

DEVAVRAT “DEBU” PUROHIT

Fuqua School of Business
Duke University
Box 90120
Durham, NC 27708

Phone: (919) 660-8092
Fax: (919) 681-6245
E-mail: purohit@duke.edu

EMPLOYMENT

2011 — present	Joe B. White Professor of Business Administration Fuqua School of Business, Duke University.
2010 — 2011	F. M. Kirby Research Fellow and Professor Fuqua School of Business, Duke University.
2001 — present	Professor Fuqua School of Business, Duke University.
2001 – 2003	Associate Dean, Cross Continent Program Fuqua School of Business, Duke University.
1998 – 2001	Associate Professor Fuqua School of Business, Duke University.
1994 – 1998	Assistant Professor Haas School of Business, University of California, Berkeley.
1992 – 1994	Associate Professor Fuqua School of Business, Duke University.
1988 – 1992	Assistant Professor Fuqua School of Business, Duke University.

SENIOR ADMINISTRATIVE ROLES

2010 – present	Duke University Global Priorities Committee.
2010 – present	Co-Director, Emerging Markets Center.
2010 – present	Appointments Advisory Committee.
2007 – present	Faculty Director, Duke Initiative in India.

2007 – 2009	Chair, International Partners Committee.
2001 – 2003	Associate Dean, Cross Continent Program.
2000 – 2005	Director, Teradata Center for Customer Relationship Management
1999 – 2000	Cross Continent Program Design Committee.

EDUCATION

B.A. Economics, *summa cum laude*
Muskingum College, May 1983

M.S. Marketing
Carnegie Mellon University, May 1986

Ph.D. Industrial Administration
Carnegie Mellon University, December 1988

HONORS

William Larimer Mellon Doctoral Fellowship, Graduate School of Industrial Administration, Carnegie Mellon University, 1984-87.

American Marketing Association 1987 Doctoral Consortium Fellow, New York University.

First Place, 1988-89 American Marketing Association Doctoral Dissertation Competition.

American Marketing Association Doctoral Consortium Faculty: 1989, 1990, 1996.

Finalist, 1994 John D. C. Little Best Paper Award for “What Should You Do When Your Competitors Send in the Clones?” *Marketing Science* 13, 4, 392-411.

Finalist, 1996 Earl F. Cheit Teaching Award, MBA program, Haas School of Business, University of California, Berkeley.

Schwabacher Fellowship awarded for “excellence in research and teaching” 1996-97, Haas School of Business, University of California, Berkeley.

1997 John D. C. Little Best Paper Award for “Dual Distribution Channels: The Competition Between Rental Agencies and Car Dealers,” *Marketing Science*, 16, 3, 228–245.

Finalist, 1999 John D. C. Little Best Paper Award for “Competition in Durable Goods Markets: The Strategic Consequences of Leasing and Selling” (with Preyas Desai), *Marketing Science*, 18, 1, 42–58.

2000 Best Teacher Award, Executive MBA Program, Fuqua School of Business, Duke University.

2002 Daimler-Chrysler Corporation Award for Innovation and Excellence in Teaching, Daytime MBA Class of 2002, Fuqua School of Business, Duke University.

2002 Best Teacher Award, Executive MBA Program, Fuqua School of Business, Duke University.

2003, 2004, 2005, 2006 Finalist for the Daimler-Chrysler Corporation Award for Innovation and Excellence in Teaching, Fuqua School of Business, Duke University.

TEACHING

MBA: Marketing Management, Marketing Strategy, Marketing of High Technology, Business to Business Marketing, Marketing of Innovations.

Executive Education, open enrollment: Program for Leadership Development, Advanced Management Program, Advanced Marketing Strategies, High Technology Marketing.

Custom Executive Education: Developed and taught tailored programs for ABB, Bayer, Daewoo, Ericsson, Ford, IBM, Kimberly Clark, Johns Manville, Lenovo, Microsoft, Parkson, Progress Energy, Rank, Red Hat, Siemens, and Stryker.

**REFEREED
PUBLICATIONS**

(1989) “Durable Goods and Product Obsolescence,” *Marketing Science*, 8, 1, 35–56 (with Daniel A. Levinthal).

