

# **Kapil Jain**

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

Austin, TX, US

Marketing

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## **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.

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## **Industry Expertise**

Advertising/Marketing, Market Research, Information Technology and Services

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## **Topics**

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

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## **Affiliations**

Marketing Intelligence LLC. : Owner

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## **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

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### **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

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### **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.

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### **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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