Biography

Rajeev Tyagi
Interim Dean
Senior Associate Dean for Academic Affairs,
Walter B. Gerken Chair in Enterprise and Society, and Professor of Marketing

The Paul Merage School of Business
University of California, Irvine

Professor Rajeev Tyagi serves as interim dean of The Paul Merage School of Business for the 2013-2014 academic year while an extended international search for a permanent dean continues. Tyagi oversees all academic and administrative functions at the School and leads external relations and special initiatives.

Tyagi joined UC Irvine in 1996 as an assistant professor and became a full professor in 2006. He has been serving as the School's senior associate dean since 2008, leading academic affairs and overseeing curriculum and faculty reviews.

Tyagi is an accomplished scholar in the area of marketing and holds the Walter B. Gerken Chair in Enterprise and Society. His work uses microeconomics and game theory to examine business profitability and social welfare implications of various business decisions and public policies. Some of this work has been in the areas of new product strategies, distribution channels strategies, and competitive marketing strategies. He publishes regularly in the top marketing journals including Management Science, Journal of Marketing Research, Journal of Industrial Economics, and Marketing Science. Tyagi is an associate editor at Management Science and has been an editorial board member at Marketing Science.

Tyagi has been recognized for teaching excellence on numerous occasions, winning several teaching awards from the Merage School and from UC Irvine. Among the courses Tyagi teaches are New Product Development, Marketing Strategies for High-Technology Markets, Applied Multivariate Statistics and Pricing Strategy. In 2012, he received a Faculty Service Award at the Merage School and has also received several faculty research and faculty development awards throughout his tenure at UC Irvine.

Tyagi received his Bachelor of Engineering degree in Electronics Engineering from the National Institute of Technology, Surat. He received an MBA with a major in marketing from the Indian Institute of Management, Calcutta, and an MA and PhD in Marketing from the Wharton School at the University of Pennsylvania. In his free time, he enjoys reading, road trips, visiting national parks, and nature. He is the father of two sons and makes his home in Irvine.