(1992) “Exploring the Relationship Between the Markets for New and Used Durable Goods: The Case of Automobiles,” *Marketing Science*, 11, 2, 154–167.

(1994) “Rentals, Sales and Buybacks: Managing Secondary Distribution Channels,” *Journal of Marketing Research*, 31, 4 (August), 325–338 (with Richard Staelin).

(1994) “What Should You Do When Your Competitors Send in the Clones?” *Marketing Science*, 13, 4, 392–411.

This paper was a finalist for the 1994 John D. C. Little best paper award.

(1995) “The Durable Goods Monopolist in Marketing Channels: Renting *v.* Selling Reconsidered,” *Journal of Economics and Management Strategy*, 4, 1 (Spring), 69–84.

(1995) “Playing the Role of Buyer and Seller: The Mental Accounting of Trade-ins,” *Marketing Letters*, 6, 2, 101–110.

(1996) “The Price of Safety,” *Journal of Consumer Research*, 23, 1 (June), 12–25 (with William Boulding).

(1997) “Dual Distribution Channels: The Competition Between Rental Agencies and Dealers,” *Marketing Science*, 16, 3, 228–245. This paper won the 1997 John D. C. Little Best Paper Award.

(1998) “Leasing and Selling: Optimal Marketing Strategies for a Durable Goods Firm,” *Management Science*, 44, 11 (November), Part 2, 19–34 (with Preyas Desai).

(1999) “Competition in Durable Goods Markets: The Strategic Consequences of Leasing and Selling” (with Preyas Desai), *Marketing Science*, 18, 1, 42–58. This paper was a finalist for the 1999 John D. C. Little best paper award.

**REFEREED
PUBLICATIONS**
(cont.)

(2000) “Effect of Manufacturer Reputation, Retailer Reputation and Product Warranty on Consumer Judgments of Product Quality: A Cue Diagnosticity Framework” (with Joydeep Srivastava), *Journal of Consumer Psychology*, 10, 3, 123–134.

(2004) “ ‘Let Me Talk to My Manager:’ Haggling in a Competitive Environment,” (with Preyas Desai) *Marketing Science*, 23, 2, 219-233.

(2004) “Strategic Decentralization and Channel Coordination,” (with Preyas Desai and Oded Koenigsberg) *Quantitative Marketing and Economics*, 2, 5-22.

(2006) “The Role of Production Uncertainty and Demand Leadtime in Marketing Durable Goods” (with Preyas Desai and Oded Koenigsberg), *Management Science*, 53, 1, 150–158.

(2007) “Planning Capability Accumulation: The Role of Environment and Other Factors,” (with Peter Brews), *Long Range Planning*, February, 64–83.

(2010) “Forward Buying and Trade Promotions: Dynamic Channel Coordination” *Journal of Marketing Research*, February, 90–102.

(2011) “Music Downloads and the Flip Side of Digital Rights Management,” (with Preyas Desai and Dinah Vernik), *Marketing Science*.

(2011) “A Strategic Perspective on Durable Goods,” (with Richard Staelin), *Marketing Science*.

(2011) “A reflection on Analytical Work in Marketing,” (with Raphael Thomadsen, Robert Zeithammer, Dina Mayzlin, Yesim Orhun, Amit Pazgal, Ram Rao, Michael Riordan, Jiwoong Shin, Monic Sun, J. Miguel Villas-Boas), *Marketing Letters*.

**OTHER
PUBLICATIONS**

(1994) "What Theory Has to Say About Program Cars," *Auto Rental News*, 7, 4, 60–67 (with Richard Staelin).

(2000) "Still Traveling After All These Years" *Paul D. Converse Symposium*, American Marketing Association, Chicago, IL.

"A Double Whammy for the Geo Prizm." Fuqua School of Business, Duke University.

"Dell 2.0" Fuqua School of Business, Duke University.

"Channel Economics." Fuqua School of Business, Duke University.

"FreeMarkets Online." Fuqua School of Business, Duke University.

"Ford IKON: The Josh Machine," (with Preyas Desai), Fuqua School of Business, Duke University.

