

NEERAJ BHARADWAJ

(Ph.D., University of Wisconsin)

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

SCHOLARSHIP IMPACT STATEMENT

My research makes original contributions to **marketing strategy**, and my current projects focus on building the business case for Corporate Sustainability. I am best-known for articles that address Innovation, Branding, Livestreaming, and the Marketing-Finance Interface.

Notable Achievements: I am the recipient of **4** consecutive Haslam College of Business (HCB) *Summer Scholars Program Research Awards*: 2020-2023. [Google Scholar Page](#)

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 **16** teaching awards, including being recognized among the Top 40 Undergraduate Business Professors by *Poets & Quants* in 2017, and as recipient of the *Chancellor's Excellence in Teaching Award* in 2022.

REPRESENTATIVE LEADERSHIP & ACHIEVEMENTS

- 2023 American Marketing Association (AMA) Sustainable Marketing & Innovation Special Interest Group, Chair
- 2023 AMA-Sheth Foundation Doctoral Consortium Distinguished Faculty Fellow (BI Norway)
- 2023 University Honors Faculty Fellow, University of Tennessee
- 2022 Chancellor's Excellence in Teaching Award, University of Tennessee
- 2022 HCB Diversity Summit, Organizing Committee & Executive Panel Moderator
- 2022 Product Development Management Association (PDMA) Doctoral Consortium, Lead Organizer (hosted at University of Tennessee)
- 2020 Marketing Strategy Consortium Faculty Fellow (University of Texas)
- 2019 Direct Selling Education Foundation Faculty Fellow
- 2019 PDMA Doctoral Consortium Faculty Fellow (University of Illinois)
- 2019 HCB Sustainability Research Network, Founding Member
- 2019 Marketing Strategy Meets Wall Street Conference, Organizing Committee (INSEAD)
- 2017 Marketing Strategy Meets Wall Street Conference, Chair (San Francisco, CA)
- 2017 *Journal of Product Innovation Management*, special issue Guest Editor
- 2008 Harold H. Maynard Award finalist, *Journal of Marketing*

PUBLICATIONS

1. 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* (forthcoming).
2. 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* (forthcoming).
3. **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.
4. **N. Bharadwaj**, Prasad A. Naik, and Pravin Nath. Sustainability Communications and Corporate Brand Associations, *Journal of Sustainable Marketing* (2022), 3 (1), 41-52.
5. 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.
6. **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.
7. **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.
8. **N. Bharadwaj** and Garrett Shipley. Salesperson Communication Effectiveness in a Digital Sales Interaction, *Industrial Marketing Management* (2020), 90 (7), 106-112.
9. Michel Ballings, H. McCullough, and **N. Bharadwaj**. Cause Marketing and Customer Profitability, *Journal of the Academy of Marketing Science* (2018), 46(2), 234-251.
10. **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.
11. **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.
12. **N. Bharadwaj** and Charles H. Noble. Finding Innovation in Data-Rich Environments, *Journal of Product Innovation Management* (2017), 34 (5), 560-564.
13. **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.
14. 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.
15. **N. Bharadwaj** and Charles H. Noble. Innovation in Data-Rich Environments, *Journal of Product Innovation Management* (2015), 32 (3), 476-478.

16. **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.
17. **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.
18. **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.
19. Ramesh K.S. Rao and **N. Bharadwaj**. Marketing Initiatives, Expected Cash Flows, and Shareholders' Wealth, *Journal of Marketing* (2008), 72 (1), 16-26.
 ▶ Finalist, *Harold H. Maynard Award* for significant contribution to marketing theory.
20. **N. Bharadwaj** and Anne Roggeveen. The Impact of Offshored and Outsourced Call Service Centers on Customer Appraisals, *Marketing Letters* (2008), 19 (1), 13-23.
21. 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.
22. **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.
23. **N. Bharadwaj**. Investigating the Decision Criteria Used in Electronics Components Procurement, *Industrial Marketing Management* (2004), 33 (4), 317-324.

OTHER SCHOLARLY ACTIVITY & MANAGERIAL PUBLICATIONS

24. 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.
25. 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.
26. **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.
27. **N. Bharadwaj**. Offshoring and Marketing, in *Wiley International Encyclopedia of Marketing (6): International Marketing* (2010), (eds. J. Sheth & N. Malhotra), 173-4.
28. **N. Bharadwaj** and Phil Delurgio. Giant Consumer Products: The Sales Promotion Resource Allocation Decision, *Harvard Business Publishing* (2009), HBP Product 4131. (revised April 17, 2012).
29. **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).

30. **N. Bharadwaj** and John B. Gordon. *Atlantic Computer: A Bundle of Pricing Options*, *Harvard Business Publishing* (2007), HBP Product 2078, published April 20.
31. **N. Bharadwaj**. *Atlantic Computer: A Bundle of Pricing Options Teaching Note*, *Harvard Business Publishing* (2007), HBP Product 2079, published May 28.
32. **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, TX: Dryden Press.

