

NEERAJ BHARADWAJ

Haslam College of Business:	Proffitt's Professor in Marketing Charlie & Carolyn Newcomer Faculty Fellow Neel Corporate Governance Center Research Fellow
Baker School:	Center for Energy, Transportation, and Environmental Policy Affiliate
American Marketing Association:	Sustainable Marketing & Innovation Special Interest Group Chair

SCHOLARSHIP IMPACT STATEMENT

I am striving to become a thought leader on *business models that capture value in the circular economy*, a topic which resides at the intersection of marketing, innovation, and sustainability. I am best-known for articles that address innovation, branding, livestreaming, and the marketing-finance interface.

Notable Achievements: I am the recipient of **5** consecutive Haslam College of Business (HCB) *Summer Scholars Program Research Awards*: 2020-2024.

I design and deliver **marketing strategy** and **brand management** courses that provide a transformational learning experience to my undergraduate, masters, and doctoral students.

Notable Achievements: I am the recipient of **17** teaching awards, including the university-wide 2022 University of Tennessee *Chancellor's Excellence in Teaching Award*.

REPRESENTATIVE LEADERSHIP & ACHIEVEMENTS

- Guest Editor, *Journal of the Academy of Marketing Science* "Sustainable Marketing & Innovation" special issue (projected publication date: Spring 2027)
- Invited Faculty Fellow at three consecutive *American Marketing Association (AMA)-Sheth Foundation Doctoral Consortiums* to guide the next generation of marketing scholars:
 - 2025 Ohio State University
 - 2024 Manchester Business School
 - 2023 Norwegian Business School
- Invited Faculty Fellow at three consecutive *Product Development Management Association (PDMA) Doctoral Consortiums* to guide the next generation of innovation scholars:
 - 2024 Syracuse University
 - 2022 University of Tennessee
 - 2019 University of Illinois at Champaign-Urbana
- Haslam College of Business (HCB) 2024 *College Climate Survey Steering Committee*
- Corporate Panel Moderator, 2023 *Business School Diversity, Equity, and Inclusion Collaborative Conference*
- *University Honors Faculty Fellow* (2023), University of Tennessee
- Chair, **AMA Sustainable Marketing & Innovation Special Interest Group** (2023 - present)
- Founding Member, **HCB Sustainability Research Network** (2019-24)
- Lead Organizer, *Marketing Strategy Meets Wall Street Conference* (2017)
- Recipient, *Poets & Quants Top 40 Undergraduate Business Professor* (2017)
- Finalist, *Harold H. Maynard Award, Journal of Marketing* (2008)

PEER-REVIEWED ARTICLES

James R. Rose and **N. Bharadwaj**. Sustainable Innovation: Additive Manufacturing and the Emergence of a Cyclical Take-Make-Transmigrate Process at a Pioneering Industry-University Collaboration, *Journal of Product Innovation Management* (2023), 40 (4), 433-450.

N. Bharadwaj, Michel Ballings, Prasad A. Naik, Miller Moore, and Mustafa Murat Arat. A New Livestream Retail Analytics Framework to Assess the Sales Impact of Emotional Displays, *Journal of Marketing* (2022), 86 (1), 27-47.

Pravin Nath and **N. Bharadwaj**. Chief Marketing Officer Presence and Firm Performance: Assessing Conditions Under Which the Presence of Other C-level Functional Executives Matters, *Journal of the Academy of Marketing Science* (2020), 48 (4), 670-694.

N. Bharadwaj, Dominique M. Hanssens, and Ramesh K.S. Rao. Corporate Brand Value and Cash Holdings, *Journal of Brand Management* (2020), 27 (4), 408-420.

N. Bharadwaj, Michel Ballings, and Prasad A. Naik. Cross-Media Consumption: Insights from Super Bowl Advertising, *Journal of Interactive Marketing* (2020), 50 (2), 17-31.

N. Bharadwaj and Garrett Shipley. Salesperson Communication Effectiveness in a Digital Sales Interaction, *Industrial Marketing Management* (2020), 90 (7), 106-112.

Michel Ballings, H. McCullough, and **N. Bharadwaj**. Cause Marketing and Customer Profitability, *Journal of the Academy of Marketing Science* (2018), 46(2), 234-251.

