

2024 PDMA Doctoral Consortium
Snyder Innovation Management Center
Whitman School of Management
Syracuse University

Tuesday, July 30 (5 pm) – Friday, August 2 (1:00 pm)

Helpful Information

Location: National Veterans Resource Center, Daniel & Gayle D’ Aniello Building, Syracuse University
[101 Waverly Ave., Syracuse, NY 13244](#) unless otherwise noted

AGENDA	
Tue. July 30th	
5:00 – 7:00 pm	Registration & Welcome Reception
Wed. July 31st	
7:00 am	Shuttle for Doctoral students from Parkview Hotel, 713 E Genesee St, Syracuse, NY 13210 Faculty – walk from Hotel Skyler (Hilton), 601 S Crouse Ave, Syracuse, NY 13210
7:15 – 8:00 am	Registration, Breakfast, & Networking
8:00 – 8:15 am	Consortium Overview: S.P. Raj, Director, Snyder Innovation Management Center
8:15 – 8:30 am	Welcome by Executive Dean & Vice-Chancellor Michael Haynie
8:30 – 8:45 am	Group Photograph
8:45 – 9:15 am	Current State & Future Directions for <i>JPIM</i> : Jelena Spanjol and Luigi De Luca
9:15 – 9:30 am	Break
9:30 – 11:00 am	Student Research Presentations (in Breakout areas – 6 Tables) After a brief overview of the process, students & faculty meet at assigned Tables Session Chairs: K. Sivakumar and Michael Stanko Table Leaders: Deepa Chandrashekar (Table 1) Michael Stanko (Table 2) Gerard Athaide (Table 3) Haisu Zhang (Table 4) K. Sivakumar (Table 5) Neeraj Bharadwaj (Table 6)
11:00 – 11:15 am	Break
11:15 am – 12:00 pm	<u>Session 1</u> : Innovation 2030: Future Directions in Innovation Research Aric Rindfleisch, Charles Noble, Rebecca Slotegraaf Chair: Minjung Kwon
12:00 – 1:00 pm	Lunch Presentation (12:15 – 12:45 pm): Building a Research Portfolio Gloria Barczak, Abbie Griffin
1:00 – 2:00 pm	<u>Session 2</u> : Data and new research ideas Peter Golder, Jonathan Bohlmann, Ravi Mehta Chair: Hyoryung Nam
HARD STOP	HARD STOP
2:00 pm	Travel by bus to the Welch Allyn division of Baxter, 4341 State Street Rd., Skaneateles Falls, NY 13153
3:00 – 5:00 pm	Presentations at the Welch Allyn division of Baxter
6:00 – 8:30 pm	Dinner cruise on Judge Ben Wiles, Mid-Lakes Navigation– Skaneateles Lake
8:30 pm	Return by bus to hotels

Thu. Aug. 1st	
7:15 am	Shuttle for Doctoral students from Parkview Hotel Faculty – walk from Hotel Skyler
7:30 – 8:30 am	Breakfast & Networking
8:30 – 9:15 am	<u>Session 3</u> : Broadening Innovation Research Rajan Varadarajan, Anand Jaiswal Chair: S.P. Raj
9:15 – 10:30 am	<u>Session 4</u> : Emerging Methodologies & Tools in Innovation Research Neeraj Bharadwaj, Frank Piller, Artem Timoshenko Chair: Liangbin Yang
10:30 – 10:45 am	Break
10:45 – 12:15 pm	Final Round Student Research Presentations
12:15 – 12:30 pm	Faculty Feedback Survey
12:30 – 1:30 pm	Lunch
1:30 – 2:15 pm	<u>Session 5</u> : Teaching Excellence in Innovation Gerard Athaide, Barry Bayus, Michael Stanko Chair: Eunkyue Lee
2:15 – 3:00 pm	<u>Session 6</u> : Career Management Deepa Chandrasekaran, Unnati Narang, Haisu Zhang Chair: Amiya Basu
3:00 – 3:15 pm	Break
3:15 – 4:15 pm	<u>Session 7</u> : Developing a research paper and a thematic research agenda K. Sivakumar, Alina Sorescu Chair: Scott Fay
4:15 – 5:45 pm	Break
5:45 pm	Travel by bus to Dinosaur Bar-B-Que restaurant, 246 W Willow St, Syracuse, NY 13202
6:00 – 9:00 pm	Dinner at Dinosaur Bar-B-Que restaurant
9:00 pm	Return by bus to hotels
Fri. Aug. 2nd	
7:00 am	Shuttle for Doctoral students from Parkview Hotel Faculty – walk from Hotel Skyler
7:15 – 8:00 am	Breakfast & Networking
8:00 – 10:00 am	<u>Session 8</u> : Theory Building workshop (Classroom) Ajay Kohli Chair: Guiyang Xiong
10:00 – 10:15 am	Break
10:15 – 10:45 am	Student Research Awards
10:45 – 11:00 am	Wrap up: S.P. Raj
11:00 am – 12:00 pm	<u>Session 9</u> : Individual Feedback to students (Participants assemble at the same table as the original presentations) Deepa Chandrashekar (Table 1) Michael Stanko (Table 2) Gerard Athaide (Table 3) Haisu Zhang (Table 4) K. Sivakumar (Table 5) Neeraj Bharadwaj (Table 6) Chairs: K. Sivakumar and Michael Stanko
12:00 – 1:00 pm	Box Lunch