PRESENTATIONS

1. 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.
2. Marketing's Contribution to the Corporate Sustainability Dialogue. *2023 American Marketing Association (AMA) Winter Educators' Conference*, Nashville, TN.
3. Marketing's Contribution to the Corporate Sustainability Dialogue. Invited presentation at Emory University's Hightower Speaker Series. March 14, 2022.
4. Marketing's Contribution to the Corporate Sustainability Dialogue. Invited presentation at George Mason University's Marketing Research Seminar Series. April 22, 2022.
5. Marketing's Contribution to the Corporate Sustainability Dialogue. Invited presentation at University of Hawaii's Shidler Speaker Series. April 25, 2022.
6. How Can Marketing Contribute to Explicating and Testing the Nomological Network of Sustainability? Invited Panelist at a Special Session dedicated to Sustainability, *2020 AMA Winter*, San Diego, CA.
7. Purchase Impact of a Seller's Facial Expression. *2020 AMA Winter*, San Diego, CA.
8. Digitally-Mediated Sales Interactions. *2020 Industrial Marketing Management Summit*, Philadelphia, PA.
9. Employing Deep Learning to Enhance Marketing Effectiveness. *2019 Marketing Strategy Meets Wall Street Conference VI*, Fontainebleau, France.
10. But Wait, There's More! Deep Learning of Sales Elasticity of Sales Pitches. *2019 Theory + Practice in Marketing (TPM) Conference*, New York, NY.
11. Chief Marketing Officer Presence and Firm Performance. *2019 AMA Winter*, Austin, TX.
12. Career Development Perspective. *2019 PDMA Doctoral Consortium*, Invited presentation at University of Illinois at Champaign-Urbana.
13. Understanding the Effects of Cross Media Consumption During Super Bowl Advertising. *2018 Marketing Science/INFORMS Conference*, Philadelphia, PA.
14. Brand Value, Working Capital, and Economic Efficiency. *2018 TPM*, Los Angeles, CA.
15. Winning Customers with Cause Marketing. *2017 AMA Winter*, Orlando, FL.
16. Predicting Innovation Success in Short Life-Cycle Product Markets. *2016 Product Development Management Association (PDMA) Research Forum*, Atlanta, GA.
17. Predicting Innovation Success in Data-Rich Environments. *2016 Journal of Product Innovation-Marketing Science Institute Innovation in Data-Rich Environments Research Workshop*, Knoxville, TN.

PRESENTATIONS (continued)

18. Dynamic Sparse Constrained Inverse Regression for High Dimensional Analytics. 2016 *European Marketing Association Conference*, Oslo, Norway.
19. A New Method for Big Data Analytics. 2016 *AMA Winter*, Las Vegas, NV.
20. Innovation in Data-Rich Environments. 2015 *AMA Summer*, Chicago, IL.
21. The Delineation of Cooperation, Coordination, Compliance, and Specific Assets in Channels of Distribution. 2015, *Academy of Marketing Science*.
22. The Paths to Market Penetration. 2014 *AMA Summer*, San Francisco, CA
23. Can the Emerging Prediction Market Methodology Aid in Improving Demand Forecasting of New Products? 2014 *AMA Winter*, Orlando, FL.
24. Bend Your Supply Chain. 2014 *University of Tennessee Supply Chain Forum*, Knoxville.
25. Structured Dimension Reduction for Marketing with Big Data. 2013 *AMA Winter*, Las Vegas, NV.
26. From Voice of the Customer to the Customer-focused Enterprise. 2012 *36th PDMA Product Innovation Management Conference*, Orlando, FL.
27. Linking Marketing Initiatives and Shareholders' Wealth. 2009 *13th Annual Linkage Strategies Conference*, March 10, Bonita Springs, FL.
28. Consumer Purchase Strategies in Complex Purchases. 2008 *AMA Winter*, Austin, TX.
29. Pricing Strategies for Augmented Products. 2006 *Institute for the Study of Business Markets Conference*, Evanston, IL.
30. The Impact of Offshoring and Outsourcing Post-Sales CRM Activities on Critical Customer Outcomes. 2005 *Annual AMA Frontiers in Services Conference*, Tempe, AZ.
31. Solution Selling and Its Impact on Key Business Variables. 2005 *Marketing Science/INFORMS Conference*, Atlanta, GA.
32. Offshoring Call Centers: Its Effect on Consumer Expectations & Judgments. 2005 *AMA Summer*, San Francisco, CA.
33. Antecedents and Outcomes of Buyer Firm Transaction Cost Savings in a Supply Chain Relationship. 2004 *AMA Summer*, Boston, MA.
34. The Delineation of Coordination, Cooperation, Compliance, and Specific Assets in Marketing Channels. 2004 *Academy of Marketing Science Conference*, Vancouver, BC.
35. Systems Selling in Industrial Markets: An Investigation of Performance Drivers and Contingency Factors. 2004 *AMA Summer*, Boston, MA.
36. A Pedagogically-Effective Use of Internet-Based Technologies to Host a Virtual Class Session. 2003 *Academy of Marketing Science Conference*, Washington D.C.
37. Is Customer Satisfaction Really an Appropriate Metric for Assessing and Managing Customer Relationships? 2001 *AMA Winter*, Scottsdale, AZ.
38. Market Orientation and Organizational Learning: Contributions from the Fragmentation, Differentiation, and Integration Perspectives of Organizational Culture. 1996 *AMA Summer*, San Diego, CA.
39. 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 strategic marketing issues designated MSI Research Priorities (Fall 2018, Fall 2020, Spring 2023).