N. Bharadwaj, Charles H. Noble, Annette Tower, Leah M. Smith, and Yuexiao Dong. Predicting Innovation Success in the Motion Picture Industry: The Influence of Multiple Quality Signals, *Journal of Product Innovation Management* (2017), 34 (5), 659-680.

Mark Lang, **N. Bharadwaj**, and C. Anthony Di Benedetto. How Crowdsourcing Improves Prediction of Market-oriented Outcomes, *Journal of Business Research* (2016), 69 (10), 4168-4176.

N. Bharadwaj and Yuexiao Dong. Toward Further Understanding the Market-sensing Capability-Value Creation Relationship, *Journal of Product Innovation Management* (2014), 31 (4), 799-813.

N. Bharadwaj, John R. Nevin and Jeffrey P. Wallman. Explicating Hearing the Voice of the Customer as a Manifestation of Customer Focus and Assessing its Consequences, *Journal of Product Innovation Management* (2012), 29 (6), 1012-1030.

N. Bharadwaj, Rebecca W. Naylor, and Frenkel Ter Hofstede. Consumer Response to and Choice of Standardized versus Customized Systems, *International Journal of Research in Marketing* (2009), 26 (3), 216-227.

Ramesh K.S. Rao and **N. Bharadwaj**. Marketing Initiatives, Expected Cash Flows, and Shareholders' Wealth, *Journal of Marketing* (2008), 72 (1), 16-26.

N. Bharadwaj and Anne Roggeveen. The Impact of Offshored and Outsourced Call Service Centers on Customer Appraisals, *Marketing Letters* (2008), 19 (1), 13-23.

Anne Roggeveen, **N. Bharadwaj**, and Wayne D. Hoyer. How Call Center Location Impacts Expectations of Service from Reputable vs. Lesser Known Firms, *Journal of Retailing* (2007), 83 (4), 403-10.

N. Bharadwaj and Ken Matsuno. Investigating the Antecedents and Outcomes of Customer Firm Transaction Cost Savings in a Supply Chain Relationship, *Journal of Business Research* (2006), 59 (1), 62-72.

N. Bharadwaj. Investigating the Decision Criteria Used in Electronics Components Procurement, *Industrial Marketing Management* (2004), 33 (4), 317-324.

EDITORIALS, INVITED COMMENTARIES, & OTHER SCHOLARLY ACTIVITIES

Yazhen Xiao and **N. Bharadwaj**. The 2022 PDMA Doctoral Consortium: Emerging Research Priorities in New Product Development and Innovation and Insights into Community Building, *Journal of Product Innovation Management* (2023), 40 (5), 582-592.

N. Bharadwaj, Prasad A. Naik, and Pravin Nath. Sustainability Communications and Corporate Brand Associations, *Journal of Sustainable Marketing* (2022), 3 (1), 41-52.

M. Ballings, **N. Bharadwaj**, and Prasad A. Naik. Why Livestream Retailers Should Sell Their Products with a Poker Face—Not a Smile. *The Conversation* (2021). July 19.

N. Bharadwaj. Strategic Decision Making in an Information-Rich Environment: A Synthesis and Organizing Framework for Innovation Research, *Review of Marketing Research* (2018), 15, 3-30.

N. Bharadwaj and Yuexiao Dong. Discussion on ‘Statistical Challenges of Administrative and Transaction Data’ Paper by David J. Hand,” *Journal of the Royal Statistical Society* (2018), Series A, Statistics in Society, 181 (June part 3), 587-588.

N. Bharadwaj and Charles H. Noble. Finding Innovation in Data-Rich Environments, *Journal of Product Innovation Management* (2017), 34 (5), 560-564.

D. Fesenmaier, **N. Bharadwaj**, J. Steinmetz, and Z. Ziang. Micro-marketing and Big Data Analytics: An Information System for Destination Marketing Management, in *Management Science in Hospitality and Tourism* (2017), (eds. M. Uysal, Z. Schwartz & E. Sirakaya-Turk), Chapter 4.

N. Bharadwaj and Charles H. Noble. Innovation in Data-Rich Environments, *Journal of Product Innovation Management* (2015), 32 (3), 476-478.

N. Bharadwaj, Rebecca W. Naylor, and Frenkel Ter Hofstede. Off-the-shelf or Tailored to Your Needs: Is Customization Always Superior? *GfK Marketing Intelligence Review* (2012), 4(2), 29-31.