2024 PDMA Doctoral Consortium



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For Wi-Fi Access on Campus: Air Orange X (No Password Needed)

2024 PDMA Doctoral Consortium Faculty Fellows

Gerard Athaide gathaide@loyola.edu Loyola University Maryland	Gloria Barczak g.barczak@neu.edu Northeastern University
Barry Bayus barry_bayus@unc.edu University of North Carolina at Chapel Hill	Neeraj Bharadwaj nbharadwaj@utk.edu University of Tennessee
Jon Bohlmann jdbohlma@ncsu.edu NC State University	Deepa Chandrasekaran deepa.chandrasekaran@utsa.edu The University of Texas at San Antonio
Luigi M. De Luca delucal@cardiff.ac.uk Cardiff Business School	Peter Golder peter.n.golder@tuck.dartmouth.edu Dartmouth
Abbie Griffin abbie.griffin@eccles.utah.edu University of Utah	Anand Kumar Jaiswal akjaiswal@iima.ac.in Indian Institute of Management Ahmedabad
Ajay Kohli kohli@gatech.edu Georgia Tech	Ravi Mehta mehtar@illinois.edu University of Illinois at Urbana Champaign
Unnati Narang unnati@illinois.edu University of Illinois at Urbana-Champaign	Charles Noble cnoble@utk.edu University of Tennessee
Frank Piller piller@time.rwth-aachen.de RWTH Aachen University	Aric Rindfleisch aric@illinois.edu University of Illinois
K. Sivakumar kasg@lehigh.edu Lehigh University	Rebecca Slotegraaf rsloTEGR@indiana.edu Indiana University
Alina Sorescu asorescu@tamu.edu Texas A&M University	Jelena Spanjol spanjol@lmu.de Ludwig-Maximilians-Universität (LMU) München
Michael Stanko mike_stanko@ncsu.edu North Carolina State University	Artem Timoshenko artem.timoshenko@kellogg.northwestern.edu Kellogg School of Management
Rajan Varadarajan varadarajan@tamu.edu Texas A&M University	Haisu Zhang hzzhang@njit.edu New Jersey Institute of Technology

2024 PDMA Doctoral Consortium Student Fellows

Chukwuma Asuzu chuma.asuzu@mail.utoronto.ca University of Toronto	Sakshi Sanjay Babar sakshi.babar@uga.edu University of Georgia
Kevin Giang Barrera kgiangbarrera1@gsu.edu Georgia State University	Mahak Bisen mahak06bisen@gmail.com Indian Institute of Technology Madras
Karl Wieland Freyer freyer@time.rwth-aachen.de RWTH Aachen University	Lesman Ghazaryan lesman.ghazaryan@grenoble-em.com Grenoble School of Management
Nina Hartmann nina.hartmann@ru.nl Radboud University	Elizaveta Johansson elizaveta.johansson@ltu.se Luleå University of Technology
Angeliki Kalogeraki kalogeraki@uni-mannheim.de University of Mannheim	Erica Ji Hyun Lee jlee603@illinois.edu University of Illinois at Urbana-Champaign
Jan-Marco Nepute jan-marco.nepute@rwth-aachen.de RWTH Aachen University	Sola Olododo sola.olododo@strath.ac.uk University of Strathclyde, Glasgow, UK
Pranjal Pachpore r20018@astra.xlri.ac.in XLRI Xavier School of Management	Soo Hyung "Ralph" Park spark@mays.tamu.edu Texas A&M University
Arabella Pollack arabella.pollack@gmail.com Rotterdam School of Management, Erasmus University	Manoella Antonieta Ramos manoella.ramos@hh.se Halmstad University
Alexander Redlich redlich@time.rwth-aachen.de RWTH Aachen University	Georg Schiffner schiffner@time.rwth-aachen.de RWTH Aachen University
Min Shuai min.shuai@uclouvain.be University of Louvain	Carlos Siri carlos_siri@kenan-flagler.unc.edu UNC-Chapel Hill
Ekaterina Sofroneeva ekaterina.sofroneeva@student.uwasa.fi University of Vaasa	Hanyang Wang hw70@iu.edu Indiana University
Hanif Adinugroho Widyanto hanif.widyanto@ru.nl Radboud University	Chi Zhang c Zhang241@tamu.edu Texas A&M University

2024 PDMA Doctoral Consortium
Syracuse University Faculty and Doctoral Students

Faculty	
Amiya Basu abasu@syr.edu	Meheli Basu mbasu@syr.edu
Scott Fay scfay@syr.edu	Minjung Kwon mkwon02@syr.edu
Eunkyu Lee elee06@syr.edu	Hyoryung Nam hnam01@syr.edu
S.P. Raj spraj@syr.edu	Guiyang Xiong gxiong@syr.edu
Liangbin Yang lyang42@syr.edu	
PhD Students	
Xiaoying Feng xfeng26@syr.edu	Jaihyun Jeon jajeon@syr.edu
Ali Kozehgaran akozehga@syr.edu	Jie Li jli467@syr.edu
Xiaobo Lin xlin56@syr.edu	Saman Modiri smodiri@syr.edu
Jinhua Wang jwang457@syr.edu	

Biographical Sketches

The biographical sketches of the Faculty Fellows are provided first followed by those of the Student Fellows and then Syracuse University Faculty and Doctoral Students.