"Note on Diffusion of Innovations."

"Note on Pricing Product Lines."

"Cash-for-Clunkers."

WORKING PAPERS

- (2011) "Turn-and-Earn in a Product Line" (with Dinah Vernik). Under review *Management Science*.
- (2010) "The Strategic Role of Exchange Programs," (with Preyas Desai and Bo Zhou).
- (2010) "Differentiating from the Victim: When and Why the "Identifiable Patient" Promotes Adaptive Coping Across Health Contexts," (with Adriana Samper and Mary Frances Luce).
- (2010) "Control, Contagion and Risk: Health Locus of Control and Message Fit," (with Adriana Samper and Mary Frances Luce).
- (2008) "Damaged Goods."
- (2006) "The Impact of Open and Closed Used Markets" (with Preyas Desai).
- (2006) "Inventory, Channel Coordination, Retail Competition and Forward Buying" (with Preyas Desai and Oded Koenigsberg).
- (2005) "High-Low or Low-High: Product Line Extension Strategies" (with Eyal Biyalogorsky and Oded Koenigsberg).
- (2002) "Supply Chain Contracting of Products with Secondary Markets," (with Preyas Desai and Oded Koenigsberg).
- (2002) "Inventorying Durable Goods Under Uncertain Demand," (with Preyas Desai and Oded Koenigsberg).
- (2001) "The Procedural Justice of Pricing Policies," (with Harris Sondak and Adam Galinsky).
- (1998) "The Differential Effect of Benchmarking in Low and High Velocity Environments" (with Russell Winer and Rashi Glazer).
- (1999) "Fear and Loathing at the Car Dealership: The Procedural Justice of Pricing Policies" (with Harris Sondak).
- (1998) "Renting With Restrictions on Usage: The Benefits of an Endogenous Degradation of Quality," (with Preyas Desai).

**RESEARCH IN
PROGRESS**

“The Effectiveness of the Cash-for-Clunkers Program.”

“Production and Product Obsolescence: The Strategic Role of Inventories.”

“The Impact of Agents on the Internet (with Preyas Desai)”

“Price Dispersion on the Internet (with Preyas Desai).”

“Separating Out the Signal from the Guarantee: The Case of Warranties” .

“The Role of Upgrades in Introducing New Generations of a Technology.”

**INVITED
CAMPUS TALKS**

Columbia University

Cornell University

Duke University

Harvard University

New York University

Northwestern University

Stanford University

Tulane University

University of California, Berkeley

University of California, Los Angeles

University of Chicago

University of Maryland

University of Michigan

University of North Carolina

University of Pennsylvania

University of Rochester

University of Texas, Dallas

University of Washington

University of Wisconsin, Madison

Washington University in St. Louis

**RESEARCH
PRESENTATIONS**

(1989) "Secondary Markets: Obsolescence and Enhancement Effects," paper presented at the *Marketing Science Conference*, Duke University, March.

(1989) "Issues in Product Obsolescence," invited presentation at the Doctoral Consortium, Graduate School of Business, Harvard University, August.

(1989) "A Theoretical and Empirical Analysis of Product Obsolescence," invited presentation at the AMA Conference, Chicago, August.

(1990) "Product Development and the Threat of Clones," paper presented at the *Marketing Science Conference*, University of Illinois, March.

(1990) Invited speaker at the AMA Doctoral Consortium, Graduate School of Business Administration, University of Florida.

(1992) "The Mental Accounting of Trade-ins." Paper presented at the *Marketing Science Conference*, London Business School, July.

(1992) "Rentals, Sales and Buybacks: Managing Secondary Distribution Channels." Paper presented at the ORSA/TIMS conference, San Francisco, and at the University of North Carolina, November.

(1993) "Managing Secondary Distribution Channels." Paper presented at the Marketing Science Conference, Washington University, St. Louis.

(1994) "Renting *v.* Selling." Paper presented at the Marketing Science Conference, University of Arizona, Tucson.

(1995) "A Durable Dilemma of Leasing and Selling." Paper presented at the Graduate School of Business, University of Chicago.

(1995) "Rentals, Sales, and Buybacks." Paper presented at the Graduate School of Business, Stanford University.