N. Bharadwaj. Offshoring and Marketing, in *Wiley International Encyclopedia of Marketing* (6): *International Marketing* (2010), (eds. J. Sheth & N. Malhotra), 173-4.

CASE STUDIES

N. Bharadwaj and Phil Delurgio. Giant Consumer Products: The Sales Promotion Resource Allocation Decision, *Harvard Business Publishing* (2009), HBP Product 4131.

N. Bharadwaj and Phil Delurgio. Giant Consumer Products: The Sales Promotion Resource Allocation Decision Teaching Note, *Harvard Business Publishing* (2009), HBP Product 4132. (revised April 17, 2012).

N. Bharadwaj and John B. Gordon. Atlantic Computer: A Bundle of Pricing Options, *Harvard Business Publishing* (2007), HBP Product 2078, published April 20.

N. Bharadwaj. Atlantic Computer: A Bundle of Pricing Options Teaching Note, *Harvard Business Publishing* (2007), HBP Product 2079, published May 28.

N. Bharadwaj. Office of Student Financial Services Case (Parts A&B), in G. A. Churchill, Jr., *Marketing Research: Methodological Foundations* (1999), (7th Ed.), Ft. Worth: Dryden Press.

RESEARCH IN PROGRESS

Available upon request

PRESENTATIONS

Exploring Sustainability Through the Lenses of Consumer Behavior, Education, Policy, and Industry. 2024 *American Marketing Association (AMA) Summer Educators' Conference*, Boston, MA.

Emerging Methodologies and Tools in Innovation Research. 2024 *PDMA Doctoral Consortium*, Invited presentation at Syracuse University.

Approaching Research Through the Lens of Sustainable Development and Individual, Societal, and Environmental Well-Being. 2024 *AMA—Sheth Foundation Doctoral Consortium*, Invited presentation at University of Manchester.

A Macro-level Perspective on Sustainability and Marketing & Innovation. 2024 *AMA Winter Educators' Conference*, St. Petersburg, FL.

Marketing's Contribution to the Corporate Sustainability Dialogue. Invited presentation at University of Illinois Gies Marketing Proseminar Speaker Series. December 1, 2023.

Green and Sustainable Marketing: Driving Success Through Responsible Practices. Invited Livestreamed AMA Webinar with two executives and another academic. October 26, 2023.

Sustainability: What it Means, Why it Matters, and What's Next. *Baker School of Public Policy & Public Affairs Southeast Energy Policy Forum*, Knoxville, TN. August 16, 2023.

Frontiers in Sustainability Research. 2023 *AMA—Sheth Foundation Doctoral Consortium*, Invited presentation at BI (Norwegian Business School).

Name, Image, and Likeness (NIL): What it Means, Why it Matters, and Where it is Headed. 2023 *University of Tennessee Alliance of Women Philanthropists Annual Symposium*, Knoxville, TN. April 21, 2023.

Marketing's Contribution to the Corporate Sustainability Dialogue. 2023 *AMA Winter Educators' Conference*, Nashville, TN.

Marketing's Contribution to the Corporate Sustainability Dialogue. Invited presentation at Emory University's Hightower Speaker Series. March 14, 2022.

Marketing's Contribution to the Corporate Sustainability Dialogue. Invited presentation at George Mason University's Marketing Research Seminar Series. April 22, 2022.

Marketing's Contribution to the Corporate Sustainability Dialogue. Invited presentation at University of Hawaii's Shidler Speaker Series. April 25, 2022.

Why Livestreamers Should Sell Products with a Poker Face—Not a Smile. Fall 2021 UT Mic/Nite.

How Can Marketing Contribute to Explicating and Testing the Nomological Network of Sustainability? Invited Panelist at Special Session, 2020 *AMA Winter*, San Diego, CA.

Purchase Impact of a Seller's Facial Expression. 2020 *AMA Winter*, San Diego, CA.

Digitally-Mediated Sales Interactions. 2020 *Industrial Marketing Management Summit*, Philadelphia, PA.

Employing Deep Learning to Enhance Marketing Effectiveness. 2019 *Marketing Strategy Meets Wall Street Conference VI*, Fontainebleau, France.

