**Gautham Gopal Vadakkepatt**

**Associate Professor of Marketing**

**November 2021**

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|  Department of Marketing  George Mason University Fairfax, Virginia 22030 |  (m) 979.255.7228 (o) 703 9931227 gvadakke@gmu.edu |

**ACADEMIC APPOINTMENTS**

Associate Professor of Marketing, George Mason University, 2021 – present

Assistant Professor of Marketing, *George Mason University,* 2014- 2021

Director of Center for Retail Transformation, *George Mason University,* 2020 - present

Assistant Professor of Marketing, *University of Central Florida*, 2010- 2014

**EDUCATION**

Ph.D. Marketing, 2010, Texas A&M University

M.S in Marketing, 2004, Texas A&M University

M.E. in Industrial Engineering, 2002, Texas A&M University

Bachelor of Technology in Mechanical Engineering, 1999, Calicut University, India

**RESEARCH INTERESTS**

Marketing strategy with a focus on non-product market strategies (sustainability, corporate social responsibility, corporate activism, and political management) and product market strategy (social media, innovation and emerging technologies) and

**ACADEMIC JOURNAL PUBLICATIONS**

Kelly Martin, Brett Josephson, Gautham Vadakkepatt and Jean Johnson, “Lobbying and the Like: Managing the Regulatory Environment,” NIM Marketing Intelligence Review, 13(2), 38-43.

Vadakkepatt, Gautham G., Andrew Bryant, Ronald. P. Hill, and Joshua Nunziato, “Can Advertising Benefit Women’s Development? Preliminary Insights from a Multi-Method Investigation,” *Journal of Academy of Marketing Science*, forthcoming, (equal contribution by authors)

Vadakkepatt, Gautham G., Sandeep Arora, Kelly Martin and Neeru Paharia, “Shedding Light on the Dark Side of Lobbying: A Customer Perspective” Journal of Marketing, forthcoming, (equal contribution by authors)

* Featured in *Morning Brew*

Vadakkepatt, Gautham G., Venkatesh Shankar and Rajan Varadarajan (2021), “Should Firms Invest More in Marketing or R&D to Maintain Sales Leadership? An Empirical Analysis of Sales Leader Firms.” *Journal of the Academy of Marketing Science,* 49, 1088-1108

Gautham Vadakkepatt, Karen Winterich, Vikas Mittal, Lauren Beitelspacher, Walter Zinn, John Aloysius, Jessica Ginger, Julie Reilman, Emi Caarderalli and Jerod Mounce (2021), “Sustainable Retailing,” *Journal of Retailing*, 97(1), 62-80.

Korschun, Daniel, Kelly D. Martin and Gautham G. Vadakkepatt (forthcoming), “Marketing’s Role in Understanding Political Activity.” *Journal of Public Policy & Marketing,* guest editorial, Special Issueon Political Activity and Marketing (equal contribution by authors, authors are listed alphabetically)

Hoppner, Jessica and Vadakkepatt, Gautham (2019), “Examining Moral Authority in the Marketplace: A Conceptualization and Framework,” *Journal of Business Research,* 45, 417-427.

Martin, Kelly D., Brett Josephson, Gautham G. Vadakkepatt, and Jean J. Johnson (2018) “Political Management, R&D, and Advertising Capital in the Pharmaceutical Industry: A Good Prognosis?” Journal of Marketing, 82(3), 87-107. (Equal contribution by authors)

Ya, You, Gautham G. Vadakkepatt, and Amit Joshi (2015), “A Meta-analysis of Electronic Word-of-Mouth Elasticity,” *Journal of Marketing,* 79(2), 19- 39. (equal contribution by authors)

* **Finalist, 2020 Sheth Foundation/Journal of Marketing Award for Long-term Impact**
* **Winner, 2015 Marketing Science Institute/H. Paul Root Best Paper Award**
* Featured in *Empirical Generalizations about Marketing Impact*, 2nd Edition

Varadarajan, Rajan, Raji Srinivasan, Gautham Gopal Vadakkepatt, Manjit S. Yadav, Paul A. Pavlou, Sandeep Krishnamurthy and Tome Krause (2010), “Interactive Technologies and Retailing Strategy: A Capabilities Endowment Framework,” *Journal of Interactive Marketing,* 24(2), 96-110.

