

## SRINATH GOPALAKRISHNA

Professor of Marketing  
David and Judy O’Neal MBA Professor  
Faculty Director, execMBA  
Chair, Department of Marketing  
Robert J. Trulaske Sr. College of Business  
University of Missouri, 401C Cornell Hall, Columbia, MO 65211  
[srinath@missouri.edu](mailto:srinath@missouri.edu)

### EDUCATION and CERTIFICATIONS

*Doctor of Philosophy (Marketing), 1988.*  
Krannert Graduate School of Management, Purdue University, West Lafayette, IN.  
Dissertation Title: “A Dynamic Model for Planning the Communications Mix for  
Industrial Products”.  
Dissertation Committee Chair: Professor Rabikar Chatterjee

*Master of Business Administration, 1980.*  
Indian Institute of Management, Ahmedabad (India).

*Bachelor of Technology, 1977.*  
Indian Institute of Technology, Kanpur (India).

### ACADEMIC EXPERIENCE

Chair, Department of Marketing University of Missouri	August 2018–present
Faculty Director, execMBA Program University of Missouri	March 2018–present
David and Judy O’Neal MBA Professor and Professor of Marketing Trulaske College of Business University of Missouri, Columbia, MO	Fall 2008–present
Associate Professor of Marketing Trulaske College of Business University of Missouri, Columbia, MO	2000–2008
Assistant Professor of Marketing Trulaske College of Business, University of Missouri, Columbia, MO 65211	1996–2000

Assistant Professor of Marketing  
Smeal College of Business Administration  
The Pennsylvania State University,  
University Park, PA 16802

1988–1996

## **BUSINESS/PROFESSIONAL EXPERIENCE**

Consultant, Maritz Performance Improvement Company, St. Louis, MO, Aug–Dec 2002.

Consultant, AT&T Bell Laboratories, Murray Hill, NJ, July–December 1992.

Steel Tubes of India Limited (1980–84):      Regional Sales Manager (1983–84)  
Assistant Marketing Manager (1981–83)  
Market Research Executive (1980–81).

Indian Aluminum Company Limited      Metallurgist, Research and Development  
(subsidiary of ALCOA):                  Division (1977–78).

## **PUBLICATIONS**

### *Publications in Refereed Journals*

Gopalakrishna, Srinath, Andrew Crecelius and Ashutosh Patil (2022), “Hunting for New Customers: Assessing the Drivers of Effective Salesperson Prospecting and Conversion”, *Journal of Business Research*. Forthcoming.

Cortez, Roberto Mora, Wesley J. Johnston and Srinath Gopalakrishna (2022), “Driving Participation and Investment in B2B Trade Shows: The Organizer View”, *Journal of Business Research*, 142 (March), 1092-1105.

Gopalakrishna, Srinath, Edward C. Malthouse and Justin M. Lawrence (2019), “Managing Customer Engagement at Trade Shows”, *Industrial Marketing Management*, 81 (August), 99-114.

Garrett, Jason and Srinath Gopalakrishna (2019), “Sales Team Formation: The Right Team Member Helps Performance”, *Industrial Marketing Management*, 77 (February), 13-22.

Bloch, Peter H., Srinath Gopalakrishna, Andrew Crecelius and Marina Murarolli (2017), “Exploring Booth Design as a Determinant of Trade Show Success”, *Journal of Business-to-Business Marketing*, 24, 4, 237-256.

Gopalakrishna, Srinath, Jason Garrett, Murali Mantrala and Shrihari Sridhar (2016), “Assessing Sales Contest Effectiveness: The Role of Salesperson and Sales District Characteristics”, *Marketing Letters*, 27, 3, 589-602.