But Wait, There's More! Deep Learning of Sales Elasticity of Sales Pitches. 2019 *Theory + Practice in Marketing (TPM) Conference*, New York, NY.

Chief Marketing Officer Presence and Firm Performance. 2019 *AMA Winter*, Austin, TX.

Career Development Perspective. 2019 *PDMA* Doctoral Consortium, Invited presentation at University of Illinois at Champaign-Urbana.

Understanding the Effects of Cross Media Consumption During Super Bowl Advertising. 2018 *Marketing Science/INFORMS Conference*, Philadelphia, PA.

Brand Value, Working Capital, and Economic Efficiency. 2018 *TPM*, Los Angeles, CA.

Winning Customers with Cause Marketing. 2017 *AMA Winter*, Orlando, FL.

Predicting Innovation Success in Short Life-Cycle Product Markets. 2016 *Product Development Management Association (PDMA) Research Forum*, Atlanta, GA.

Predicting Innovation Success in Data-Rich Environments. 2016 Journal of Product Innovation-Marketing Science Institute *Innovation in Data-Rich Environments Research Workshop*, Knoxville, TN.

Dynamic Sparse Constrained Inverse Regression for High Dimensional Analytics. 2016 *European Marketing Association Conference*, Oslo, Norway.

A New Method for Big Data Analytics. 2016 *AMA Winter*, Las Vegas, NV.

Innovation in Data-Rich Environments. 2015 *AMA Summer*, Chicago, IL.

The Delineation of Cooperation, Coordination, Compliance, and Specific Assets in Channels of Distribution. 2015, *Academy of Marketing Science*.

The Paths to Market Penetration. 2014 *AMA Summer*, San Francisco, CA

Can the Emerging Prediction Market Methodology Aid in Improving Demand Forecasting of New Products? 2014 *AMA Winter*, Orlando, FL.

Bend Your Supply Chain. 2014 *University of Tennessee Supply Chain Forum*, Knoxville.

Structured Dimension Reduction for Marketing with Big Data. 2013 *AMA Winter*, Las Vegas, NV.

From Voice of the Customer to the Customer-focused Enterprise. 2012 36th *PDMA Product Innovation Management Conference*, Orlando, FL.

Linking Marketing Initiatives and Shareholders' Wealth. 2009 13th *Annual Linkage Strategies Conference*, Bonita Springs, FL.

Consumer Purchase Strategies in Complex Purchases. 2008 *AMA Winter*, Austin, TX.

Pricing Strategies for Augmented Products. 2006 *Institute for the Study of Business Markets Conference*, Evanston, IL.

The Impact of Offshoring and Outsourcing Post-Sales CRM Activities on Critical Customer Outcomes. 2005 *Annual AMA Frontiers in Services Conference*, Tempe, AZ.

Solution Selling and Its Impact on Key Business Variables. 2005 *Marketing Science/INFORMS Conference*, Atlanta, GA.

Offshoring Call Centers: Its Effect on Consumer Expectations & Judgments. 2005 *AMA Summer*, San Francisco, CA.

Antecedents and Outcomes of Buyer Firm Transaction Cost Savings in a Supply Chain Relationship. 2004 *AMA Summer*, Boston, MA.

The Delineation of Coordination, Cooperation, Compliance, and Specific Assets in Marketing Channels. 2004 *Academy of Marketing Science Conference*, Vancouver, BC.

Systems Selling in Industrial Markets: An Investigation of Performance Drivers and Contingency Factors. 2004 *AMA Summer*, Boston, MA.

A Pedagogically-Effective Use of Internet-Based Technologies to Host a Virtual Class Session. 2003 *Academy of Marketing Science Conference*, Washington D.C.

Is Customer Satisfaction Really an Appropriate Metric for Assessing and Managing Customer Relationships? 2001 *AMA Winter*, Scottsdale, AZ.

Market Orientation and Organizational Learning: Contributions from the Fragmentation, Differentiation, and Integration Perspectives of Organizational Culture. 1996 *AMA Summer*, San Diego, CA.

Managerial Mental Models and Cross-functional Coordination: Clues to the Link Between Individual Learning and Organizational Learning. 1996 *AMA Summer*, San Diego, CA.