**OTHER PUBLICATIONS**

Vadakkepatt, Gautham G., Venkatesh Shankar, and Rajan Varadarajan, “Survival of Manufacturing Firms in Fortune 500: The Roles of Marketing Capital and R&D Capital,” *Marketing Science Institute Reports,* 2010, 10-110.

**MANUSCRIPTS UNDER REVIEW AND INVITED TO REVISE AND RESUBMIT**

Vadakkepatt, G., Sandeep Arora, J. Aier and Amit Joshi, "Do CEO Risk Preferences Matter? Evidence from Firm’s Advertising and Innovation Efforts,” Preparing for 2nd round resubmission at *Journal of Marketing.*

Hoppner, G and Gautham G. Vadakkepatt, “Share of Wallet: A Meta-analytic Review.” Preparing for 2nd round submission at *Journal of Retailing*.

Carrot or Stick? The effect of Supply-Side Regulations on Opioid Prescription Rates and Overdose Mortality, under initial review, *Journal of Marketing Research*,

Vadakkepatt, Gautham G. "The Impact of Government-Business Relationships." Reject with an invitation to resubmit at the *Journal of the Academy of Marketing Science.* Preparing for resubmission

**REASEARCH IN PROGRESS**

Vadakkepatt, Gautham G., Chris Berry, and Kelly D. Martin, “Political Divide and Marketing Legislation.” Manuscript completed; finalizing for submission to the *Journal of Consumer Research.*

Vadakkepatt, Gautham G., Saurabh Mishra, and Sachin Modi, “Corporate Hypocrisy: The Joint Effect of Corporate Social Responsibility and Lobbying Efforts on Brand Equity and Firm Value”, Analysis complete, write-up ongoing.

Vadakkepatt, Gautham G., Sandeep Arora, Neeru Paharia and Kelly D. Martin, “Political Ideology, Lobbying and Customer Perceptions.” Analysis complete; targeting for submission to *Journal of Marketing Research.*

Vadakkepatt, Gautham G and Subhojit Sengupta “Voting at the Bottom of the Pyramid: The Role of Clientelism, Coercion and Social Capital”, analysis complete; write-up ongoing; targeted at *Journal of Public Policy and Marketing*.

Vadakkepatt, Gautham G., “Why Firms Should Not Engage in Sociopolitical Activism: Evidence from Twitterverse.” Analysis complete; targeting for submission to *Journal of Marketing Research.*

Vadakkepatt, Gautham G., Matt Shanerand David Gligor “Supply Chain Green Innovations and Firm Value: An Event Study.” Analysis in progress; targeted at *Journal of Operations Management*

Vadakepatt, Gautham G., Customer, Shareholder and Firm Reaction to Reports of Modern Slavery in Supply Chain,” data collection complete, analysis underway, targeted at *Journal of Marketing*.

**CONFERENCE PRESENTATIONS**

Vadakkepatt, Gautham G., Sandeep Arora, Kelly D. Martin and Neeru Paharia, “Lobbying, Political Ideology and Customer Perceptions” Special Session on Nonmarket Factors, Marketing Strategy and Firm Outcomes, American Marketing Association Marketing Educators’ 2020 Winter Conference, San Diego, CA.

Vadakkepatt, Gautham G., Daniel Korschun, and Kelly D. Martin “Political Activity and Marketing,” 2020 Marketing & Public Policy Conference, virtual.

Vadakkepatt, Gautham G., Kelly D. Martin, Neeru Paharia, and Sandeep Arora, “Unintended Consequences of Lobbying,” American Marketing Association Marketing Educators’ 2019 Winter Conference, Austin TX.

Shaner, Matt, Gautham G. Vadakkepatt, and Kexin Xiang *“*Curb Your Enthusiasm: The Influence of Top Management Team Regulatory Focus on New Product Launches and the Proclivity Towards Patent Infringement,*”* American Marketing Association Marketing Educators’ 2019 Winter Conference, Austin TX.

