008), "Experiments on Strategic Choices and Markets," *Marketing Letters*, 19 (3), 417-429.

Desai, Preyas, Ajay Kalra and B.P.S. Murthi, (2008), "When Old is Gold: The Role of Business Longevity in Risky Situations," *Journal of Marketing*, 72(1), 95-107.

Desai, Preyas, Oded Koenigberg and Debu Purohit (2007), "A Research Note on the Role of Production Leadtime and Demand Uncertainty in Marketing Durable Goods," *Management Science*, 53(1), 150-158.

- Bruce, Norris, Preyas Desai and Richard Staelin (2006), "Enabling the Willing: Consumer Rebates for Durable Goods," *Marketing Science*, 25(4), 350-366.
- Narasimhan, C., C. He, E. Anderson, L. Brenner, P. Desai, D. Kuksov, P. Messinger, S. Moorthy, J. Nunes, Y. Rottenstreich, R. Staelin, G. Wu, J. Zhang (2005), "Incorporating Behavioral Anomalies in Strategic Models," *Marketing Letters*, 16(5), 361-373.
- Bruce, Norris, Preyas Desai and Richard Staelin (2005), "The Better They Are, the More They Give: Trade Promotions of Consumer Durables," *Journal of Marketing Research*, 42(1), 54-66.
- Desai, Preyas and Devavrat Purohit (2004), "Let Me Talk to My Manager: Costs and Benefits of Haggling," *Marketing Science*, 23(2), 219-233.
- Desai, Preyas, Oded Koenigsberg and Devavrat Purohit (2004), "Strategic Decentralization and Channel Coordination," *Quantitative Marketing and Economics*, 2(1), 5-22. (Lead article)
- Desai, Preyas and V. Padmanabhan (2004), "Durable Good, Extended Warranty and Channel Coordination," *Review of Marketing Science*, 2, <http://www.bepress.com/romsjournal/vol2/iss1/art2>
- Desai, Preyas (2001), "Quality Segmentation in Spatial Markets: When Does Cannibalization Affect Product Line Design?" *Marketing Science*, 20(3), 265-283. (Finalist for John D. C. Little award.)
- Desai, Preyas, Sunder Kekre, Suresh Radhakrishanan, and Kannan Srinivasan (2001), "Product Differentiation and Commonality in Design: Balancing Revenue and Cost Drivers" *Management Science*, 47(1), 37-51.
- Desai, Preyas (2000), "Multiple Messages to Retain Retailers: Signaling New Product Demand," *Marketing Science*, 19 (4), 381-389.
- Desai, Preyas and Devavrat Purohit (1999), "Competition in Durable Goods Markets: The Strategic Consequences of Leasing and Selling," *Marketing Science*, 18(1), 42-58. (Finalist for John D. C. Little award.)
- Desai, Preyas and Devavrat Purohit (1998), "Leasing and Selling: Optimal Strategies for a Durable Goods Firm," *Management Science*, 44 (11), S19-S34.
- Desai, Preyas (1997), "Advertising Fee in Business-Format Franchising," *Management Science*, 43, 10, 1401-1419.
- B. Murthi, Y. K. Choi and Preyas Desai (1997), "Efficiency of Mutual Funds and Portfolio Performance Measurement: A Non-parametric Approach," *European Journal of Operational Research*, 98(2), 408-418.
- Desai Preyas and Kannan Srinivasan (1996), "Aggregate Versus Product Specific Pricing:

Implications for Franchise and Traditional Channels," *Journal of Retailing*, 72(4), 357-382.

Chu, Wujin and Preyas Desai (1995), "Channel Coordination Mechanisms for Customer Satisfaction," *Marketing Science*, 14 (4), 343-359. (lead article)

Desai, Preyas and Kannan Srinivasan (1995), "Demand Signalling Under Unobservable Effort in Franchising: Linear and Non-Linear Contracts," *Management Science*, 41 (10), 1608-1623.

PAPERS UNDER REVIEW

Desai, Preyas, Debu Purohit and Dinah Vernik, "Digital Music Set Free: The Flip Side of DRM Protection," *Marketing Science* (being revised for second round of reviews).

Bruce Norris, Desai Preyas, and Richard Staelin, "The Use of Multiple Price Responses to Competitive Product Launches in a Durable Market," being revised for resubmission to *Journal of Marketing Research*.

Cui, Tony and Preyas Desai, "Pharmaceutical Distribution through PBMs: Impact of Insurance Plans Heterogeneity," submitted to *Management Science*.

WORKING PAPERS

"Quantity Discounts in Developed and Emerging Markets," (with Sameer Mathur and Kannan Srinivasan).

"Package Sizing in Emerging Markets," (with Sameer Mathur and Kannan Srinivasan).

"Advertiser-Specific Minimum Bids and Advertising Budgets in Keyword Search Advertising," (with Woochoel Shin).

"Pricing Search Advertisements: A Two-Sided Market Approach," (with Woochoel Shin).

"Pricing and Inventory Competition between New and Old Technologies," (with Fernando Bernstein).

"Putting Context Effects in Context: The Impact of Store Positioning and Competition on Extremeness Aversion," (with John Lynch and Rob Tanner).

"Automobile Leasing: Affordability, Convenience and Reliability," (with Shailendra Mehta).

WORK IN PROGRESS

Competition between Digital and Traditional Formats (with Devavrat Purohit and Dinah Vernik)

Search Engines Competition (with Woochoel Shin and Zsolt Katona)

CONFERENCE PRESENTATIONS (1998-2009)

“Uniform Pricing for Digital Goods: Effects on Competition (with Dinah Vernik and Debu Purohit),” Marketing Science Conference, University of Michigan.

“Search Advertising and Competition (with Woochoel Shin),” Marketing Science Conference, University of Michigan.