**RESEARCH
PRESENTATIONS**
(cont.)

(1996) "The Price of Safety." Paper presented at the Marketing Science Conference, University of Florida, Gainesville.

(1996) "The Coexistence of Leasing and Selling in a Durable Goods Monopoly." Paper presented at the Marketing Science Conference, University of Florida, Gainesville.

(1996) "Dual Distribution Channels." Paper presented at the University of North Carolina, Chapel Hill.

(1997) "The Benefits of Requiring Maintenance on Rentals." Paper presented at the Marketing Science Conference, University of California, Berkeley.

(1997) "The Competition Between Rental Agencies and Car Dealers," Paper presented at Stanford University at the Stanford-Berkeley-Davis marketing workshop.

(1997) "The Economics of the WWW," presentation at Stanford University, marketing camp.

(1997) "Dual Distribution Channels." Paper presented at the University of Michigan, Duke, and Washington University, St. Louis.

(1998) "Leasing and Selling." Paper presented at University of Washington.

(1999) "The Costs and Benefits of Haggling." Paper presented at Northwestern University.

(2000) "Let Me Talk to My Manager: The Costs and Benefits of Haggling." Paper presented at the Marketing Science Conference, UCLA.

(2000) "Inventorying Durable Goods Under Uncertain Demand." Paper presented at the Marketing Science Conference, UCLA.

(2001) "Pricing Formats in Competitive Environments: Fixed and Negotiated Prices." Invited presentation at Columbia University's marketing camp.

(2002) "Strategic Haggling." Invited presentation at the Wharton School, University of Pennsylvania.

(2003) "Price Formats in Competitive Markets." Invited presentation at the Anderson School, UCLA.

**RESEARCH
PRESENTATIONS**

(cont.)

(2003) "Inventorying Durable Goods." Marketing Science Conference, University of Maryland.

(2003) "Haggling Prices in Competitive Markets," Invited presentation at the Summer Institute in Competitive Strategy, University of California, Berkeley.

(2004) "The Impact of Open and Closed Resale Markets" Invited presentations at NYU and Cornell.

(2004) "The Effect of eBay on Manufacturer Pricing Policies." Invited presentation at the University of Maryland marketing camp.

(2005) "Promotional Discounts and the Role of e-Bay" Invited presentations at Tulane University and Harvard Business School

(2005) "Secondary Channels" Invited presentation at the AMA Winter Conference, San Antonio, TX.

(2005) "Inventory and Forward Buying." Presentation at the Marketing Science Conference, Atlanta, GA.

(2006) "Competition From Used Markets." Presentation at the Marketing Science Conference, Pittsburgh, PA.

(2006) "Turn-and-Earn." INFORMS Conference presentation, Pittsburgh, PA.

(2007) "Forward Buying and Dynamic Channel Coordination." Invited presentation at the Graduate School of Business, University of Chicago.

(2008) "The Implications of DRM Protection." Marketing Science Conference, Vancouver, BC.

(2009) "Pricing Strategies for Digital Goods." Marketing Science Conference, Ann Arbor.

**RESEARCH
PRESENTATIONS**
(cont.)

(2010) "The Impact of DRM," Invited Presentation at Columbia University, April.

(2010) "The Impact of DRM." Invited presentation at Keenan Flagler, University of North Carolina, Operations Management Conference. April.

(2010) "Analytic Models and Survey Data." Choice Conference, University of Miami. May.

(2011) "Turn-and-Earn in a Product Line." Invited presentation at Olin School of Business, Washington University, St. Louis. April.

REVIEWING

Editorial Boards: *Marketing Science*, *Journal of Interactive Marketing*, *International Journal of Research in Marketing*, *Review of Marketing Science*.

Associate Editor, *Quantitative Marketing and Economics*, *Management Science*.

Ad hoc reviewer for *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Retailing*, *Operations Research*, *Journal of Economics and Management Strategy*, Marketing Science Institute.

Track Chair, Marketing Management, American Marketing Association, 1994 Summer Educators Conference, San Francisco.

AFFILIATIONS

American Marketing Association

Institute for Operations Research and Management Sciences