TEACHING

University of Tennessee

2013-present

Marketing Strategy PhD Seminar

Doctoral seminar structured around marketing topics designated MSI Research Priorities (Fall 2018, Fall 2020, Spring 2023, Spring 2025).

Marketing Strategy

MBA course that uses cases, readings, analytical exercises, and/or marketing simulations to understand how marketing can create, capture, and sustain value for customers, companies, and other stakeholders. Teach every Fall semester.

Brand Management

Designed this new BBA elective. During Spring 2020, conducted 1/3 of the classes online for two sections (~50 students in each section). During Spring 2021, taught course fully online. Last in-person class taught Spring 2024.

Temple University

2008-2013

Marketing Strategy

MBA core course (full-time, part-time, executive, and international MBAs). Also taught MBAs in Cali, Colombia (Summer 2010, Spring 2012).

Exploring the Marketing-Finance Interface

Inter-disciplinary MBA elective course that used case studies, seminar discussion, guest lectures, in-class assignments, and a computer simulation to provide exposure to concepts, analytics, and frameworks to illustrate link between marketing activity and financial performance.

Marketing Strategy PhD Seminar

Doctoral proseminar for first year Marketing PhD students which covered contemporary marketing strategy issues.

University of Chicago

2006-2008

Marketing Strategy

MBA core course

University of Texas

2003-2006

Marketing Strategy

MBA core course

Marketing Channels

MBA elective exploring how a firm's go-to-market strategy can be a basis for competitive advantage.

Babson College

2000-2003

Marketing Strategy

MBA core course

Understanding the Firm and Markets

Interdisciplinary undergraduate foundation course co-taught with faculty from economics.

TEACHING (continued)

Undergraduate Global Leadership Scholars Honors Thesis Advisor

Heather McDonnell, “The Story of Taking a Stand: How Brands Have Impacted Their Narratives When Taking a Stance Against Racial Justice” (2021).

Sarah Bowman, “Influencer Marketing versus Body Positive Marketing: Perceived Brand Personalities in the Eyes of the Targeted Consumer” (2020).

Ashley Roepke, “Does the Chief Digital Officer Matter?: Evaluating the Impact of Digitization on Firm Performance” (2019).

Dissertation Committees

Kibum Youn, “Personalization in Advertising,” University of Tennessee (2024).

Tohid Ghanbarpour, “Doing Well and Doing Good: Creating Value Through Corporate Social Responsibility,” BI Norwegian Business School (2023).

Andrew Reinaker, “Internal Customer Value Creation and Communication Choices,” Temple University (2018).

Matt Shaner, “Managing the Co-creation of Innovation,” University of Tennessee (2015).

Kang Bok Lee, “State Space Modeling of Dynamic Choice Behavior with Habit Persistence,” University of Tennessee (2014).

Mark Lang, “Improving Marketing Forecasting Through Collective Market Intelligence,” Dissertation Chair, Temple University (2012).

Pravin Nath, “Antecedents of the Chief Marketing Officer’s Presence and Influence in Top Management Teams,” University of Texas (2006).

Custom Seminars: Student Athletes, Corporate Managers, and Government Officials

University of Tennessee (Fall 2021)

- *Building and Managing a Strong Brand* sessions to guide student athletes on monetizing their Name, Image, and Likeness (NIL)

University of Chicago Booth School of Business

- *Marketing Strategy* seminar for officials selected by Prime Minister of Singapore to join his administration (two-day session)
 - Singapore, Booth Asia Campus (Fall 2007)

Dow Chemical

- *Marketing Management* seminars for technical business managers (one day sessions)
 - Midland, MI (2006)
 - Freeport, TX (2005)

PROFESSIONAL SERVICE

Disciplinary Leadership

- Guest Editor, *Journal of the Academy of Marketing Science* special issue “Sustainable Marketing & Innovation” (projected publication date: Spring 2027)
- Invited Consortium Faculty, *AMA-Sheth Foundation Early Career Consortium* (February 13-14, 2025)
- Chair, *AMA Sustainable Marketing & Innovation Special Interest Group (SUSTSIG)* (March 2023-present)
- Guest Editor, *Journal of Product Innovation Management* Special Issue “Innovation in Data-Rich Environments” (publication date: September 2017)
- Organizing Committee, *Marketing Strategy Meets Wall Street* Conferences (March 2016-present)