Faculty Fellows:

Gerard A. Athaide is Professor of Marketing at Loyola University Maryland and a Research Fellow at the Snyder Innovation Management Center at Syracuse University. His teaching and research interests focus on innovation management, digital transformation, and new product development. Gerard has taught courses on Innovation Management, New Product Development and Management, and Technology and Innovation Management in the undergraduate, graduate, and Executive MBA programs at Loyola since 1992. His research on the commercialization of technology-based innovations, seller-buyer relationships during new product development, and developing effective brand names for new products has been published in the European Journal of Marketing, Journal of Business Research, Journal of Product Innovation Management, Marketing Letters, and other journals.

Gloria Barczak is Professor Emerita of Marketing and Innovation in the D'Amore-McKim School of Business at Northeastern University. Dr. Barczak is listed in the 2023 Stanford's Top 2% of Research Scientists. She is the 2020 Crawford Fellow by the Product Development & Management Association (PDMA) and the 2010 Robert D. Klein University Lecturer by Northeastern University. Dr. Barczak was Editor of the Journal of Product Innovation Management (JPIM) from 2013-2018 and is currently Interim Co-Editor-in-Chief of JPIM. She serves as a Senior Advisor to Creativity and Innovation Management and Co-Chair of the IPDMC PhD Workshop and member of the Board.

Barry L. Bayus is the Rodwell Distinguished Professor of Marketing at UNC's Kenan-Flagler Business School. His research and teaching interests are in the areas of crowdsourcing, crowdfunding, design thinking, and marketing strategy. He has published in all of the top marketing journals and is widely cited in the innovation management field. He was the inaugural winner of the Thomas P. Hustad Best Paper Award from JPIM and he recently received the best paper award for the INFORMS innovation section as well as the journal Creativity and Innovation Management. He also received an Outstanding Reviewer Award from the Journal of Marketing.

Neeraj Bharadwaj (Ph.D., University of Wisconsin) is the Proffitt's Professor of Marketing at University of Tennessee's Haslam College of Business. His specializations include innovation, branding, livestream retailing, and the marketing-finance interface. His current research focuses on building the business case for corporate sustainability, and he chairs the American Marketing Association's Sustainable Marketing and Innovation Special Interest Group (SUSTSIG). His articles appear in Journal of Marketing, Journal of the Academy of Marketing Science,

International Journal of Research in Marketing, and Journal of Product Innovation Management, among others.

Jon Bohlmann is Professor of Marketing and Innovation at NC State University, and Department Head of Business Management. His research interests focus on innovation and product development, marketing strategy, and team decision-making. Dr. Bohlmann received a Ph.D. in management from MIT, and previously served on the faculties of Purdue and Michigan State. Before entering academia, he worked as an engineer in the aerospace industry on advanced aircraft design. Dr. Bohlmann's research has been published in leading journals, including Journal of Marketing, Marketing Science, and the Journal of Product Innovation Management where he currently serves as an Associate Editor.

Deepa Chandrasekaran is an Associate Professor of Marketing in the Department of Marketing at the University of Texas at San Antonio. She received her PhD in Business from the University of Southern California, and an MBA in Marketing from the Indian Institute of Management Bangalore. Her academic research expertise lies in the areas of innovation, digital platforms, marketing strategy and new product development. Her research articles have been published in leading journals such as Journal of Marketing, Marketing Science, Journal of Product Innovation Management, Journal of the Academy of Marketing Science and the International Journal of Research in Marketing.

Luigi M. De Luca (Ph.D., Bocconi University) is Professor of Marketing and Innovation at Cardiff Business School, Cardiff University, which he joined in 2009. Luigi was the School's Associate Dean for Doctoral Studies between 2018 and 2023. Luigi's research, teaching and executive education revolve around the themes of Innovation, Marketing Strategy, Digital Transformation. His work has been published in the Journal of Marketing, Journal of Product Innovation Management, Journal of the Academy of Marketing Science and Research Policy. Luigi is Associate Editor of JPIM and serves in the PDMA board since 2020.

Peter Golder is a Professor of Marketing at Dartmouth's Tuck School of Business and co-Editor at JPIM. His research on market entry timing, new products, long-term market leadership, and quality has won more than 10 best paper or best book awards including O'Dell (JMR), Maynard (JM), INFORMS Long Term Impact (Marketing Science), Bass (Marketing Science), and Berry Book Prize (AMA). He is the recipient of the Elsevier Distinguished Scholar award for his groundbreaking research employing the historical method in marketing scholarship. He earned his B.S. from University of Pennsylvania and his Ph.D. from University of Southern California.

Abbie Griffin's research investigates innovation management and new product development. She is a Crawford Fellow of the PDMA and is a former Editor-in-Chief of JPIM. She is an avid hiker, scuba diver and an award-winning quilter.