Vadakkepatt, Gautham G. and Kelly D. Martin “Unintended Consequences of Lobbying,” *Data, Dollars and Votes Conference*, Georgetown University 2018 *(By invitation only conference).*

Vadakkepatt, Gautham G., J. Aier, and Amit Joshi "CEO Characteristics and Marketing Decision Making -An Empirical Investigation," *INFORMS Marketing Science Conference,* Shanghai, China, July 2015.

Vadakkepatt, Gautham G. and Amit Joshi, “Minimizing Myopic Advertising and R&D Investments: The Role of Corporate Governance Mechanisms,” Marketing Strategy Meets Wall Street III, Frankfurt Germany, July 2013 *(By invitation only conference).*

Vadakkepatt, Gautham G. “How Do Customers Perceive a Firm’s Lobbying Effort?” *INFORMS Marketing Science Conference,* Boston, July 2012.

Vadakkepatt, Gautham G. and Amit Joshi, “Minimizing Myopic Marketing Investments: The Role of Corporate Governance Mechanisms,” *INFORMS Marketing Science Conference,* Boston, July 2012 *(Presented by Amit Joshi).*

Vadakkepatt, Gautham G. and Reo Song, “The Impact of Capital Structure Decisions on Marketing Action and Performance,” Marketing Meets Wall Street II *(Presented by Reo Song) (by invitation).*

Vadakkepatt, Gautham G. and Reo Song, “The Impact of Capital Structure Decisions on Marketing Action and Performance,” *INFORMS Marketing Science Conference*, Houston, June 2009 *(Presented by Reo Song).*

Vadakkepatt, Gautham G., Venkatesh Shankar and Rajan Varadarajan, “The Effect of Marketing and R&D Effort on Organic Growth of Leading Firms,” *INFORMS Marketing Science Conference*, Houston, June 2009.

Vadakkepatt, Gautham G., Venkatesh Shankar, and Rajan Varadarajan, “The Effect of Marketing and R&D Effort on Organic Growth of Leading Firms,” American Marketing Association Marketing Educators’ 2011 Winter Conference, Austin, TX. .

Vadakkepatt, Gautham G., Venkatesh Shankar, and Rajan Varadarajan, “The Effect of Marketing and R&D Effort on Leading Firm Survival,”*INFORMS Marketing Science Conference*, Ann Arbor, Michigan, June 2009.

**HONORS AND AWARDS**

2021: Rethink Retail Top 100 Influencer

2020: Finalist, Sheth Foundation/ Journal of Marketing Award for Long-term Impact

2019: Best Paper in Track (Complexity of Inter-firm relationships) Award, American Marketing Association Marketing Educators’ 2019 Winter Conference

2018: Outstanding Research Publication Award, George Mason University

2018: Summer Research Funding Award, George Mason University

2017: Outstanding Teaching in Major Award, George Mason University

2015: Winner, Marketing Science Institute /H. Paul Root Award

2015: Outstanding Research Publication Award, George Mason University

2012: University of Central Florida College of Business Summer Research Competitive Award

2011: University of Central Florida Office of Research and Commercialization In-House Competitive Summer Research Award

2009: Finalist, ISBM (Institute for Study of Business-to-Business Markets at Penn State University) Business Marketing Doctoral Support Award Competition

2009: Texas A&M University Mays Business School Doctoral Student Award for Outstanding Teaching

2009: American Marketing Association /Sheth Foundation Doctoral Consortium Fellow

2008: Aggie 100 Scholar Award, The Center for New Ventures and Entrepreneurship, Texas A&M University

2007: Ewing Marion Kauffman Foundation Fellowship

2007: Ewing Marion Kauffman/West Coast Research Doctoral Consortium Competitive Scholarship