Editorial Review Boards

- *Journal of the Academy of Marketing Science* (June 2017-present)
- *Journal of Product Innovation Management* (November 2018-present)
- *Journal of Sustainable Marketing* (August 2021-present)
- *Journal of Business-to-Business Marketing* (2009-2021)

Ad Hoc Reviewer

- *Journal of Marketing, Journal of Marketing Research, International Journal of Research in Marketing, Journal of Retailing, Journal of International Business Studies, Alden G. Clayton MSI & AMS/Mary Kay Dissertation Competition, among others.*

Other

- Invited participant, 2024 *AMA Winter* Junior Faculty Mentor Workshop
- Lead organizer, 2024 *AMA Winter* and *Summer SUSTSIG* and Doctoral Student Special Interest Group (DOCSIG) Social Reception
- Invited participant, 2023 *AMA Winter* Junior Faculty Mentor Workshop
- Invited participant, 2023 *AMA Summer* Doctoral Student Special Interest Group Mentor Breakfast

Conference Organizer, Chair, and/or Track Chair

- 2024 *AMA Summer* Special Session “Exploring Sustainability Through the Lenses of Consumer Behavior, Education, Policy, and Industry,” Session Chair (Boston, MA)
- 2024 *AMA—Sheth Foundation Doctoral Consortium* Workshop “Approaching Research Through the Lens of Sustainable Development and Individual, Societal, and Environmental Well-Being,” Organizer and Presenter (Manchester, UK)
- 2024 *AMA Winter* joint Special Session co-hosted with TCR@AMA “A Macro-level Perspective on Sustainability x Marketing & Innovation and a Micro-level Perspective on Sustainability x Consumer Behavior,” Organizer and Presenter (St. Petersburg, FL)
- 2023 *AMA Summer* four-hour Intensive Workshop “Perspectives on Sustainable Marketing,” Organizer and Facilitator (San Francisco, CA)
- 2023 *AMA—Sheth Foundation Doctoral Consortium* Workshop “Frontiers in Sustainability Research,” Organizer and Presenter (Oslo, Norway)
- 2023 *AMA Winter* Special Session “Towards Demonstrating the Business Case for ESG,” Organizer (Nashville, TN)
- 2022 *Marketing Strategy Meets Wall Street VII Conference*, Organizing Committee (Chicago, IL (preceding 2022 *AMA Summer*))
- 2022 *PDMA Doctoral Consortium*, Lead Organizer (Knoxville, TN)
- 2021 *AMA Winter* Track Co-Chair: Customer Insights from Data Analytics, Artificial Intelligence, and Machine Learning (St. Petersburg, FL)
- 2020 *PDMA Annual Conference Research Forum* Track Co-Chair: Open Innovation, Innovation Eco-Systems, Disruptive Business Models (New Orleans, LA)
- 2019 *Marketing Strategy Meets Wall Street VI Conference*, Organizing Committee (Fontainebleau, France (INSEAD))
- 2017 *Marketing Strategy Meets Wall Street V Conference* sponsored by *AMA & Marketing Science Institute*, Chair and Organizer (San Francisco, CA)
- 2016 *PDMA Annual Conference Research Forum* Innovating in an Interconnected World, Conference Co-Chair (Atlanta, GA)
- 2016 *JPIM/MSI* “Innovation in Data-Rich Environments” Research Workshop, Co-Chair and Organizer (Knoxville, TN)
- 2016 *European Marketing Association Annual Conference* Special Interest Group Session “Dynamics in R&D and Advertising”, Co-Organizer (Oslo, Norway)
- 2015 *AMA Summer* Special Session “Innovation in Data-Rich Environments”, Co-Organizer
- 2013 *AMA Winter* Special Session “Big Data Analysis”, Co-Organizer (Las Vegas, NV)
- 2012 *AMA Winter* Track Co-Chair: Marketing Communications & Branding (Orlando, FL)
- 2008 *AMA Winter* Special Session: “Bundles, Solutions, and Other Holistic Value Propositions”, Organizer (Austin, TX)
- 2005 *AMA Summer* Special Session: “Outsourcing & Offshoring of CRM Activities”, Organizer (San Francisco, CA)

UNIVERSITY OF TENNESSEE SERVICE (2013 – Present)

