

NILADRI B. SYAM

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ACADEMIC EXPERIENCE

2007 (April)-present	Associate Professor of Marketing, University of Houston
2001 (Jan)- 2007 (April)	Assistant Professor of Marketing, University of Houston.
1998 (Aug)-2000 (Dec)	Assistant Professor, Marketing Group, Tilburg University, The Netherlands
1992 (Aug)-1998 (Aug)	Research/Teaching Assistant, School of Management, University of Texas at Dallas, Richardson, TX

EDUCATION

Ph.D. in Management Science, 1998
University of Texas at Dallas, TX, U.S.A.

MS in Operations Research,
University of Texas at Dallas, TX, U.S.A.

MBA in Foreign Trade,
Indian Institute of Foreign Trade, Delhi, India,

M.S in Mathematics,
University of Delhi, Delhi, India

COURSES TAUGHT

Sales Management (MBA; Co-teaching)	Marketing Research (MBA & BBA)
Professional Selling (BBA)	Marketing Strategy (MBA & Ph. D)
Pricing (MBA)	Marketing Models (Ph. D)
Customer Relationship Management (BBA)	Game Theory (Ph. D)

RESEARCH INTERESTS AND EXPERTISE

Sales Force Management; Analytical and Behavioural Models of Mass

Customization; Product Co-creation; Retail Competition.

JOURNAL PUBLICATIONS¹

Ram C. Rao and **Niladri B. Syam**, “Equilibrium Price Communication and Unadvertised Specials by Competing Supermarkets” **Marketing Science**, Vol 20, No 1, Winter 2001, pp 61-81

Niladri B. Syam and Benedict Dellaert, “Consumer-Producer Interaction: A Strategic Analysis of the Market for Customized Products” **Review of Marketing Science, Working Paper Series**, Vol 1, Issue 1, August 2001

Niladri B. Syam, Ranran Ruan and James Hess, “Customized Products: A Competitive Analysis” **Marketing Science**, Vol 24, No 4, Fall 2005, pp 569-584

Niladri B. Syam and Nanda Kumar, “On Customized Goods, Standard Goods, and Competition”, **Marketing Science**, Vol 25, No 5, Sept-Oct 2006, pp 525-537

Niladri B. Syam, Partha Krishnamurthy, and James Hess, “*That’s* What I Thought I Wanted? Miswanting and Regret for a Standard Good in a Mass Customized World”, **Marketing Science**, Vol 25, No 3, May-June 2008, pp 379-397.

Arora, Neeraj, Xavier Dreze, Anindya Ghose, James D. Hess, Raghuram Iyengar, Bing Jing, Yogesh Joshi, V. Kumar, Nicholas Lurie, Scott Neslin, S. Sajeesh, Meng Su, **Niladri Syam**, Jacquelyn Thomas and Z. John Zhang, “Putting One-to-One marketing to work: Personalization, Customization, and Choice” **Marketing Letters**, 2008, 19, pp 305–321.

Niladri B. Syam, James Hess and Ying Yang, “Sales Contests versus Quotas with Imbalanced Territories”, **Marketing Letters**, 2012, October.

Niladri B. Syam and Amit Pazgal, “Co-Creation with Production Externalities”, **Marketing Science**, 2013, Forthcoming.

Ying Yang, **Niladri Syam** and James Hess, * “Thrill of Victory and Agony of Defeat: Emotional Rewards and Sales Force Compensation” **Quantitative Marketing and Economics**, 2013, Forthcoming.

*Authors listed in reverse alphabetical order. Everyone contributed equally.

PAPERS UNDER REVIEW

Niladri B. Syam, James Hess and Ying Yang, “Can Profits Increase with Uncertainty in a Principal-Agent Model? Implications for the Choice between Generalist and Specialist Sales Structures”

Status: Under review at *Marketing Science*

¹ Authors listed in the order they appear in print.

Pavan Chennamaneni, Raj Echambadi, James Hess and **Niladri B. Syam**,* “How Do You Properly Diagnose Harmful Collinearity in Moderated Regressions?
 Status: Second round at *International Journal of Research in Marketing*.
 *Authors listed in alphabetical order. Everyone contributed equally.

Niladri Syam, Jeff Boichuk, Michael Ahearne and Zachary Hall, Ryan Mullins,
 “Managers and Expert Peers: The Generation and Dissemination of Public Goods in Organizational Teams”
 Status: Under review at *International Journal of Research in Marketing*.

Niladri B. Syam and James Hess “Competitive Customer Relationship Marketing: Acquisition versus Retention”
 Status: Under review at *Journal of Economics and Management Strategy*.

