

## **Rajeev K. Tyagi**

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Irvine, CA 92697-3125  
Paul Merage School of Business  
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### **Education**

PhD, The Wharton School, University of Pennsylvania, 1996.  
Major: Marketing

MA, The Wharton School, University of Pennsylvania, 1996.  
Major: Marketing

MBA, Indian Institute of Management, Calcutta, 1992.  
Major: Marketing  
Minor: Economics

BS, Regional Engineering College, Surat, 1988.  
Major: Electronics Engineering

### **Professional Positions**

Interim Dean, The Paul Merage School of Business, UC Irvine (2013 - 2014).

Senior Associate Dean, The Paul Merage School of Business, UC Irvine (2008 - 2015).

Professor, The Paul Merage School of Business, UC Irvine (2006-Present).

Associate Professor, The Paul Merage School of Business, UC Irvine (2002-2006).

Assistant Professor, The Paul Merage School of Business, UC Irvine (1996-2002).

Systems Engineer, Hindustan Computers Limited. (1989 - 1990).

Design Engineer, Associated Electronics Research Foundation. (1988).

### **Research Interests**

Competitive Strategies; Impact of Firm Strategies on Consumers and Social Welfare; Game Theory

### **Professional Memberships**

American Economic Association.

INFORMS

## Awards and Honors

- Faculty Service Award, The Merage School of Business (2013-14).
- Faculty Service Award, The Merage School of Business (2011-12).
- ISMS Doctoral Consortium, Faculty Fellow, INFORMS. (2006).
- Excellence in Teaching Award, University of California, Irvine. (2003).
- Charles and Twyla Martin Teaching Award, Runner-Up, MBA and Executive MBA Programs. (2002).
- Excellence in Teaching Award, MBA program. (2002).
- Charles and Twyla Martin Teaching Award, Dean's Honoree, MBA and Executive MBA Programs. (2001).
- Junior Faculty Development Award, University of California, Irvine. (1999).
- Committee on Research Award, University of California, Irvine. (1997).
- Doctoral Consortium Fellow, American Marketing Association. (1995).
- Business Week Award for Academic Excellence, Indian Institute of Management, Calcutta. (1991).
- Dr. K. Nath Public Trust Award for Academic Excellence, Indian Institute of Management, Calcutta. (1991).
- National Merit Scholar, Regional Engineering College, Surat. (1984 - 1988).

## RESEARCH

### Research Articles

1. Tyagi, R. K. (1999). On the Effects of Downstream Entry. *Management Science*, 45(1), 59-73.
2. Tyagi, R. K. (1999). A Characterization of Retailer Response to Manufacturer Trade Deals. *Journal of Marketing Research*, 36(4), 510-516.
3. Tyagi, R. K. (1999). Pricing Patterns as Outcomes of Product Positions. *Journal of Business*, 72(1), 135-57.
4. Tyagi, R. K. (1999). On the Relationship between Product Substitutability and Tacit Collusion. *Managerial and Decision Economics*, 20(6), 293-298.
5. Tyagi, R. K. (2000). Sequential Product Positioning under Differential Costs. *Management Science*, 46(7), 928-940.

6. Tyagi, R. K. (2001). Cost Leadership and Pricing. *Economics Letters*, 72(2), 189-193.
7. Tyagi, R. K. (2001). Why do Suppliers Charge Larger Buyers Lower Prices?. *Journal of Industrial Economics*, 49(1), 45-61.
8. Nault, B. R., Tyagi, R. K. (2001). Implementable Mechanisms to Coordinate Horizontal Alliances. *Management Science*, 47(6), 787-799.
9. Tyagi, R. K. (2004). Technological Advances, Transaction Costs, and Consumer Welfare. *Marketing Science*, 23(3), 335-344.
10. Tyagi, R. K. (2005). On Firms' Preferences for Product Differentiation. *Economics Bulletin*, 11, 1-8.
11. Tyagi, R. K. (2005). Do Strategic Conclusions Depend on How Price is Defined in Models of Distribution Channels?. *Journal of Marketing Research*, 42(2), 228-232.
12. Tyagi, R. K. (2006). Store Brand Strength. *Review of Marketing Science*, 4, 1-16.
13. Tyagi, R. K., Raju, J. S. (2006). Pace of Intermediate-Product Introductions. *Managerial and Decision Economics*, 27(7), 527-535.
14. Tyagi, R. K. (2006). New Product Introductions and Failures under Uncertainty. *International Journal of Research in Marketing*, 23(2), 199-213.
15. Dukes, A., Tyagi, R. K. (2009). Pricing in-vitro Fertilization Procedures. *Health Economics*, 1-20.
16. Choudhary, V., Tyagi, R. K. (2009). Economic Incentives to Adopt Electronic Payment Schemes Under Competition. *Decision Support Systems*, 46(2), 552-561.
17. Liu, Y., Tyagi, R. K. (2011). The Benefits of Upward Channel Decentralization. *Management Science*, 57(4), 741-751.
18. Liu, Y., Tyagi, R. K. (2016). Outsourcing to Convert Fixed Costs into Variable Costs: A Competitive Analysis, *International Journal of Research in Marketing*, accepted for publication.
19. Sun, M., and Tyagi, R.K. (2016), Product Match Disclosure in a Distribution Channel. *Management Science*, invited for 3<sup>rd</sup> round of review.
20. Kolay S., Tyagi, R. K. (2016). Product Similarity and Cross-Price Elasticity. *Review of Industrial Organization*, under 3<sup>rd</sup> round of review.
21. Kolay, S., Tyagi, R. K. (2016). Optimal Sequencing and Bundling of Events. *Management Science*, under review.
22. Kolay, S., Tyagi, R. K. (2016). Does a Firm Benefit from Increased Costs of its Competitor? *Management Science*, under review.
23. Tyagi, R. K., Raju, J. S. (2016). The Effect of Entrant Brand's Ownership on National Brand Positioning Strategies. working paper.
24. Kolay, S., Tyagi, R. K. (2016). Consumer Heterogeneity and Surplus under Two-Part Pricing. working paper.