University Service

- UT College of Emerging and Collaborative Studies' Sustainability Curriculum Committee (2024 -)
- UT Office of the Provost *Featured Faculty* in LENS video shown to incoming students at new student orientation
- University Honors Faculty Fellow (Spring 2023-Spring 2024) ([UT Story](#))
- UT *United Nations* Sustainable Development Goals Committee (Spring 2022-Spring 2024)
- UT *Mic/Nite*: invited to present research to build bridges and foster a deeper appreciation of the breadth of our university's intellectual, interdisciplinary, and cultural life (Fall 2021)
- UT *Name, Image & Likeness (NIL) Committee*: invited by Athletic Department to develop curriculum for student athletes to build and monetize their brand (Spring 2020-Fall 2022)
- UT *EURēCA Undergraduate Honors Thesis Competition* Judge (2019, 2020, 2021)
- UT Vice Chancellor of Student Life requested a survey research instrument to inform UT's branding strategy in recruiting prospective students (Spring 2018)

Haslam College of Business (HCB) Service

- Dean's Faculty Advisory Council (Fall 2018-present)
- HCB *College Climate Survey Steering Committee* (Fall 2024)
- HCB *Inclusion and Engagement Summit*, Corporate Panel Moderator (Spring 2024)
- HCB Periodic Post-Tenure Performance Review Committees (Spring 2024)
- HCB and *Business School DEI Collaborative Conference*, Corporate Panel Moderator (Spring 2023)
- HCB *Diversity Summit*, Organizing Committee and Executive Panel Facilitator (Fall 2022)
- HCB *Net Impact* Chapter (*Net Impact's mission is to inspire and equip emerging business leaders to build a more just and sustainable world*), Faculty Advisor (Fall 2019-present)
- *Sustainability Research Network*, Founder of inter-disciplinary community of scholars sharing an interest in assessing the business outcomes of sustainability (Spring 2019-Spring 2024)
- Diversity Council (Fall 2018-present)
- New Faculty Orientation program, Panelist (Fall 2017 and Fall 2014)
- MBA Program Director Search Committee (Spring 2017)
- HCB Pilot/Flying J Guest Speaker, Wendy Hamilton, and Luncheon, Organizer (Fall 2016)
- *JPIM/MSI Innovation in Data-Rich Environments Research Workshop* (Summer 2016)
- HCB Branding Initiative: T-shaped Thinkers, Initiator (Fall 2014)
- MBA Program Committee (Fall 2014–present)
- Anderson Center for Entrepreneurship and Innovation Research Council (2014)
- Masters & Executive Programs Strategic Planning Task Force (2014)
- Full-time MBA Program Student Recruitment Events, Presenter (Spring 2014-present)
- Initiated interdisciplinary relationship between HCB & UT College of Engineering (Spring 2014)

Select Department Service

- Marketing Department Tenure Track Search Committee Member (Fall 2021)
- Marketing Department Non-Tenure Track Search Committee: Co-Chair (Spring 2021)
- Marketing Department Head Search Committee (2019-20)
- New Student Summer Orientation, Marketing Department Representative (Summer 2018)
- Peer Teaching Review Committee (2016-2017)
- Paid for equipment & furnishings to set up a media lab (in Biometrics Business Lab), and made available to others also interested in investigating cross-media consumption (2017)
- Faculty Recruiting Committee: interviews at Summer AMA (Summers 2014, 2015, 2019)
- Marketing Doctoral Student Recruiting (Spring 2014 - present)
- Undergraduate Marketing Curriculum Review (Fall 2013)