Ryan Mullins and **Niladri B. Syam** “The Formation and Effects of Customer Orientation Value Congruence: A Conceptual Framework and Empirical Evidence in Manager-Salesperson Relationships”
 Status: Under review at *Journal of Personal Selling and Sales Management*.

RESEARCH IN PROGRESS

Niladri Syam, Rambod D. Kermani and James Hess, “Social Preferences and Product Co-Creation”

Niladri Syam, Nick Lee, Tom Steenburgh and Michael Ahearne, “Bonus-Quota Contracts with Heterogeneous Agents”

Michael J. Ahearne, Jeffrey P. Boichuk , James D. Hess, **Niladri Syam**, “Sales Contests: How “Sour Grape” Prize Structures Enhance Salesperson Effort and Performance”

Ying Yang, James Hess and **Niladri Syam**, “Fairness Concerns and the Role of the Key Account Manager in Sales Teams: An Analytical Model and Experimental Evidence”

Arun Sharma and **Niladri Syam**, “The Role of Intellectual Property in Successful Solution Selling”

Niladri B. Syam, B.P.S. Murthi and Ram. C. Rao “A Strategic Analysis of Co-Promotions”

PRESENTATIONS AT PROFESSIONAL CONFERENCES

Ying Yang, **Niladri Syam** and James Hess, “Thrill of Victory and Agony of Defeat: Emotional Rewards and Sales Force Compensation”, **Thought Leadership on the Sales Profession Conference**, Harvard University, June 2012 (Invited talks only)

Niladri B. Syam and James Hess “Competitive Customer Relationship Management: Acquisition versus Retention”, **Research Seminar Series**, Nov 2007, Texas A&M University, Texas (Invited talk).

Niladri B. Syam, Partha Krishnamurthy, and James Hess “*That’s What I Thought I Wanted? Models of Miswanting and Regret for a Standard Good in a Mass Customized World*” **Invitational Choice Symposium**, June 13-17, 2007, Wharton School, University of Pennsylvania.

Niladri B. Syam and James Hess “Competitive Customer Relationship Management: Acquisition versus Retention” **Summer Institute in Competitive Strategy 2006**, University of California, Berkeley, California (Invited talks only).

Niladri B. Syam and James Hess “Competitive Customer Relationship Management: Acquisition versus Retention” **Marketing Science Conference 2006**, University of Pittsburgh, Pittsburgh.

Niladri B. Syam, Partha Krishnamurthy, and James Hess “*That’s What I Thought I Wanted? Miswanting and Regret for a Standard Good in a Mass Customized World*” **Marketing Science Conference 2005**, Emory University, Atlanta, Georgia.

Niladri B. Syam, B.P.S. Murthi and Ram. C. Rao “Co-Promotions: An Strategic Analysis” **Marketing Science Conference 2001**, Mainz, Germany.

Niladri B. Syam and Benedict Dellaert “Consumer-Producer Interaction: A Strategic Analysis of the Market for Customized Products” **Marketing Science Conference 2000**, UCLA, Los Angeles.

Niladri B. Syam and Jaideep C. Prabhu “Failure to Coordinate in Competitive Promotion Games: A Model and Test of Boundedly Rational Decision Making Under Uncertainty” **Marketing Science Conference 1999**, Syracuse, NY.

TEACHING EXPERIENCE

University of Houston, Houston, TX

Business Solution Teams (MBA): Spring 2001
 Database Marketing (Undergraduate): Fall 2001- Fall 2005
 Marketing Strategy (MBA): Fall 2005
 Seminar in Game Theory (Ph.D): Fall 2006 and Fall 2007
 Seminar in Marketing Strategy (Ph.D): Fall 2009 onwards
 Marketing Research (Undergraduate): Fall 2007 onwards
 Marketing Research (MBA): Fall 2007 onwards

Tilburg University, The Netherlands

Marketing Research
 Marketing Strategy and Planning

Master's Thesis/Independent Study

University of Texas at Dallas

Undergraduate Introduction to Marketing
Undergraduate Independent Study

PROFESSIONAL AFFILIATIONS

Institute for Operations Research and the Management Sciences (INFORMS)

HONORS AND AWARDS

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| 1995 | Fellow, American Marketing Association Doctoral Consortium |
| 1999 | Nominated for 'Best Instructor' (i.e one of top three) award for 1998-1999 in Business Administration including Marketing, Finance, Organization and Strategy etc. Tilburg University, Netherlands |
| 2007 | Selected as the Bauer Faculty Fellow of the C. T. Bauer College of Business, for research productivity |
| 2007-2009 | Editorial Board member at <i>Marketing Science</i> |
| 2001- | Regular reviewer at <i>Marketing Science</i> , <i>Management Science</i> and <i>Journal of Retailing</i> |
| 2008 | Melcher Award for Excellence in Research (one of two professors from C. T. Bauer College of Business) |