Anand Kumar Jaiswal is Professor of Marketing at Indian Institute of Management, Ahmedabad (IIMA) (<https://faculty.iima.ac.in/~akjaiswal/>). His research interests include bottom of the pyramid (BOP) markets, services management, customer satisfaction, business-to-consumer e-commerce, and brand extension management. He has published papers in Journal of the Academy of Marketing Science, Journal of Business Ethics, Long Range Planning, Journal of Interactive Marketing, Journal of Business Research, European Journal of Marketing, Journal of Services Marketing, Journal of Consumer Marketing, Innovations, Organization & Environment, Managing Service Quality (Journal of Service Theory and Practice), Journal of Macromarketing, Marketing Intelligence & Planning, Electronic Markets, International Journal of Bank Marketing, Sustainability, BMC Health Services Research, Social Science & Medicine, and Australian Journal of Management.

Ajay K. Kohli is Gary T. and Elizabeth R. Jones Chair, and Regents Professor at Georgia Tech. He is a former Editor-in-Chief of the Journal of Marketing, has served on the AMA Board of Directors, and currently is VP Corporate Relations, EMAC. His research has been cited more than 45,000 times. Two of his articles are among the 10 most cited Journal of Marketing articles in a quarter century. He has received three honorary doctorates, is an AMA Fellow, EMAC Fellow, and ISBM Fellow. He has received several career awards including the AMA/McGraw-Hill/Irwin award and the Paul D. Converse award.

Ravi Mehta is a Professor of Business Administration (Marketing area) and Josef and Margot Lakonishok Faculty Fellow at the Gies College of Business, with a joint appointment at Carle Illinois College of Medicine, University of Illinois at Urbana Champaign. He also serves as the Associate Head of the Business Administration department. His work strives to explicate and extend current theories in consumer behavior and psychology as they apply to consumer creativity, innovation, and new product development and adoption. He teaches courses related to new products and innovative thinking across various programs and colleges at the University. Prior to joining academia, he worked in various managerial positions at ITW Signode, United Technologies, and GE for over a decade.

Unnati Narang is an Assistant Professor of Marketing at the University of Illinois at Urbana-Champaign. Her research examines mobile marketing, consumer mobility, and user engagement in digital environments. She uses causal modeling, econometrics, machine learning, and deep learning approaches to examine these research themes. Her research has been published at Marketing Science, Journal of Marketing Research, the Journal of the Academy of Marketing Science, and Review of Marketing Research. She received the AMA Emerging Scholar Award (Retail and Pricing) 2022 in addition to other dissertation awards for her work. She earned her PhD from Mays Business School, Texas A&M University in 2020.

Charles Noble is the Henry Distinguished Professor of Business at The University of Tennessee. In addition, he currently serves as Editor-in-Chief of the Journal of Product Innovation Management, the premier research journal in the areas of new product

development and innovation. He is incoming Editor-in-Chief (June 2024) of the Journal of the Academy of Marketing Science. He is also an Advisory Board Member for the Snyder Innovation Management Center at Syracuse University. His research interests focus generally on innovation strategy, including market entry strategies and strategic orientations. He has published in many leading journals including the Journal of Marketing, Strategic Management Journal, Journal of the Academy of Marketing Science, and the Journal of Product Innovation Management.

Frank Piller leads the Institute for Technology and Innovation Management at RWTH Aachen University, Germany. An expert in customer-centric value strategies like mass customization and co-creation, Prof. Piller's current research focuses on the need of established companies to deal with disruptive business model innovation and supporting organizational cultures. As evidenced by an h-index of 72 and over 23,500 citations (Google Scholar), his work has attracted wide attention in the academic and management community. His research has been published in JPIM, Research Policy, R&D Mgmt., JOM, LRP, JBR, CMR, SMR, and other leading field journals.

Aric Rindfleisch is the John M. Jones Professor of Marketing and Executive Director of the Illinois MakerLab at the University of Illinois. Aric's research currently focuses on understanding technology and innovation in the digital world and has been published in several leading academic journals including the Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of Operations Management, Strategic Management Journal, Journal of Product Innovation Management, among others. Aric is also an award-winning teacher and was named by Princeton Review as one of the Best 300 Professors in America. He has taught at all levels, ranging from undergraduates to doctoral students and also teaches three popular Coursera classes (Marketing in a Digital World, The Digital Marketing Revolution & The 3D Printing Revolution) that have collectively enrolled over 600,000 learners.

K. Sivakumar ("Siva") is the Arthur Tauck Chair and a Professor of Marketing at Lehigh University. Siva's research interests include globalization, innovation, pricing, services, and supply chains. Siva is the recipient of the Donald Lehmann Award from the AMA, Best Services Article Award from the AMA, Martin J. Whitman Distinguished Ph.D. Alumni Award from Syracuse University, Alpha Kappa Psi Doctoral Dissertation Award from the Academy of Marketing Science (AMS), MBA Excellence in Teaching Award at Lehigh University, University Citizenship Award from Lehigh University, Outstanding Reviewer Award from the Journal of the Academy of Marketing Science, and other awards.

