

KUMAR R. SARANGEE

Associate Professor, Department of Marketing
Director, Executive MBA
Director, Executive Certificate in Productizing Innovations
Leavey School of Business
Santa Clara University

321H Lucas Hall, 500 El Camino Real, Santa Clara CA 95053
Phone: 408-554-6953; Fax: 408-554-5206

E-mail: ksarangee@scu.edu
LinkedIn: linkedin.com/in/kumar-sarangee-a73604120

EDUCATION

PHD 2009, University of Illinois at Urbana Champaign

Major – Marketing, Minor – Strategy

MBA 2003, Weatherhead School of Management

Case Western Reserve University, Cleveland, Ohio

Major – Finance, Minor - Entrepreneurship

PGDM 1999, Xavier Institute of Management (XIM)

Bhubaneswar, India

Major – Marketing

BS 1996, Ravenshaw College

Cuttack, India

Major – Physics, Minor – Mathematics and Chemistry

ACADEMIC HONORS AND AWARDS

- Extraordinary Faculty Award, Santa Clara University, 2018
- Winner of ACE Outstanding Faculty Award at Santa Clara University, 2016.
- Winner of Outstanding Teacher Award – Marketing Department at Santa Clara University
- Winner of University Research Grant, Leavey Grants, FSRAP Grant and Technology Workshop Grant at Santa Clara University.
- Finalist and received honorable mention for the American Marketing Association TechSIG Most Promising Dissertation Proposal Award
- Winner of the 2008 Seymour Sudman Research Excellence Award at UIUC.

- Winner of the 2007 Seymour Sudman Teaching Excellence Award at UIUC.
- List of Excellent Instructors (top 10% campus-wide) - University of Illinois at Urbana-Champaign
- University of Illinois Representative (Presenter) at the Haring Symposium hosted by Indiana University (April, 2007)
- Conference Travel Award, University of Illinois at Urbana-Champaign, February 2007
- Best Paper Award, AMA Summer Educators' Conference, New Product Development, Product Management and Entrepreneurship Track (2006)
- Winner of the 2006 Product Development and Management Association (PDMA) Research Grant. Awarded \$2500 and complete data on PDMA members to conduct a survey on New Product Development
- Winner of the PDMA 2006 Research Fellowship. This included complete sponsorship of the 2006 PDMA Research Conference at Atlanta
- Conference Travel Award, University of Illinois at Urbana-Champaign, October 2006
- Recipient of J.M Jones Doctoral Fellowship, 2004

RESEARCH

Referred Academic Journal Publications

- Bindroo Vishal. Babu J. Mariadoss, Raj Echambadi and Kumar R. Sarangee, “The Impact of Customer Satisfaction with Consumption Systems on Behavioral Intentions,” – Accepted for publication at *Journal of Business to Business Marketing*
- Sarangee, Kumar R, Jeffrey B. Schmidt and Roger Calantone (2019), “Anticipated Regret and Escalation to Failing NPD Projects in B2B Markets,” *Industrial Marketing Management*, 76: 157-168
- Zimbra, David, Kumar R. Sarangee, Rupinder Jindal (2017), “The Impact of Twitter Platform on Movie Performance”, *Decision Support Systems*, 102: 98-109 – (Equal Contribution)
- Jindal, Rupinder, Kumar R. Sarangee, Raj Echambadi and Sangwon Lee (2016), “Designed to Succeed: Dimensions of Product Design and Their Impact on Product Performance,” *Journal of Marketing*, 80 (July): 72-89 – (1st three authors contributed equally)
- Sarangee, Kumar R, Jennifer Woolley, Jeffrey B. Schmidt and Eileen Long (2014), “De-escalation of Commitment in NPD in High Tech Markets,” *Journal of Product Innovation Management*, 31(5): 1023-1038

- Sarangee, Kumar R and Raj Echambadi (2014), “Firm Specific Determinants of Product Line Technology Strategies in High Technology Markets,” *Strategic Entrepreneurship Journal*, 8(2): 149-166 (Equal Contribution)
- Sarangee, Kumar R, Jeffrey B. Schmidt and Jeffrey P. Wallman (2013), “Clinging to Slim Chances: The Dynamics of Anticipating Regret When Developing New Products,” *Journal of Product Innovation Management*, 30(5): 980-993
- Schmidt, Jeffrey, B, Kumar R. Sarangee and Mitzi M. Montoya-Weiss (2009), “Exploring New Product Development Project Review Practices and Performance” *Journal of Product Innovation Management*, 26:520–535

