

KUMAR R. SARANGEE

Assistant Professor, Department of Marketing
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EDUCATION

PHD 2009, University of Illinois at Urbana Champaign

Major – Marketing, Minor – Strategy/ Entrepreneurship

MBA 2003, Weatherhead School of Management

Case Western Reserve University, Cleveland, Ohio

Major – Finance, Minor - Strategy/Entrepreneurship

MBA 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

- Winner of University Research Grant, Leavey Grants, FSRAP Grant and Technology Workshop Grant at Santa Clara University. These include cash awards of \$6000, \$7500, \$4000, \$3000, \$2000, \$1500 and \$1000.
- 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. This included a cash award of \$2500.
- Winner of the 2007 Seymour Sudman Teaching Excellence Award at UIUC. This included a cash award of \$2500.
- 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-Present.

RESEARCH

Referred Journal Publications

- Sarangee, Kumar R, Jennifer Woolley, Jeffrey B. Schmidt and Eileen Long, "De-escalation of Commitment in NPD in High Tech Markets," *Journal of Product Innovation Management* – Fully accepted for publication.
- Sarangee, Kumar R and Raj Echambadi, "Firm Specific Determinants of Product Line Technology Strategies in High Technology Markets," *Strategic Entrepreneurship Journal* – Fully accepted for publication.
- Sarangee, Kumar R, Jeffrey B. Schmidt and Jeffrey P. Wallman, "Clinging to Slim Chances: The Dynamics of Anticipating Regret When Developing New Products," *Journal of Product Innovation Management*. – Fully accepted for publication.
- 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.

Conference Proceedings

Refereed Articles and Presentations:

- 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 (Equal Authorship).
- Madsen, Tammy, Jennifer Woolley and Kumar R. Sarangee (2011), "Using Social Media for Innovation: What Matters?" *Strategic Management Society*, Miami, November (Equal Authorship).
- 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 Process
- Managerial Biases in Risky Decision Making
- Technology Management
- Entrepreneurship

TEACHING INTERESTS

- Marketing Strategy
- Product and Brand Management
- New Product Innovation

TEACHING EXPERIENCE

Assistant Professor, Department of Business Administration, Santa Clara University

- Marketing Analysis and Decisions (2 sections of MBA Class) - Average Teaching Evaluation of 4.6/5
- Product Market Planning and Strategy (9 sections of MBA Class) – Average Teaching Evaluation of 4.54/5
- Innovation and New Product Marketing – (8 sections of Undergrad Class)– Average Teaching Evaluation of 4.60/5
- Principles of Marketing (2 sections of Undergrad Class) – Average Teaching Evaluation of 4.65/5

Instructor, Center for Innovation and Entrepreneurship, Santa Clara University

- Entrepreneurial Marketing Management

Instructor, Executive Development Center, Santa Clara University

- Product Management and Development
- Marketing Strategy
- Branding

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

- Principles of Marketing (3 Sections) – Average Teaching Evaluation: 4.8/5.0
- New Product Development (1 Section) – Teaching Evaluation: 4.8/5.0
- Marketing Strategy (1 Section) – Teaching Evaluation: 4.9/5.0

SERVICE

- Member of the Entrepreneurship Leadership Team at Santa Clara University
- Entrepreneurship Concentration Coordinator at Santa Clara University

INDUSTRY EXPERIENCE

Full Time Positions

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

Internships

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

Consulting Projects

- 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

- Ad-Hoc Reviewer for *Journal of Product Innovation Management*, *Organization Science*, *Academy of Marketing Science* (AMS), *American Marketing Association* (AMA) and *Association for Consumer Research* (ACR).
- Session Chair, *Pricing Camp*, Allerton Park, University of Illinois at Urbana Champaign, May 2005.
- Coordinator - *Industrial Distribution Management*, Case Competition, University of Illinois at Urbana Champaign, 2005 – 2007.

REFERENCES

Available upon request