Rebecca J. Slotegraaf is the Associate Dean for Research and Neal Gilliatt Chair and Professor in Marketing at the Kelley School of Business, Indiana University. Her research focuses on understanding when new product introductions, environmental sustainability, and brand strength influence a firm's financial returns and competitive advantage. She has published in several leading journals, including the Journal of Marketing Research (JMR), Journal of Marketing (JM), Journal of the Academy of Marketing Science, Journal of Product Innovation

Management, and others. She is an Area Editor for JMR and JM and serves on the editorial review boards for five other journals.

Alina Sorescu is a Professor of Marketing and the holder of the Paula and Steve Letbetter' 70 Chair in Business at the Mays Business School, Texas A&M University. Her research focuses on innovation, business models, product portfolio decisions, branding, acquisitions and alliances, and measuring the financial value of marketing actions. Her research appears in journals such as Marketing Science, Journal of Marketing Research, Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Retailing, and others. Alina is one of the coeditors of the International Journal of Research in Marketing.

Jelena Spanjol is head of the Institute for Innovation Management (IIM) at the Munich School of Management, Ludwig-Maximilians-Universität (LMU) in Munich, Germany. She is also co-founder and Chair of the Board of Directors of the LMU Innovation & Entrepreneurship Center. Prior to joining LMU, she held faculty positions at the University of Illinois at Chicago and Texas A&M University. She received her PhD from the University of Illinois at Urbana-Champaign.

Michael A. Stanko is Professor of Innovation and Marketing at the Poole College of Management at North Carolina State University. His research interests include new product development, specifically innovation outside traditional firm boundaries. Recent research has examined online innovation communities, 3-D printing, and crowdfunding. He has published in the Journal of Product Innovation Management, Research Policy, Harvard Business Review, MIT Sloan Management Review, Information Systems Research, R&D Management, IEEE Transactions on Engineering Management, Creativity and Innovation Management, the Journal of the Academy of Marketing Science and other outlets. He has also written a series of case studies and notes for marketing managers, available through Ivey Publishing.

Artem Timoshenko is an Assistant Professor at the Kellogg School of Management at Northwestern University. His research relies on close industry to develop new quantitative methods for customer analytics and product development. Professor Timoshenko's recent projects span retail, financial services, automotive, and technology industries.

Rajan Varadarajan is University Distinguished Professor and Distinguished Professor of Marketing, Regents Professor, and holder of the Brandon C. Coleman, Jr. '78 Endowed Chair in Marketing in the Mays Business School at Texas A&M University. His primary teaching and research interests are marketing strategy, innovation, international marketing, and environmental sustainability. Dr. Varadarajan is a recipient of a number of honors and awards including the American Marketing Distinguished Marketing Educator Award (2015), Academy of Marketing Science Distinguished Marketing Educator Award (2003). He is a Fellow of the American Marketing Association and Distinguished Fellow of the Academy of Marketing Science. Dr.

Varadarajan served as editor of the Journal of Marketing from 1993 to 1996, and as editor of the Journal of the Academy of Marketing Science from 2000 to 2003. He currently serves on the Editorial Review Boards of the Journal of the Academy of Marketing Science, Journal of International Marketing, Journal of Business Research, Academy of Marketing Science Review, and other journals.

Haisu Zhang is Associate Professor of Marketing and Entrepreneurship at New Jersey Institute of Technology. He holds a Ph.D. degree in Business Administration (Marketing) from the University of Illinois at Chicago. Haisu's research interests include product innovation, sharing economy, marketing-entrepreneurship interface, and social responsibility. Haisu has co-chaired the annual Journal of Product Innovation Management (JPIM) Research Forum and is currently a member of the Product Development and Management Association (PDMA) academic committee and JPIM editorial review board. Haisu is a Lady Gaga fan and enjoys traveling around the world.

Doctoral Student Fellows:

Chuma Asuzu is a doctoral candidate in the Department of Mechanical & Industrial Engineering at the University of Toronto. His research focuses on consumer aesthetic preferences of manufactured products, with a focus on the aging population. He has worked as a product design engineer and design researcher in the private and public sectors.

Sakshi Babar is a Marketing Ph.D. candidate at the University of Georgia. Her research interests include climate marketing strategies, and marketing-finance interface. Her current research focuses on identifying marketing strategies centered around climate change and how these affect firm's market performance and customer response. Methodologically, she uses panel data econometrics and deep learning models. Sakshi is the recipient of the 2022 ISBM Doctoral Support Award and the 2023 EMAC-Sheth Sustainability Grant Award. Prior to joining UGA, she has worked at Verizon and Cummins in India. Sakshi holds a B.Tech. in Computer Science from NIT Hamirpur and an M.B.A. from IIM Udaipur.

Kevin Giang Barrera is a Ph.D. candidate in Marketing at Georgia State University (GSU). He also holds an MS in Marketing from Georgia State University, an MBA from the Fundação Getúlio Vargas (FGV, Brazil), and a Bachelor of Mechanical Engineering from the Universidad Nacional Experimental del Tachira (UNET, Venezuela). His research interests involve the impact of technology in marketing, digital and social media marketing, innovation, and customer experience. Kevin's work is published in the Journal of Business Research. Kevin currently teaches Marketing Research and Social Media Intelligence. Before starting his Ph.D. journey, Kevin worked in product development in the automotive industry.