Practitioner Journal Publications

- Sarangee, Kumar R, Jennifer Woolley, Jeffrey B. Schmidt and Eileen Long (2014), “Stop throwing good money after bad: Techniques to de-escalate commitment to losing new product innovation projects,” *Visions* Issue 2

Book Chapters

- Sarangee, Kumar R, “Product Line Technology Strategies and Firm Survival in High Technology Environments” – Currently Accepted for Publication in **Marketing Strategy and Bottom-line Impact: A Roadmap for Research Opportunities**
- Madsen TL, Woolley JL, Sarangee K (2014). Using Internet-based Collaboration Technologies for Innovation: Crowdsourcing vs. Expertsourcing. In Miles, J. (ed.) **New Directions in Management and Organization Theory**, UK: Cambridge Scholar Publishers, pages 283-214

Manuscripts

- Theokary Carol, Kumar R. Sarangee and Kate Karniouchina, “The Impact of Strategic Partnerships on Crowdfunding Outcomes: Which Ties Really Matter?” – Under Review at *Journal of Small Business Management*

Work in Progress

- Innovation Strategies and Firm Performance
- Agile Product Development Practices

Conference Proceedings

Refereed Articles and Presentations:

- Madsen, Tammy, Jennifer Woolley and Kumar R. Sarangee (2015), “Crowdsourcing or Expertsourcing: Building and Engaging Online Communities for Innovation,” *Druid Conference on Innovation and the Dynamics of Change*, Rome, June
- Madsen, Tammy, Jennifer Woolley and Kumar R. Sarangee (2014), “Using Internet-based Collaboration Technologies for Innovation: Crowdsourcing vs. Expertsourcing,” *Annual World Open Innovation Conference*, Napa, September
- Madsen, Tammy, Jennifer Woolley and Kumar R. Sarangee (2013), “Using Internet-based Collaboration Technologies for Innovation: Crowdsourcing vs. Expertsourcing,” *Management Theory Conference*, San Francisco, September
- Madsen, Tammy, Jennifer Woolley and Kumar R. Sarangee (2012), “Using Internet-based Collaboration Technologies for Innovation: Crowdsourcing vs. Expertsourcing,” *Academy of Management*, Boston, August
- Madsen, Tammy, Jennifer Woolley and Kumar R. Sarangee (2011), “Using Social Media for Innovation: What Matters?” *Mass Customization, Personalization, and Co-Creation*, Berkeley, November
- Madsen, Tammy, Jennifer Woolley and Kumar R. Sarangee (2011), “Using Social Media for Innovation: What Matters?” *Strategic Management Society*, Miami, November
- Schmidt, Jeffrey B and Kumar R. Sarangee (2011), “The Dynamics of Anticipating Regret When Developing New Products,” *PDMA International Conference*, Phoenix, October (Equal Authorship)
- Schmidt, Jeffrey B and Kumar R. Sarangee (2011), “Should I Stay or Should I Go? The Dynamics of Anticipating Regret When Developing New Products,” *AMA Summer Educators' Conference*, San Francisco, August. (Equal Authorship)
- Sarangee, Kumar, R and Jeffrey B. Schmidt (2009), “An Exploratory Study of Anticipating Regret When Making New Product Project Continuation Decisions,” *AMA Summer Educators' Conference*, Chicago, August
- Sarangee, Kumar, R and Jeffrey B. Schmidt (2008), “An Exploratory Study of Anticipating Regret When Making New Product Project Continuation Decisions,” *PDMA International Conference*, Orlando, September
- Sarangee, Kumar R. (2007), “The Impact of Strategic New Product Alliances on the Radical Product Innovation of Firms,” *AMA Winter Educators' Conference Proceedings* San Diego, February

- Schmidt, Jeffrey, B, Kumar R. Sarangee and Mitzi M. Montoya-Weiss (2006), "Should We Stay or Should We Go? An Exploratory Study of New Product Development Review Practices," *PDMA International Conference*, Atlanta, October
- Sarangee, Kumar, R and Jeffrey B. Schmidt (2006), "Escalation of Commitment during New Product Development: The Role of Anticipated Regret." *AMA Summer Educators' Conference Proceedings*, Chicago, August

Best Paper Award, New Product Development, Product Management and Entrepreneurship Track, AMA (2006).