HONORS AND AWARDS

- 2025, 2024, and 2023 *AMA-Sheth Foundation Doctoral Consortium Faculty Fellow*
- 2024, 2022, and 2019 *PDMA Doctoral Consortium Faculty Fellow*
- 2023 *Baker School Center for Energy, Transportation, and Environmental Policy Affiliate*
- 2022 *Lee and Allison Herring Endowed Teaching Fellowship in Marketing*
- 2022 *Chancellor's Excellence in Teaching Award*, UT ([UTK Post](#))
- 2022 *HCB Neel Corporate Governance Center Research Fellow*
- 2021 *MBA First-Year Faculty Award for Teaching, Mentoring, and Service Excellence*
- 2020-24 *HCB Summer Scholars Program Research Award* (five consecutive years)
- 2020 *HCB Teaching Innovation and Development Grant*
- 2020 *Marketing Strategy Consortium Faculty Fellow* (Austin, TX)
- 2019 *Direct Selling Education Foundation Faculty Fellow* ([DSEF](#))
- 2018 *F. Perry & Elaine Ozburn Excellence in Teaching Award*, Department of Marketing
- 2017 Guest Editor of *Journal of Product Innovation Management* special issue
- 2017 Named among the *Top 40 Undergraduate Business Professors* by [Poets & Quants](#)
- 2017 *MBA First-Year Faculty Award for Teaching, Mentoring, and Service Excellence*
- 2017 *Allen H. Keally Excellence in Teaching Award*, HCB
- 2017 *HCB Teaching Innovation and Development Grant*
- 2014 *MBA First-Year Faculty Award for Teaching, Mentoring, and Service Excellence*
- 2013 *Marketing Department Honorary Service Contribution Award*, Temple University
- 2013 *Marketing Department Teaching Award*, Temple University
- 2012 *Voice of the Customer* Lab keynote address at the Product Development Management Association's 36th Annual Product Innovation Management Conference
- 2011 *Fox School of Business Crystal Teaching Award*, Temple University
- 2010 *Executive MBA Faculty of the Year Teaching Award*, Temple University
- 2009 *Fox School of Business Crystal Teaching Award*, Temple University
- 2009 *American Marketing Association's Professor of the Year*, Temple University
- 2009 *Marketing Department Research Excellence Award*, Temple University
- 2009 *Full-Time MBA Faculty of the Year Teaching Award*, Temple University
- 2008 *Harold H. Maynard Award* finalist for article published in the *Journal of Marketing*
- 2007 *Harvard Business Publishing* (HBP) case study named a "bestseller"
- 2005 *Graduate Business Council Faculty Honor Roll*, University of Texas at Austin
- 2002 *Charlie Osborn Teaching Award*, Babson College
- 1999 *Institute for the Study of Business Markets (ISBM) Business Marketing Doctoral Support Competition Award*
- 1998 *Reggie Tate Excellence in Teaching Award*, University of Wisconsin at Madison
- Recipient of "Best in Track Paper" awards from four different tracks at *American Marketing Association Educators' Conferences*: 1996 (*Marketing Strategy*), 2004 (*B-to-B Marketing*), 2014 (*Innovation & New Product Development*), 2016 (*Marketing Analytics/Metrics*)

EDUCATION

University of Wisconsin at Madison, Ph.D. in Marketing	2000
University of Wisconsin at Madison, MBA in Marketing & International Business	1988
University of Wisconsin at Whitewater, BBA in Marketing	1985

ACADEMIC EXPERIENCE

University of Tennessee	Proffitt's Professor in Marketing	2023 – present
	Professor of Marketing	2021 – 2023
	Associate Professor of Marketing (with tenure)	2015 – 2021
	Assistant Professor of Marketing	2013 – 2015
Temple University	Assistant Professor of Marketing	2008 – 2013
University of Chicago	Visiting Assistant Professor of Marketing	2006 – 2008
University of Texas at Austin	Visiting Assistant Professor of Marketing	2003 – 2006
Babson College	Assistant Professor of Marketing	2000 – 2003

EARLIER EMPLOYMENT

Miller Brewing Company (Milwaukee, WI) 1990 - 1993

- Assistant Brand Manager Aided in developing, implementing, and evaluating marketing strategy for select brands, which combined generated annual revenues in excess of \$100 million.
- Price Analyst Developed and executed pricing strategy for firm's brand portfolio, and evaluated subsequent impact on company, wholesaler, and retailer sales and profitability.

University of Wisconsin at Whitewater 1988 - 1989

- Marketing Lecturer Invited to teach undergraduate marketing courses (i.e., New Product Development, Marketing Principles, and Marketing Communications) while I deliberated a potential academic career in marketing.

Anchor Bank (Madison, WI) 1986 - 1988

- Customer Service Representative Serviced customer portfolio and promoted suitable financial services to grow customer profitability.

CONTACT INFORMATION

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Email: nbharadwaj@utk.edu

CITIZENSHIP INFORMATION

U.S. (by birth)

REFERENCES

Available on request