Mahak Bisen is a doctoral candidate at the Department of Management Studies, IIT Madras, India. She is pursuing a PhD in Technology Management. Her dissertation focused on product

positioning, patent profiling and industry-academic partnering for Indian manufacturers. She has presented papers in multiple international conferences like PICMET'22 and IEOM'23. She is actively seeking post-doctoral opportunities in USA.

Wieland Freyer, is a PhD candidate in Technology and Innovation Management at RWTH Aachen University, specializing in identifying applications for enabling technologies, particularly utilizing Need-Solution pairs, exploring serendipity, uncertainties, and forecasting. Wieland holds Master's degrees in Business and Economics, as well as Applied Biotechnology from RWTH Aachen. He studied abroad at Marmara University in Istanbul, Turkey, and Lund University in Sweden. In his free time, he practices Karate, dive, make candles, and actively participates in Rotaract. His goal is to contribute to management and indirectly to bioeconomy, thus playing a part in creating a better world.

Lesman Ghazaryan is a PhD candidate at Grenoble Ecole de Management, focusing his research on Marketing Strategy and Innovation. He is interested in creating customized data and evidence ecosystems to provide actionable information and advocate for specific policy paths to enhance impact. Lesman is both a Fulbright Scholar and a Muskie Fellow, holding a master's degree from Vanderbilt University, with undergraduate studies at Michigan State University, and a bachelor's degree from Jean Moulin Lyon 3 University. His professional experience includes positions at the World Bank, the Wilson Center, and Coca-Cola HBC.

Nina Hartmann is a German second year Ph.D. candidate at the Radboud University in Nijmegen, the Netherlands. Her research is focused on the implementation of Privacy by Design in Innovation Management.

Elizaveta Johansson is a third year doctoral student from Luleå University of Technology, Sweden. Her research interests include management of inter-organizational relationships in the context of sustainable R&D.

Angeliki Kalogeraki is a Ph.D. student specializing in Marketing and Innovation at the University of Mannheim. She earned her B.Sc. in Finance and Accounting from the Athens University of Economics & Business in 2016, followed by an M.Sc. in Business Administration with a focus on Marketing from the University of Mannheim, Germany, in 2019. Before embarking on her Ph.D., Angeliki accrued practical expertise in finance and marketing roles at prominent multinational corporations. Her interdisciplinary background and industry experience enrich her research pursuits, aiming to contribute novel insights to the field of product and marketing innovation.

Erica Ji Hyun Lee is a third-year doctoral student in Business Administration (Marketing) at the University of Illinois at Urbana-Champaign. Her research interests include new technologies,

consumer values and relationships, and branding. For her dissertation, her work investigates how consumers respond to the strategic implementation of technologies by focusing on the impact of artificial intelligence (AI) as an intermediary between consumer-brand dyads and the role of consumer orientations in human-AI interactions. Erica holds a B.A. in Sociology from the University of British Columbia, and a M.S. in Marketing from Korea University.

Jan-Marco Nepute studied Business Administration and Mechanical Engineering B.Sc/M.Sc with a focus on corporate development and strategy at RWTH Aachen and started his Ph.D. at the Institute for Technology and Innovation Management 1.5 years ago after he worked there as a student assistant for another two years. Prior to that, he also worked at a tier 1 supplier for the automotive industry and at an electric car manufacturer in Germany. Within his Ph.D., he primarily researches value creation and strategic positioning for value capture within innovation ecosystems."

Sola Olododo, an international business and innovation management specialist, is known for driving growth through digital strategies. As Creative Director at Creativetribe Studios, he managed a diverse team of creatives. He co-founded Natavi, a consultancy and investment firm, handling projects for Nigerian public and private firms. Additionally, he co-founded the Huluku Initiative, empowering African creatives. Academically, Sola holds an MBA in Marketing Management, an MSc in Project Management and Innovation, and is pursuing a PhD at the University of Strathclyde, focusing on digital innovation's role in SME internationalization. Recognized as a Stephen Young Global Leaders' Scholar, he enjoys board games, poetry, and cycling outside of work.

Pranjal Pachpore has more than 12 years of teaching experience at a University. He has taught Marketing Management, Business Environment and Strategy to graduate and post graduate students. He recently published a research paper in an A category journal. He is curious and interested in new ideas.

Soo Hyung Park ("Ralph") is a Ph.D. student in Marketing at Mays Business School, Texas A&M University. His research focuses on understanding strategic organizational decisions, marketing outcomes (e.g., innovation), and financial performance outcomes. His substantive research areas include innovation, international marketing strategy, organizational learning, customer-centricity (strategy and structure), and top management team (marketing leadership). Prior to starting his Ph.D., He worked in marketing research (Ipsos) and corporate brand strategy (NCSOFT) fields. Also, Ralph holds MS in Marketing from Texas A&M University and bachelor's degrees (BBA and BA – Dual degree) from Sogang University in Seoul, Korea.

Arabella Pollack is a 4th year PhD candidate at the Rotterdam School of Management (Erasmus University). She researches NPD and innovation, focusing on how roles affect the way people view creative ideas. Arabella is a Distinguished Lecturer at Hunter College (CUNY), where she

leads the undergraduate business program. Previously, she headed the MS Strategic Communication program at Columbia University. Her move into academia followed a successful career in consumer products strategy and insights, working on brands including ABSOLUT vodka, Pepsi, Dior, and more. Arabella received her BA and MA from Cambridge University and MBA from the Darden Business School at UVA."