Marketing Strategy

MBA core course that uses cases, readings, quantitative exercises, and a marketing simulation to examine the role of marketing in creating, capturing, and sustaining value for customers and firms.

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.

Intermediate Marketing

Taught elective BBA course for one semester (two sections, Spring 2014 only).

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

Newly-designed 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

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: *AMA Sustainable Marketing & Innovation Special Interest Group, Chair* (May 2023-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).

Guest Editor: *Journal of Product Innovation Management* (JPIM) Special Issue “*Innovation in Data-Rich Environments*” (published in September 2017: Volume 34, Issue 5).

Ad Hoc Reviewer: *Journal of Marketing, International Journal of Research in Marketing, Journal of Retailing, Journal of International Business Studies, Industrial Marketing Management, Journal of Service Research, Alden G. Clayton MSI & AMS/Mary Kay Dissertation Competition, among others.*

Other: 2023 AMA Winter Junior Faculty Mentor Workshop.

Conference Organizer, Chair, and/or Track Chair

- 2023 AMA Winter Special Session “Towards Demonstrating the Business Case for ESG”, Organizer (Nashville, TN)
- 2023 *Research Innovations in Sustainable Marketing –A Global Virtual Symposium*, Organizing Committee
- 2022 *Marketing Strategy Meets Wall Street VII Conference*, Organizing Committee (August 11-12: Chicago, IL (preceding 2022 AMA Summer)
- 2022 *Product Development Management Association (PDMA) Doctoral Consortium*, Lead Organizer (July 27-29: Knoxville, TN)
- 2021 AMA Winter Track Co-Chair: Customer Insights from Data Analytics, Artificial Intelligence, and Machine Learning (February 19-21: St. Petersburg, FL)
- 2020 *PDMA Annual Conference Research Forum* Track Co-Chair: Open Innovation, Innovation Eco-Systems, Disruptive Business Models (September 19-20: New Orleans, LA)
- 2019 *Marketing Strategy Meets Wall Street VI Conference*, Organizing Committee (June 16-18: Fontainebleau, France (INSEAD))
- 2017 *Marketing Strategy Meets Wall Street V Conference* sponsored by *AMA & Marketing Science Institute*, Chair and Organizer (August 3-4: San Francisco, CA)
- 2016 *PDMA Annual Conference Research Forum* Innovating in an Interconnected World, Conference Co-Chair (October 16-19: Atlanta, GA)
- 2016 *JPIM/MSI “Innovation in Data-Rich Environments”* Research Workshop, Co-Chair and Organizer (June 8-10: 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 (Chicago, IL)
- 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 and Offshoring of CRM Activities”, Organizer (San Francisco, CA)

UNIVERSITY OF TENNESSEE SERVICE (2013 – Present)

University Service

- University Honors Faculty Fellow (Spring 2023-present) ([UT Story](#))
- UT *United Nations* Sustainable Development Goals Committee (Spring 2022-present)
- 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 *Three Minute PhD Thesis Competition* Judge (2018, 2019)
- 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 and *Business School DEI Collaborative Conference*, 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-present)
- 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. Invited to present on customer-centric innovation in Doug Birdwell's class (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

- 2023 *AMA-Sheth Foundation Doctoral Consortium Distinguished Faculty Fellow*
- 2022-23 *Lee and Allison Herring Endowed Teaching Fellowship in Marketing*
- 2022 *Chancellor's Excellence in Teaching Award, UT* ([UTK Post](#))
- 2022 Haslam College of Business *Neel Corporate Governance Center Research Fellow*
- 2021 *MBA First-Year Faculty Award for Teaching, Mentoring, and Service Excellence*
- 2020-23 Haslam College of Business (HCB) *Summer Scholars Program Research Award*
- 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

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

Neeraj Bharadwaj
Proffitt's Professor in Marketing
Haslam College of Business
University of Tennessee at Knoxville
336 Stokely Management Center
916 Volunteer Boulevard
Knoxville, TN 37996-0530
Email: nbharadwaj@utk.edu

References available upon request.