- Sridhar, Shrihari, Clay M. Voorhees and Srinath Gopalakrishna (2015), "Assessing the Drivers of Short- and Long-Term Outcomes at Business Trade Shows", *Customer Needs and Solutions*, 2, 3, 222-229.
- Garrett, Jason and Srinath Gopalakrishna (2010), "Customer Value Impact of Sales Contests", *Journal of the Academy of Marketing Science*, 38, 6, 775-786.
- Mantrala, Murali K., Sönke Albers, Fabio Caldieraro, Ove Jensen, Kissan Joseph, Manfred Krafft, Chakravarthi Narasimhan, Srinath Gopalakrishna, Andris Zoltners, Rajiv Lal and Leonard Lodish (2010) "Sales Force Modeling: State of the Field and Research Agenda", *Marketing Letters*, 21, 3, 255-272.
- Gopalakrishna, Srinath, Catherine Roster and Shrihari Sridhar (2010), "An Exploratory Study of Attendee Activities at a Business Trade Show", *Journal of Business and Industrial Marketing*, 25, 4, 241-248.
- Palmatier, Robert, Srinath Gopalakrishna and Mark Houston (2009), "How Companies Can Measure the Success of Their Relationship Marketing Investments", *Marketing Intelligence Review*, Volume 1, 24-35.
- Mantrala, Murali K., Sonke Albers, Srinath Gopalakrishna and Kissan Joseph (2008), "Introduction: Special Issue on Enhancing Sales Force Productivity", *Journal of Personal Selling and Sales Management*, 28, 2 (Spring), 109-113.
- Palmatier, Robert W., Lisa K. Scheer, Mark B. Houston, Kenneth R. Evans and Srinath Gopalakrishna (2007), "Use of Relationship Marketing Programs in Building Customer-Salesperson and Customer-Firm Relationships: Differential Influences on Financial Outcomes", *International Journal of Research in Marketing*, 24, 210-223.
- Smith, Timothy M., Srinath Gopalakrishna and Rabikar Chatterjee (2006), "A Three-Stage Model of Integrated Marketing Communications at the Marketing-Sales Interface", *Journal of Marketing Research*, 43 (November), 564-579.
- Mantrala, Murali K., P.B. Seetharaman, Rajeeve Kaul, Srinath Gopalakrishna and Antonie Stam (2006), "Optimal Pricing Strategies for an Automotive Aftermarket Retailer", *Journal of Marketing Research*, 43 (November), 588-604.
- Palmatier, Robert W., Srinath Gopalakrishna and Mark B. Houston (2006), "Returns on Business-to-Business Relationship Marketing Investments: Strategies for Leveraging Profits", *Marketing Science*, 25, 5 (September-October), 477-493.
- Smith, Timothy M., Srinath Gopalakrishna and Paul M. Smith (2004), "The Complementary Effect of Trade Shows on Personal Selling", *International Journal of Research in Marketing*, 21, 61-76.

Wagner, William B. and Srinath Gopalakrishna (2001), "Incorporating Shortage Strategies in Industrial Marketing", *Journal of Business and Industrial Marketing*, 16, 7, 540-552.

Dekimpe, Marnik G., Pierre Francois, Srinath Gopalakrishna, Gary L. Lilien and Christophe Van den Bulte (1997), "Generalizing About Trade Show Effectiveness: A Cross-National Comparison", *Journal of Marketing*, 61, 4 (October), 55-64.

Gopalakrishna, Srinath, Gary L. Lilien, Jerome D. Williams and Ian K. Sequeira (1995), "Do Trade Shows Pay Off?" *Journal of Marketing*, 59, 3 (July), 75-83.

Gopalakrishna, Srinath and Gary L. Lilien (1995), "A Three-Stage Model of Industrial Trade Show Performance", *Marketing Science*, 14, 1 (Winter), 22-42.

Reed Exhibitions, Boston, in conjunction with the Center for Exposition Industry Research (CEIR), implemented the model in six trade shows during 1995-96. The International Association of Exposition Management (IAEM) circulated an executive summary to its 4000 members worldwide.

The paper was a finalist for the John D. C. Little award for best paper in *Marketing Science* in 1995.

Williams, Jerome D., Srinath Gopalakrishna and Jonathan M. Cox (1993), "Trade Show Guidelines for Smaller Firms", *Industrial Marketing Management*, 22 (November), 265-275.