- Viswanathan, Madhubalan, Avinash Chaturvedi, and Kumar R. Sarangee (2005), "A Cross-Cultural Perspective on Marketing Research and New Product Design for the Low-Literate: Where Engineering and Marketing Meet the Bottom of the Pyramid," *International Conference on Innovation*, India, December

Invited Presentations:

- "Product Line Technology Strategies and Firm Performance." Indiana University, Fall 2008
- "Product Line Technology Strategies and Firm Performance." Clarkson University, Fall 2008
- "Product Line Technology Strategies and Firm Performance." Santa Clara University, Fall 2008
- "Product Line Technology Strategies and Firm Performance." Bentley University, Fall 2008
- "Product Line Technology Strategies and Firm Performance." University of Missouri at Kansas City, Fall 2008
- Schmidt, Jeffrey B, Kumar R. Sarangee, and Mitzi M. Montoya-Weiss (2007), "Exploring New Product Development Project Review Practices and Performance," *Utah Winter Conference on Product and Service Innovation*
- Sarangee, Kumar R. (2007), "The Impact of Strategic New Product Alliances on the Radical Product Innovation of Firms," *Haring Symposium*, Indiana University

RESEARCH INTERESTS

- New Product Innovation and Development
- Product Management and Marketing
- Technology Management

TEACHING INTERESTS

- New Product Innovation
- Product Management and Marketing

- Marketing Strategy
- Branding
- Entrepreneurial Marketing

TEACHING EXPERIENCE

Department of Business Administration, Santa Clara University

- Marketing Analysis and Decisions
- Product Market Planning and Strategy
- Innovation and New Product Marketing
- Principles of Marketing
- Marketing Analysis

Center for Innovation and Entrepreneurship, Santa Clara University

- Marketing for Entrepreneurs

Executive Development Center, Santa Clara University

- Topics - Product Management, New Product Innovation, Design Thinking, Marketing Analysis and Strategy, Market Research, Entrepreneurial Marketing and Branding
- Clients – Oracle, Adobe, Cadence, Cypress Semiconductors, Mars, CA Technologies, Silicon Valley Innovation Center, Deggendorf Institute of Technology, Aalen University, University of St Gallen, University of Tokyo, ESADE Business School, Italian Best Program and Politecnico di Milano

Department of Business Administration, University of Illinois at Urbana-Champaign

- Principles of Marketing
- New Product Development
- Marketing Strategy

SERVICE

- Director, Executive MBA, Santa Clara University
- Director, Certificate in Productizing Innovation, Marketing Department, Santa Clara University
- Faculty Advisory Board Member of the Ciocca Center for Innovation and Entrepreneurship, Santa Clara University
- Co-Chair of Recruiting Committee for Marketing Department, Santa Clara University

- Member of the Entrepreneurship Leadership Team at Santa Clara University
- Entrepreneurship Concentration Coordinator at Santa Clara University
- Faculty Senate Representative for Marketing Department, Santa Clara University
- Member of Core Committee for Graduate Program Revision, Santa Clara University
- Member of Curriculum Revision Committee, Santa Clara University

INDUSTRY EXPERIENCE

Full Time Positions

- Marketing Analyst, NFO World Group, Cincinnati, OH, 2003
- Territory Manager, Caltex Lubricants India Ltd, Indore, India, 2000-2001.
- Product Marketing Manager, Mirc Electronics Ltd, Bhopal, India, 1999-2000.

Internships

- Finance Intern, Morgan Stanley, Cleveland, Ohio, 2002.
- Market Research Intern, Ortel Communications, India, 1998.

Consulting

- Looking Forward Health Services, Cleveland, Ohio, 2004 (Entrepreneurial Marketing Strategy and Business Development)
- Weatherhead School of Management, Case Western Reserve University, Cleveland, Ohio, 2003 (Integrated Marketing Communications Strategy)
- Horsburgh and Scott, Cleveland, Ohio, 2002 (Business to Business Market Planning)

PROFESSIONAL AFFILIATIONS

- American Marketing Association (AMA).
- Product Development and Management Association (PDMA).

PROFESSIONAL SERVICE

- Track Chair of the Session “Products Consumers Can’t Live Without” at the *Academy of Marketing Science* (AMS) Conference, Indianapolis 2014.
- Ad-Hoc Reviewer
 - Journal of Product Innovation Management
 - Organization Science
 - Strategic Entrepreneurship Journal
 - Journal of Business Research
 - Journal of Management Studies
 - Academy of Marketing Science (AMS)
 - American Marketing Association (AMA)
 - Association for Consumer Research (ACR)
 - Product Development and Management Association (PDMA)
- Coordinator - *Industrial Distribution Management*, Case Competition, University of Illinois at Urbana Champaign, 2005 – 2007.
- Session Chair, *Pricing Camp*, University of Illinois at Urbana Champaign, May 2005.