

Rajeev K. Tyagi

Paul Merage School of Business
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Education

Ph.D., M.A., Marketing, The Wharton School, University of Pennsylvania, 1996

M.B.A., Indian Institute of Management, Calcutta, 1992

B.E., Electronics Engineering, National Institute of Technology, Surat, 1988

Academic Positions

Walter B. Gerken Chair in Enterprise and Society, Merage School of Business, University of California, Irvine (2012-Present)

Professor of Marketing, Merage School of Business, University of California, Irvine, (2006-Present)

Interim Dean, Merage School of Business, University of California, Irvine (2013 - 2014)

Senior Associate Dean for Academic Affairs, Merage School of Business, University of California, Irvine (2008 - 2015)

Associate Professor, Merage School of Business, University of California, Irvine (2002-2006)

Assistant Professor, Merage School of Business, University of California, Irvine (1996-2002)

Research Interests

Competitive Marketing Strategies; Game Theory; Distribution Channels; New Product Strategies

Refereed Research Publications

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. (2017). Outsourcing to Convert Fixed Costs into Variable Costs: A Competitive Analysis. *International Journal of Research in Marketing*, 34(1), 252-264.
19. Kolay S., Tyagi, R. K. (2018). Product Similarity and Cross-Price Elasticity. *Review of Industrial Organization*, 52(1), 85-100.
20. Tyagi, R. K., Raju, J. S. (2018). The Effect of Entrant Brand's Ownership on National Brand Positioning Strategies, *Managerial and Decision Economics*, 39(4), 475-485.
21. Kolay, S., Tyagi, R. K. (2018). Consumer Heterogeneity and Surplus under Two-Part Pricing, *The B.E. Journal of Theoretical Economics*, 18(2), 1-18.
22. Sun, M., and Tyagi, R.K. (2020), Product Fit Uncertainty and Information Provision in a Distribution Channel, *Production and Operations Management*, 29 (10), 2381-2402.
23. Kolay, S., and Tyagi, R.K. (2022), On the Effects of Raised Rival's Costs, *Review of Industrial Organization*, 60(4), 567-586.
24. Kolay, S., and Tyagi, R.K. (2022), Optimal Bundling of Events, *Marketing Science*, 41(2), 380-400.

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.

Awards and Honors

Faculty Service Award, Merage School of Business, University of California, Irvine (2013-14)

Faculty Service Award, Merage School of Business, University of California, Irvine (2011-12)

ISMS Doctoral Consortium, Faculty Fellow, INFORMS (2006)

Excellence in Teaching Award, Merage School of Business, University of California, Irvine (2003).

Charles and Twyla Martin Teaching Award, Runner-Up, MBA and Executive MBA Programs, Merage School of Business, University of California, Irvine (2002)

Excellence in Teaching Award, MBA program, Merage School of Business, University of California, Irvine (2002)

Charles and Twyla Martin Teaching Award, Dean's Honoree, MBA and Executive MBA Programs, Merage School of Business, University of California, Irvine (2001)

Junior Faculty Development Award, Merage School of Business, University of California, Irvine (1999)

Committee on Research Award, Merage School of Business, 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, National Institute of Technology, Surat (1984 - 1988)

Teaching

Marketing Analytics (Masters in Business Analytics)

Marketing Strategies for High-Technology Markets (MBA, Fully-Employed MBA, Masters in Business Analytics)

New Product Development (Undergraduate, MBA, Fully-Employed MBA, Masters in Innovation and Entrepreneurship)

Business Economics (Ph.D. Program)

Applied Multivariate Statistics (Ph.D. Program)

A Mathematical Introduction to Marketing Strategy, Freshman Seminar

Pricing Strategy, Executives from First Auto Works, China

Doctoral Committees

2022, Dina Joy Kanani Abulon, Member (Mechanical Engineering)

2020, Duke Chowdhury, Member

2018, Hyewon Park, Advisor

2015, Rico Bumbaca, Member

2015, Ji-Hung Choi, Co-Advisor

2012, Yeong Seon Kang, Co-Advisor

2009, Burcak Ertimur, Member

2008, Rishika Rishika, Advisor

2008, Shaoxuan Liu, Member

2008, Zhizhong Zhou, Member

2007, Sayantani Mukherjee, Member

Doctoral Candidacy Committees

2019, Phung Minh Vo (Economics)

2019, Saad Andalib Syed Shah (Economics)

2008, David Zeng

2008, Lawrence Brennan Davis

2007, Jennifer Chandler

SERVICE

At Merage School of Business, University of California, Irvine

Chair-Elect, Personnel Committee (2021-22)
Member, Doctoral Program Committee (2021-22, Winter and Spring Quarters)
Member, Doctoral Program Committee (2020-21)
Member, Doctoral Program Committee (2019-20)
Member, Masters Program Committee (2018-19)
Member, Doctoral Program Committee (2017-18)
Interim Dean (2013-2014)
Senior Associate Dean for Academic Affairs (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 to the Academic Senate (1996 - 1998)
Member, Masters Program Committee (1996 - 97)