

# MALIKA CHAUDHURI

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## ACADEMIC EMPLOYMENT

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<b>Assistant Professor</b> The University of Dayton, Department of Management & Marketing	August 2015 Dayton, Ohio
<b>Teaching/Research Assistant</b> Marketing Department, Eli Broad College of Business, Michigan State University	August 2011- June 2015 East Lansing, MI
<b>Professor of Practice</b> Finance Department, Eli Broad College of Business, Michigan State University	August 2009- July 2011 East Lansing, MI
<b>Teaching/Research Assistant</b> Department of Agricultural, Food, and Resource Economics, Michigan State University	August 2004- May 2009 East Lansing, MI

## EDUCATION

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<b>Ph.D. in Marketing (Minor: Econometrics)</b> Eli Broad College of Business, Michigan State University <i>* Recipient of Robert P. Poland Doctoral Fellowship</i>	August 2011-2015 East Lansing, MI
<b>Post-Doctoral Bridge (PDB) program</b> Warrington College of Business, University of Florida	2010
<b>Ph.D. in Agricultural Economics</b> Department of Agricultural, Food, and Resource Economics, Michigan State University <i>* Recipient of Glenn and Sandy Johnson Doctoral Fellowship</i>	August 2005-May 2009 East Lansing, MI
<b>M.S. Economics</b> Department of Economics, Michigan State University	August 2004-May 2005 East Lansing, MI
<b>M.S. Quantitative Economics</b> Indian Statistical Institute	August 1997-May 1999 Kolkata, India
<b>B.Sc. Economics</b> University of Calcutta	August 1994-May 1997 Kolkata, India

## RESEARCH INTERESTS

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Innovations and New Product Development  
Strategic Marketing Relationships  
Marketing-Finance Interface  
Digital Media Advertising  
Marketing Analytics

## PUBLICATIONS

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**Chaudhuri, Malika**, Glynn T. Tonsor and H. Christopher Peterson “Factor Demand Analysis for Ethanol in the U.S. Refinery Industry” *The B.E. Journal of Economic Analysis & Policy*, 2011, vol. 11, issue 1, pp. 21.

**Chaudhuri, Malika**, Roger J. Calantone and Praneet Randhawa “New Wine from Old Grapes: Innovation in the Eco-Friendly B2C Space” *Journal of International Consumer Marketing*, 2015, vol. 27, issue 2, pp. 99-122.

## SELECTED RESEARCH IN PROGRESS

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**Chaudhuri, Malika**, Roger J. Calantone and Clay Voorhees “Disentangling the Effects of the Promotion Mix on Sales: An Examination of Disaggregated Drivers and the Moderating Effect of Product Class” – second round at *Journal of Business Research*.

**Chaudhuri, Malika**, Roger J. Calantone and Gerry McNamara “Are Debt-Holders Effective Monitoring Agents in Strategic Alliance Formations?” – submitted to *Journal of Management Studies*.

Durmusoglu, Serdar S., **Malika Chaudhuri**, Dilek Zamantili Nayir, Ingela Joens and Stephanie Schweiss “Internal and External Barriers to Firm Innovativeness in Emerging Economies: The Moderating Role of Transformational Leadership” – submitted to *Journal of Services Marketing*.

**Chaudhuri, Malika**, Roger J. Calantone and Clay Voorhees “Effect of Loyalty Program on Firm Risk and Value” – final draft ready for submission to *Journal of Marketing*.

**Chaudhuri, Malika**, and Roger J. Calantone and Clay Voorhees “Does Marketing Communication Mix Attract Generic Competition?” – data analysis complete, targeting *Journal of Product Innovation Management*.

**Chaudhuri, Malika**, Roger J. Calantone and Gerry McNamara “Birds of the Same Feather Flock Together? Exploration and Exploitation Strategic Alliances and Institutional Ownership Synergy in a Dynamic Setup” – data analysis complete, targeting *Strategic Management Journal*.