Manoella Antonieta Ramos is a Marie Skłodowska-Curie early stage researcher within the LNETN project. In her research, Manoella examines how institutional contexts shape and are shaped by the emergence, legitimation and internationalization processes of life science industries (such as medical technology, pharmaceuticals and biotechnology). This includes, but not limited to, international product launch that is a complex endeavour, in scaling up marketing and sales, expensive and difficult clinical trials, regulatory demands, in gaining access to hospitals and doctors, and financing the complete R&D process.

Alexander Redlich is a research associate and PhD student of Prof. Frank Piller at the Institute for Technology and Innovation Management, RWTH Aachen University. His research is focused on social mechanisms in innovation ecosystems and platforms. He has a Master's degree in business administration and was working as a strategy consultant before starting his PhD journey.

Georg Schiffner is a PhD Candidate at RWTH Aachen University under the supervision of Prof. Frank Piller. His research focuses on implications from decentralizing digital platform governance on organizational innovation performance. He has a Master's degree in finance and has been working in the financial services industry as a consultant before his PhD.

Min Shuai's research delves into crowdsourcing management, exploring how different goals align with the crowdsourcing management process and impact outcomes. The results aid in understanding the crowd-to-market gap, mitigating negative participant feelings. Additionally, Min investigated fairness perception evolution by first analyzing how counterfactual thinking affects perception and further examined possible mitigation strategies, like evaluator type. She is thrilled to engage with peers and leading faculty at the PDMA doctoral consortium and grateful for the learning platform it provides. "Can't wait to see you all and build our meaningful PDMA doctoral community in the upcoming three days."

Carlos Siri is a third-year marketing PhD student at UNC Kenan-Flagler Business School. His current research centers on understanding entrepreneurial signals when seeking early-stage funding. A key area of his work involves studying the role of third-party certifications in crowdfunding, which reduces the perceived success and delivery risks. This research continues his exploration of the intersection between entrepreneurial funding, innovation, and market strategies.

Ekaterina Sofroneeva has a MSc. in Economics and Business Administration and is a PhD Candidate & Researcher at University of Vaasa, Finland. Her research focusses on innovation ecosystems: energy and IT clusters.

Hanyang Wang is a marketing PhD student at Kelley Business School, Indiana University, with a research focus on how platforms and content creators utilize serialized digital content to drive traffic and revenue. His research also explores how marketing strategies impact firm financial performance. Previously, he earned a PhD in Economics from Peking University and was a visiting scholar at Columbia University Department of Economics in 2019.

Hanif Widyanto is a Ph.D. candidate/junior lecturer in Marketing and Innovation at the Nijmegen School of Management (NSM), Radboud University in the Netherlands. His current research mainly investigates open innovation, specifically on ideation contest. Since 2018, he has published more than a dozen articles in various academic journals and proceedings, including Journal of Science and Technology Policy Management, Journal of Islamic Marketing, ASEAN Marketing Journal, among others. He earned his B.Sc. from President University and MBA from the University of Indonesia (UI) with cum laude honours.

Chi Zhang is a PhD candidate in Marketing at Texas A&M University's Mays Business School. He conducts research in the area of pricing and product design. His research seeks to derive novel managerial insights through integrating machine learning methods with economic models. His work studies topics in both the traditional sector, such as the automobile industry, and in emerging phenomena, like the applications of NFTs and generative AI in marketing.

Syracuse University Faculty:

Amiya Basu received a PhD from the Graduate School of Business, Stanford University. He has taught at Syracuse University since 1991. His research interests include pricing, distribution strategy, sales compensation, and direct marketing.

Scott Fay is a Professor of Marketing in the Whitman School of Management at Syracuse University. He received his Ph.D. in Economics from the University of Michigan. His research has been published in Marketing Science, Management Science, the American Economic Review, the Journal of Retailing, and other prestigious outlets. Professor Fay's research approach is to develop parsimonious analytical models to gain fundamental insights about important substantive issues faced by firms and consumers. He is particularly interested in examining how firms can harness the power of new technologies.

Minjung Kwon is an Assistant Professor of Marketing. Her research portfolio focuses on the following substantive areas - the consumer-packaged goods with seasonal demand and the

healthcare service market. She studies forward-looking consumer choices, consumer learning and forgetting about brand quality, and marketing of products with seasonal demands. In a recent paper, she used consumer panel data to study puzzling pricing patterns for seasonal products; namely, counter-cyclical pricing, and to examine the impact of consumer stockpiling on consumption behavior. She earned a Ph.D. in quantitative marketing from New York University's Stern School of Business.

Eunkyu (Kyu) Lee is Professor of Marketing and Associate Dean for Global Initiatives at the Martin J. Whitman School of Management, Syracuse University. Previously, he taught at Seattle University and the University of British Columbia. Kyu's research focus is on quantitative analysis of marketing channel and brand strategy issues. His research has appeared in leading academic journals such as *Journal of Marketing Research*, *Marketing Science*, *Management Science*, and *Journal of Retailing*. Kyu received his bachelor's degree in business administration from Seoul National University, and his MBA and Ph.D. degrees from Duke University.

