

Raji Srinivasan

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

Raji Srinivasan's two main areas of expertise are in organizational innovation and marketing metrics.

Description

Raji Srinivasan is Professor of Marketing and Spurgeon Bell Centennial Fellow at the Red McCombs School of Business, University of Texas at Austin. She was appointed the school's first associate dean for diversity and inclusion on July 1, 2018. Professor Srinivasan received her PhD from Pennsylvania State University and an MBA from the Indian Institute of Management, Ahmedabad, India. She has a Masters Degree in Physics from Madras Christian College, Chennai, India and a Bachelors Degree in Physics from Women's Christian College, Chennai, India.

Her papers have appeared in the Journal of Marketing, International Journal of Research in Marketing and Management Science.

Professor Srinivasan's research interests are in the areas of organizational innovation and marketing metrics.

Professor Srinivasan is the inaugural winner of the Erin Anderson Award for an Emerging Female Marketing Scholar and Mentor (2009) and American Marketing Association's Varadarajan Award for Early Career Contributions in the area of marketing strategy and management (2010).

Industry Expertise

Education/Learning, Financial Services, Advertising/Marketing, Research, Training and Development

Topics

Marketing Metrics & Analytics, Organizational Innovation, Franchising, Consumer Behaviour, Social Marketing

Affiliations

American Marketing Association : Member, Institute for Operations Research and Management Sciences : Member

Education

Pennsylvania State University
Ph.D. Business Administration (Marketing)

Indian Institute of Management, Ahmedabad, India
MBA. Marketing

Madras Christian College, Madras, India
M.Sc. Physics

Madras Christian College, Madras, India
B.Sc. Physics

Accomplishments

Varadarajan Award for Early Career Contributions to Marketing Strategy Research
Awarded by the Marketing Strategy SIG of the American Marketing Association.

Erin Anderson Award for an Emerging Female Marketing Scholar and Mentor
Inaugural recipient, awarded by the American Marketing Association.

Young Scholar Award
Awarded by the Marketing Science Institute.

Marketing Science Institute / H. Paul Root Award (Finalist)
Awarded by the Journal of Marketing for "Advertising, Research and Development, and Systematic Risk of the Firm".

TECHSIG Award (runner-up)
Considered by the American Marketing Association for "The Emergence of Dominant Designs".

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