

Kapil Jain

Senior Lecturer, Department of Marketing at The University of Texas at Austin, McCombs School of Business

Austin, TX, US

Marketing

Description

Kapil Jain is the assistant chair and a senior lecturer in the marketing department and an expert in the areas of marketing research, new product design, and consumer information processing. He is also an academic liaison to the Center for Customer Insight and Marketing Solution at McCombs

Jain teaches marketing management, new product design and marketing, E-tailing and multi-channel retailing to all levels of McCombs students from BBA to MBA and Executive MBA. He has also developed custom courses in new product development and marketing for Dell, Motorola, Texas Instruments, Beijing Electric, LG Electronics, and Essilor.

As the founder of Marketing Intelligence, LLC, a Tucson-based firm engaged in marketing research and strategy consulting, Jain has consulted for numerous organizations including Long Realty, Arizona Department of Transportation, University of Arizona, City of Tucson, and the City of Phoenix.

Industry Expertise

Advertising/Marketing, Market Research, Information Technology and Services

Topics

Marketing Management, New Product Design, Multi-Channel Marketing, Product Development, Marketing Research, Consumer Information Processing, Hybrid Products

Affiliations

Marketing Intelligence LLC. : Owner

Past Talks

Satisfaction, Frustration, and Delight: A Framework for Understanding How Consumers Interact with Web Sites

Society for Consumer Psychology - Winter Conference

Dimensions of Product Complexity: An Exploration into the Synthesis of Research Perspectives

Society for Consumer Psychology Conference

Hybrid Products: Is it a Camera or is it a Copier?

INFORMS Marketing Science Conference

Country of Origin: Categorization and Implications for Product Evaluation

European Marketing Academy Conference

The Dynamic Measurement of Attention to Broadcast Ads

European Academy of Marketing - Annual Conference

Education

Columbia University

Ph.D. Marketing

Columbia University

M.Phil Marketing

Bajaj Institute, Bombay University, India

M.M.S. Marketing

I.I.T. Delhi, India

B.Tech. Mechanical Engineering

Accomplishments

Dallas MBA Faculty Appreciation Award (2009, 2010, 2011, 2012)

Awarded for teaching excellence in the Working Professional MBA at Dallas by the McCombs School of Business.

Texas EMBA Faculty Appreciation Award (2010, 2011)

Awarded for teaching excellence in the Texas Executive MBA Program by the McCombs School of Business.

McCombs MBA Applause Award (2009)

Awarded by the McCombs School of Business for teaching excellence in the full-time MBA program.

Testimonials

David Wenger

Kapil Jain is a wonderful speaker about, and gifted teacher of, anything related to new product and technology design, product complexity, and internet marketing.

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