2006: Ewing Marion Kauffman /UIC Competitive Scholarship

**GRANTS**

2019-2020: $250,000 Grant to set up Center for Retail Transformation

Established partnerships with leading retail solution providers and startups

**COURSES TAUGHT AND INSTRUCTOR EVALUATIONS**

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| --- | --- | --- | --- |
| **Course** | **No. of Students Taught** | **Average GPA** | **Average Course Evaluations** |
| Marketplace disruptions and business model innovation (Exec) | 15 |  N.A | 4.57 |
| Marketing Analytics for New Product Introductions (UG) | 130 | 2.78 | 4.73 |
| Marketing Analytics (G) | 52 | 3.56 | 4.65 |
| Principles of Marketing (UG) | 484 | 2.94 | 4.70 |
| Marketing of Innovations and Technology Products/Services (G) | 18 | 3.37 | 4.47 |
| Marketing Management (UG) | 55 | 2.83 | 4.27 |
| Marketing Strategy (UG) | 154 | 2.87 | 4.44 |
| Marketing Research (UG) | 210 | 2.74 | 3.94 |
| Marketing Strategy (Ph.D) | 12 | 3.80 | 4.75 |
| UG = Undergraduate Class, G = MBA Class; Exec = Executive Education,Took Parental Leave in 2017; Spring 2020 GPA and evaluations not included due to COVID |   |

**SELECTED SERVICE ACTIVITIES**

**Professional Service and Reviewing**

2019-2020: Co-Editor, Special Issue on Political Activity and Marketing, *Journal of Public Policy & Marketing*

2016- Current: Editorial Review Board Member, *Journal of Business Research* (Retail)

2020- Current: Editorial Review Board Member, *Journal of Public Policy and Marketing*

2016- Current: Ad-hoc reviewer, *Journal of Marketing*

2016- Current: Ad-hoc reviewer, *AMS Review*

2016- Current: Ad-hoc reviewer, *Journal of Public Policy & Marketing*

2020- Current: Ad-hoc reviewer, *Journal of Interactive Marketing*

2021-Current: Ad-hoc reviewer, *International Journal of Research in Marketing*

Reviewer, American Marketing Association Marketing Educators’ Winter Conference (2008, 2009, 2010, 2011, 2012, 2013)

**Service: Department Level**

1. Masters in Marketing Committee Member 2019-2020
2. GMU Marketing Area Faculty Search Committee 2019, 2017, 2014
3. GMU DC Colloquium Co-Organizer 2018, 2017
4. Co-Organizer, 2015 Mason Entrepreneurship Research Conference
5. AASCB Junior Faculty Meeting Member 2014
6. Senior Strategy Faculty Search Committee at UCF 2010
7. Supply Chain Management Faculty Search Committee at UCF 2010
8. UCF Ph.D. Committee at Departmental Level 2011-2013
9. UCF Journal Listing Committee 2011
10. UCF Undergraduate Committee 2013

**Service: College Level**

1. Director of Center for Retail Transformation, January 2020-present
2. GMU Strategic Planning and Accreditation Maintenance Committee, 2016-present
3. Inaugural Mason Collective Impact Summer Speaker Series participant
4. Laptop Policy Revision Team, 2015-2016
5. Business Analytics Minor Committee, 2015-2016
6. Undergraduate Committee on Minors, GMU, 2015-2016

**Service: Instruction and Mentoring of Students**

1. Mentoring Activities

Mentoring of Marketing Majors, 2015-2019

1. Dissertation Committee Member
2. Ya You (UCF)
3. Independent/Directed Studies
4. Digital Marketing Analytics
5. Graduate Marketing Analytics Independent Studies (CS and DAEN)
6. Advanced Market Research Methods for New Product Development
7. Marketing Automation
8. Honors in Major (HIM) Undergraduate Thesis at UCF
9. Tim Arnold - Chair
10. Josef Magpantay - Member

**INDUSTRY EXPERIENCE**

General Electric Power Systems, New York 2001- 2003

Quality Control Engineer and E-Business Analyst

Kerala State Electricity Board, India 1998 – 1999

Engineer-in-training

Selected Consulting Experience

Hewlett-Packard, Zales, Rent-A-Center, Barnes and Nobles, Nix of America, Razor Advertising,

FreeWavz

**REFERENCE**

Dr. Kelly D. Martin,

Professor of Marketing & Deans Distinguished Research Fellow

Colorado State University

Email: Kelly.martin@colostate.edu

Dr. Tarun Kushwaha

Professor of Marketing

George Mason University

Email: tkushwah@gmu.edu

Dr. Sandeep Arora,

Department Head, Assistant Professor and F. Ross Johnson Fellow

University of Manitoba

Email: Sandeep.arora@umanitoba.ca