## Presentations Given

- INFORMS Annual Conference, Nashville. (2016). Accepted.
- Summer Institute in Competitive Strategies, Haas School of Business, University of California, Berkeley. (2015).
- Frank M. Bass UTD-FORMS Conference, University of Texas at Dallas, Dallas (2013).
- Pricing and Retailing Conference, Babson College (2013).
- Marketing Science Conference, INFORMS, Univ. of Michigan, Ann Arbor. (2009).
- Summer Institute in Competitive Strategies, Haas School of Business, UC Berkeley. Chair. (2009).
- Third Workshop on Game Theory in Marketing, HEC Montreal. (2009).
- Winter Research Camp, University of Pittsburgh. (2009).
- Workshop on Information and Quality, Hongkong University of Science and Technology. (2009).
- Summer Institute in Competitive Strategies, Haas School of Business, University of California, Berkeley. (2005).
- Anderson Graduate School of Management, University of California, Riverside. (2004).
- Olin School of Business, Washington University in St. Louis. (2004).
- The Wharton School, University of Pennsylvania. (2004).
- Summer Institute in Competitive Strategies, Haas School of Business, University of California, Berkeley. (2003).
- Graduate School of Business, University of Chicago. (2002).
- Doctoral Seminar, Marshal School of Business, University of Southern California. (2001).
- Smeal College of Business Administration, Penn State University. (2001).
- Haas School of Business, University of California, Berkeley. (2000).
- Keenan Flagler School of Business, University of North Carolina, Chapel Hill. (2000).
- Sloan School of Management, Massachusetts Institute of Technology. (2000).
- Graduate School of Management, University of California, Davis. (1999).
- Stern School of Business, New York University. (1998).
- Economics Department, University of California, Irvine. (1997).

## Professional Service

### Journal Editorial Positions

Associate Editor, *Management Science*, Marketing Area, 2005-2014.

Editorial Review Board Member, *Marketing Science*, 2004-2011

Reviewer for *Marketing Science*, *Management Science* (Decision Analysis Area), *Management Science* (Marketing Area), *Management Science* (Information Systems area), *Management Science* (Supply Chain Analysis Area), *Journal of Marketing*, *Journal of Marketing Research*, *International Journal of Research in Marketing*, *Journal of Business*, *Journal of Economics and Management Strategy*, *Journal of Industrial Economics*, *European Economic Review*, *European Journal of Operational Research*, *Journal of Interactive Marketing*, *Marketing Letters*, *Review of Marketing Science*, *eBusiness Research Center Doctoral Award Competition*, *IEEE Transactions on Engineering Management*, *International Journal of Economics of Business*.

## TEACHING

### Courses Taught

New Product Development, MBA and Executive MBA  
Marketing Strategies for High-Technology Markets, MBA and Executive MBA  
Applied Multivariate Statistics, Ph.D.  
A Mathematical Introduction to Marketing Strategy, Freshman Seminar  
Pricing Strategy, Executives from First Auto Works, China

### Doctoral Committees

2015, Rico Bumbaca, Member  
2009, Burcak Ertimur, Member  
2008, Rishika Rishika, Advisor  
2008, Shaoxuan Liu, Member  
2008, Zhizhong Zhou, Member  
2007, Sayantani Mukherjee, Member

### Doctoral Candidacy Committees

2015, Ji-Hung Choi, Co-Advisor  
2012, Yeong Seon Kang, Co-Advisor  
2009, Burcak Ertimur, Member  
2008, David Zeng, Member  
2008, Lawrence Brennan Davis, Member  
2008, Rishika Rishika, Advisor  
2007, Jennifer Chandler, Member  
2007, Sayantani Mukherjee, Member  
2007, Zhizhong Zhou, Member

## SERVICE

### School/College Service

Interim Dean. (2013-2014).

Senior Associate Dean. (2008 - 2015).

Member, Doctoral Program Committee, ex-officio. (2008 - 2013).

Member, Faculty Advisory Committee, ex-officio. (2008 - 2015).

Member, Masters Program Committee, ex-officio. (2008 - 09).

Chair, Personnel Committee. (2007 - 08).

Member, Personnel Committee. (2006 - 07).

Member, Faculty Advisory Committee. (2004 - 2006).

Area Coordinator, Marketing. (2002 - 2006)

Chair, Masters Program Committee. (2004 - 05).

Acting Faculty Chair, Senate Meetings. (2004 - 05).

Member, Doctoral Program Committee. (2002 -03).

Member, Full-time MBA Steering Committee. (2002 - 03).

Chair, Fully-Employed MBA Steering Committee. (2002 - 03).

Member, Communications and Marketing Committee. (2001 - 02).

Member, Rankings Committee. (2001-02).

Member, Faculty Leadership Task Force. (2000 - 01).

Member, Computing Committee. (1999 - 2001).

Member, Information Technology Implementation Committee. (1999 - 2000).

Member, Doctoral Program Committee. (1997 - 98).

Representative of Paul Merage School of Business to the Academic Senate. (1996 - 1998).

Member, Masters Program Committee. (1996 - 97).

### University Service

Member, Joint Senate-Administration Committee to Review the Dean Delegated Appointment Pilot. (2009).

Member, Human Subjects' Institutional Review Board. (2003 - 06).

Member, Internal-Review committee for the 5-year review of the Center for Research on Information Technology and Organizations (CRITO). (2004).