**Chaudhuri, Malika** and Roger J. Calantone “Diffusion of Prescription Drugs in the U.S. Pharmaceutical Industry: Kalman Filter Approach” – preliminary analysis complete, targeting *Journal of Product Innovation Management*.

## CONFERENCE PRESENTATIONS

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“New Product Program and Firm Performance: The Moderating Roles of Strategic Emphasis” **Chaudhuri, Malika**, Tanawat Hirunyawipada and Serdar Durmusoglu, to be presented at 2017 Academy of Marketing Science World Marketing Congress, June 27 – July 1 in Christchurch, New Zealand.

“The Role of Online Customer Engagement in New Product Launch Success” Nguyen, Hang, **Malika Chaudhuri**, and Roger Calantone, to be presented at AMA Winter 2017, Feb 17<sup>th</sup> – 19<sup>th</sup>.

“The effect of Loyalty Program on Firm Risk and Value” **Chaudhuri, Malika**, Roger J. Calantone and Clay Voorhees presented at the 2016 Summer Marketing Academic Conference, August 5<sup>th</sup>-7<sup>th</sup>.

“Diffusion of Successive Generations of Prescription Drugs in the U.S. Pharmaceutical Industry: A Kalman Filter Approach” **Chaudhuri, Malika**, and Roger J. Calantone, presented at 2016 ISMS Marketing Science Conference, Shanghai, June 16<sup>th</sup> – 18<sup>th</sup>.

“Impact of Promotion Mix on Firm Value: The Mediating Role of Perceived Quality” **Chaudhuri, Malika**, Roger J. Calantone and Clay Voorhees, presented at 2014 Summer Marketing Educators’ Conference, San Francisco, August 1-3.

“Do Institutional Investors Motivate Firms to Adopt the ‘Right’ Alliance Structure? A Dynamic Model” **Chaudhuri, Malika**, and Roger J. Calantone, presented at 2014 Summer Marketing Educators’ Conference, San Francisco, August 1-3.

## HONORS AND SCHOLARSHIPS

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Broad College Robert P. Poland Doctoral Fellowship, Michigan State University (2014)

Fellow, AMA-Sheth Doctoral Consortium, University of Michigan (2013)

Glenn and Sandy Johnson Doctoral Fellowship, AFRE Dept., Michigan State University (2008)

Western Agricultural Economics Association Graduate Student Scholarship (2008)

## TEACHING INTERESTS AND EXPERIENCE

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Teaching interests:

Marketing Management

New Product Development/Innovation

Marketing Strategy

Marketing Research

Marketing Analytics

Digital Marketing

*Courses taught:*

### **University of Dayton– Management and Marketing Department**

*New Product Development, Fall, 2015, Spring and Fall, 2016, Spring, 2017*

*B2B Marketing, Fall, 2017 (scheduled)*

### **Michigan State University – Eli Broad College of Business –Marketing Department**

*Quantitative Business Research Methods, Summer, 2013*

*Managerial Marketing, Summer, 2014*

*Introduction to Marketing, Summer, 2014*

## **PROFESSIONAL EXPERIENCE**

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Software Consultant, Tata Consultancy Services, India. On deputations at:

- Role: Module Leader, GE Transportation Systems, Erie, USA (2000 to 2001).
- Role: Module Leader, GE Medical Systems, Milwaukee, USA (2002).
- Role: Business Analyst, Toyota Motor Sales, USA Inc., Los Angeles, USA (2003).

## **MEMBERSHIPS IN ACADEMIC, PROFESSIONAL AND SCHOLARLY SOCIETIES**

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American Marketing Association (AMA) (2012 - present)

## **SKILLS**

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Microsoft Office (Word, Access, Excel, PowerPoint, Project)

SAS, Matlab, Stata, SPSS, Mplus, EQS

## **SERVICE**

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Winter AMA 2013; Winter AMA 2017, Summer AMA 2017