“Discussion of ‘Detailing versus Direct-To-Consumer Advertising in the Prescription Pharmaceutical Industry’” Frontiers of Research in Marketing Science Conference, University of Texas at Dallas

‘Discussion of ‘Quota Dynamics and Inter-Temporal Allocation of Sales Effort,’” Summer Institute in Competitive Strategy, University of California, Berkeley.

Allocation Mechanisms in Search Advertising: A Comparison of Two Ranking Systems (with Woochoel Shin and Devavrat Purohit, Marketing Science Conference, University of British Columbia

Digital Music Set Free: The Flip Side of DRM (with Dinah Vernik and Devavrat Purohit, Marketing Science Conference, University of British Columbia

“Experiments on Strategic Choices and Markets”, Seventh Invitational Choice Symposium, University of Pennsylvania.

“Discussion of ‘Leveraging Uncertainty Through Make-to-Order’ ”, Quantitative Marketing and Economics conference, Stanford University, Stanford, CA

“Open v. Closed Used Markets: The Strategic Role of Creating Your Own Competition” Marketing Science Conference, Pittsburgh.

“Discussion of ‘The Effects of Costs and Competition on Slotting Allowances’”, Quantitative Marketing and Economics conference, University of Chicago, Chicago

“Forward buying, Inventory and Channel Coordination,” (with Devavrat Purohit and Oded Koenigsberg), Marketing Science Conference, Emory University, Atlanta.

- “Response to Competitive Entry in a Differentiated Durable Goods Market,” (with Norris Bruce and Rick Staelin), Marketing Science Conference, Emory University, Atlanta.
- “Let Me Talk to My Manager: Costs and Benefits of Haggling,” (with Devavrat Purohit), Summer Institute in Competitive Strategy, University of California, Berkeley.
- “Production, Sales and Inventories Under Uncertain Demand: The Effect of Product Durability,” Marketing Science Conference, University of Maryland, College Park, MD.
- “Consumer Promotion of Durable Goods: Theory and Evidence,” (with Norris Bruce and Rick Staelin), Marketing Science Conference, University of Maryland, College Park, MD.
- “Durable Goods Channel Under Uncertain Demand,” (with Devavrat Purohit and Oded Koenigsberg), Marketing Science Conference, University of Alberta, Edmonton, Canada.
- “Trade Promotion of Durable Goods: Theory and Evidence,” (with Norris Bruce and Rick Staelin), Marketing Science Conference, University of Alberta, Edmonton, Canada.
- “Role of Network Externalities in Vaporware Announcement,” (with B.P.S. Murthi and Kannan Srinivasan), Marketing Science Conference, University of Alberta, Edmonton, Canada.
- “Let Me Talk to My Manager: Costs and Benefits of Haggling,” (with Devavrat Purohit), Marketing Science Conference, UCLA, Los Angeles, CA.
- “Inventory Levels Under Uncertain Demand: The Effect of Product Durability,” (with Devavrat Purohit and Oded Koenigsberg), Marketing Science Conference, UCLA, Los Angeles, CA.
- “Product Differentiation and Commonality in Design: Balancing Revenue and Cost Drivers,” Marketing Science Conference, Syracuse University, Syracuse, NY.
- “When Old is Gold: The Role of Business Longevity in Reducing Consumer Risk,” Marketing Science Conference, Syracuse University, Syracuse, NY.
- “Multiple Messages to Retain Retailers: Signaling New Product Demand,” Marketing Science Conference, Syracuse University, Syracuse, NY.
- “Economic Perspectives on Digital Marketing,” The Wharton School, University of Pennsylvania, PA.
- “Preannouncement and Vaporware: The Case of New Products,” Marketing Science Conference, INSEAD

INVITED RESEARCH SEMINARS (1998-2009)

Cornell University, Columbia University, Dartmouth College, Harvard University, Hong Kong University of Science and Technology, IBM, University of British Columbia, University of Chicago, University of California, Berkeley, University of California, Los Angeles, University of Houston, University of Illinois, Urbana-Champaign, University of Wisconsin, Milwaukee, University of North Carolina, Chapel Hill, University of Pennsylvania, University of Texas, Dallas, Washington University, St. Louis, Yale University.

TEACHING

TEACHING INTERESTS

Marketing Management, Marketing Strategy, Marketing of High-Technology Products, Marketing Channels

CURRENT TEACHING

Marketing Management (daytime), Marketing in a Global Environment (Cross-Continent MBA), Duke Global Business Simulation (Global Executive MBA, Cross-Continent MBA)

ACADEMIC HONORS

Global Executive MBA Outstanding Professor of the Year, 2002

A.M.A. Doctoral Consortium faculty fellow, 2002, 2009

Finalist for 2001 John D. C. Little Award for the paper, "Quality Segmentation in Spatial Markets: When Does Cannibalization Affect Product Line Design?" *Marketing Science*, 20(3), 265-283.

Finalist for 1999 John D. C. Little Award for the paper "Competition in Durable Goods Markets: The Strategic Consequences of Leasing and Selling," *Marketing Science*, 18(1), 42-58 (coauthored with Debu Purohit).

A.M.A. Doctoral Consortium Student Fellow (1991)

William L. Mellon Doctoral Fellowship, Carnegie Mellon University (1988-1991)

PH.D. SUPERVISION

Woochoel Shin, co-chair

Dinah Vernik, (Rice University), co-chair

Oded Koenigsberg (Columbia University), co-chair

Norris Bruce (University of Texas, Dallas), co-chair

Ning Li (University of Delaware), committee member

Eyal Biyalogorsky (University of California, Davis), committee member

Narayan Das (Harvard Business School), committee member

Piyush Kumar (University of Georgia), committee member