

Raghunath Rao

Associate Professor, Department of Marketing at The University of Texas at Austin, McCombs School of Business

Austin, TX, US

An expert on marketing strategy

Biography

Raghunath Rao is an Associate Professor at the McCombs School of Business. His research interests span a variety of marketing topics such as pricing, incentives, behavioral decision theory, sales management and innovation, and marketing models, often in the context of durable goods markets. His research is consistently published in the leading journals of his field, like the Journal of Marketing Research, Marketing Science, and the Journal of Marketing.

Industry Expertise

Automotive, Information Technology and Services, Advertising/Marketing, Pharmaceuticals

Areas of Expertise

Industrial Organization, Information Economics, Marketing Models, Durable Goods Markets, Sales Management, Entrepreneurship & Innovation, Incentives, Behavioral Decision Theory

Affiliations

Marketing Science: Referee, Management Science: Referee, Journal of Marketing: Referee, Marketing Letters: Referee, International Journal of Research in Marketing: Referee, Industry and Innovation: Referee

Event Appearances

INFORMS Marketing Science Conference

Annual conference

China India Insights Conference

Discussant

Marketing Dynamics Conference

Conference

Trademark and Marketing Roundtable

Discussant

Education

University of Minnesota, Minneapolis

Ph.D. Business Administration

University of Minnesota, Minneapolis

M.S. Applied Economics

Indian Institute of Foreign Trade (New Dehli, India)

M.B.A. International Business

National Institute of Technology (Surat, India)

B.Eng. Electrical Engineering

Accomplishments

Excellence in Research Award

Awarded by the AMA Sales SIG division for best paper on sales management.

McCombs Research Excellence Grant

Awarded by the McCombs School of Business for excellence in faculty research: 2008 and 2013.

CIBER International Grant

Awarded by the Center of International Business Education and Research for research excellence: 2009 and 2011.

Young Scholar Award

Awarded by the Marketing Science Institute.

Academic Accolade

University of Texas at Austin recognition for outstanding performance as a faculty member.

Distinguished Speaker

Awarded by the Lisle and Roslyn Payne Research Symposium.

Testimonials

David Wenger

An expert in many aspects of marketing models, from pricing, the psychology of discounts, to quotas and commissions, Ragunath Rao questions common assumptions behind marketing and management decisions that will doubtless lead to new insights and practices.

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