Hyoryung Nam is an Assistant Professor of Marketing at the Whitman School of Management. Her research focuses on digital marketing strategy in a data-rich environment. She explores strategic implications of various forms of user-generated content, user engagement in crowdsourcing and crowdfunding, and cross-cultural differences in digital landscapes. Her research has been published in leading marketing journals such as the *Journal of Marketing* and the *International Journal of Research in Marketing (IJRM)*. Notably, she won the MSI/H. Paul Root Award (2015) and was a finalist for the Sheth Foundation/Journal of Marketing Award (2019) and S. Tamer Cavusgil Award (2020).

S.P. Raj is Distinguished Professor of Marketing and Director of the Snyder Innovation Management Center at the Whitman School of Management at Syracuse University. He has previously served as interim dean and as senior associate dean for the school. He was also a tenured full professor of marketing at Cornell University and a visiting faculty at the Kellogg School in Northwestern University. Raj's research on marketing strategies, their influence on customer behavior, and managing new product development and innovation is cited extensively. His work has been recognized with prestigious awards such as the John D.C. Little Award by the Institute for Management Sciences, a finalist for the William F. O'Dell Award by the *Journal of Marketing Research*, the Donald R. Lehmann Award by the AMA and many Best Paper awards in conferences. He has published in leading journals such as *Marketing Science*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Product Innovation Management*, and *Research Policy*. Raj earned a bachelor's degree with distinction in electronics engineering from the Indian Institute of Technology (Madras), in India.

Guiyang Xiong is an Associate Professor of Marketing. He conducts empirical research on marketing strategy topics such as innovation, digital marketing and the marketing-finance interface. His research papers are published in premier journals including *Journal of Marketing*,

Journal of Marketing Research, and Marketing Science. He serves as an Associate Editor for Service Science and on the Editorial Board of the Journal of Marketing.

Liangbin Yang is an Assistant Professor of Marketing at the Whitman School of Management at Syracuse University.

Syracuse University Doctoral Students:

Xiaoying Feng is a third-year doctoral student at Syracuse University, digging into the fascinating world where technology meets retail and advertising. She is all about figuring out why we buy what we buy, especially when AI gets involved. She is excited to chat about her research and hear what others are up to at the consortium in the innovation domain. “I am sure this experience will be very helpful and I also want to assist the event.”

Jaihyun Jeon is a third-year Marketing Ph.D. student at the Whitman School of Management. His research interests revolve around digital marketing, with a particular focus on firm strategies related to new digital technologies such as social media and artificial intelligence.

Ali Kozehtaran is a PhD candidate in Marketing at Whitman School of Management, with research interests in the area of two-sided platforms and the sharing economy. His work incorporates Causal Inference, Machine Learning, and Large-scale Econometrics, with a particular focus on Panel Data analysis. Prior to his doctoral studies, Ali earned his MS degree in Industrial Engineering from Sharif University of Technology, specializing in Systems Optimization. During this time, he conducted research on personalized promotion optimization, laying the groundwork for his current academic pursuits.

Xiaobo Lin is a third-year Marketing PhD student at the Whitman School of Management. Her research focuses on the impact of negative news on rival firms and their strategic adjustments, as well as inclusive marketing campaigns that promote equity for underserved communities. Xiaobo is passionate about employing text analysis techniques and advanced econometric methods in her work. She is particularly interested in how firms’ marketing communications can address the needs of underserved groups and promote social progress. By exploring the effectiveness of inclusive marketing strategies, she aims to provide insights that help firms and policymakers implement more equitable and impactful promotional efforts.

Saman Modiri is a Ph.D. candidate in Marketing at the Whitman School of Management, Syracuse University. His research interests include multi-channel retailing, pricing strategies, customer lifetime value, and consumer welfare. Saman employs statistical modeling, machine learning, causal inference, and behavioral economics to explore innovative research questions. With a background in engineering and business prior to his Ph.D. studies, he is dedicated to producing research that is both methodologically rigorous and practically impactful.

Sightseeing Options

Syracuse is located in the beautiful Finger Lakes region of Upstate New York. Famous for its wineries, the region is also known for the myriad recreational opportunities it offers – from hiking and biking to boating and fishing. Depending on your arrival and departure time, other regions of NY offer many attractions such as Niagara Falls.

For a comprehensive list of sightseeing options:

Visit <https://www.iloveny.com/> and scroll to the map of New York state to click on your region of interest.



Dining Options in Syracuse

Syracuse has a variety of dining options. Whether you're looking for casual or fine dining, you can find an eatery that suits your palate and price range.

To check out the variety of eateries to choose from, visit: <http://bit.ly/4bCIWIe>

For dining options on campus, visit: <https://crousemarshall.com/dining-and-nightlife/restaurants/>

Emergency Contacts

1. Call **911** for police, fire, or emergency medical services.
2. Syracuse University Emergency Services: bit.ly/3LkRIFo
3. Nearby hospitals:

Upstate Medical University
766 Irving Avenue
Syracuse, NY 13210
+ 1 (315) 464-4570
www.upstate.edu

Crouse Hospital
736 Irving Ave
Syracuse, NY 13210
+1 (315) 470-7111
<https://www.crouse.org/>