Gopalakrishna, Srinath and Jerome D. Williams (1992), "Planning and Performance Assessment of Industrial Trade Shows: An Exploratory Study", *International Journal of Research in Marketing*, 9, 3 (August), 207-224.

Gopalakrishna, Srinath and Rabikar Chatterjee (1992), "A Communications Response Model for a Mature Industrial Product: Application and Implications", *Journal of Marketing Research*, 29 (May), 189-200.

### **Chapters in scholarly books**

Gopalakrishna, Srinath, Gary L. Lilien and Andrew Donsbach (2022), Trade Shows in the Business Marketing Communications Mix, *Handbook of Business-to-Business Marketing*, Edward Elgar Publishing, *forthcoming*.

Gopalakrishna, Srinath and Gary L. Lilien (2012), Trade Shows in the Business Marketing Communications Mix, *Handbook of Business-to-Business Marketing*, Edward Elgar Publishing, Chapter 13, 226-245.

Williams, Jerome D. and Srinath Gopalakrishna (1994), "Industrial Publicity", in *The Handbook of Business Marketing Management, Advances in Business Marketing*

*and Purchasing*, Vol. 6, Arch G. Woodside, ed., Greenwich, CT: JAI Press, Inc. 259-301.

### **Other Publications**

Sridhar, Shrihari, Clay M. Voorhees and Srinath Gopalakrishna (2014), "Assessing the Drivers of Short and Long-Term Outcomes at Business Trade Shows", MSI Working Paper Series 14-114, Cambridge, MA.

Gopalakrishna, Srinath (2007), "Assessing the Impact of Sales Incentive Programs: A Business Process Perspective", Research report, The Incentive Research Foundation, New York, NY. ([www.theirf.org](http://www.theirf.org))

Smith, Timothy M., Srinath Gopalakrishna and Rabikar Chatterjee (2006), "Integrated Marketing Communications at the Marketing-Sales Interface", MSI Working Paper Series 06-102, Cambridge, MA.

Mantrala, Murali K., P.B. Seetharaman, Rajeeve Kaul, Srinath Gopalakrishna and Antonie Stam (2006), "Developing Optimal Store-level Pricing Strategies for an Automotive Aftermarket Retailer", MSI Working Paper Series 06-105, Cambridge, MA.

Gopalakrishna, Srinath and Jason Garrett (2005), "An Exploratory Study of Sales Incentive Programs", Research report, Forum for People Performance Management & Measurement, Northwestern University, Evanston, IL.

Palmatier, Robert and Srinath Gopalakrishna (2005), "Determining the Payoff from Relationship Marketing Programs", MSI Working Paper Series 05-102, Cambridge, MA.

Gopalakrishna, Srinath (2004), "Measuring the ROI of Sales Incentive Programs", Research Report, SITE Foundation, Society of Incentive and Travel Executives, New York. The report also appears on the website of the Forum for People Performance Management & Measurement, Northwestern University. [www.performanceforum.org](http://www.performanceforum.org)

Gopalakrishna, Srinath and Richard Steinberg (2001), "Pulsing versus Uniform Advertising: The Impact of Production Costs", Working Paper, University of Cambridge.

Smith, Timothy M., Srinath Gopalakrishna and Paul M. Smith (1999), "Trade Show Synergy: Enhancing Sales Force Efficiency", Institute for the Study of Business Markets, Penn State University, ISBM Report 24-1999.

Dekimpe, Marnik G., Pierre Francois, Srinath Gopalakrishna, Gary L. Lilien and Christophe Van den Bulte (1997), "Booth vs. Stand", ISBM Insights, Institute for the Study of Business Markets, Penn State University, Volume 7, No. 4, 1997.

Gopalakrishna, Srinath and Christophe van den Bulte (1994), "Effect of Relative Booth Location on Lead Generation at an Industrial Trade Show," *Proceedings*, Vol. 2, Josee Bloemer, Jos Lemmink and Hans Kasper, eds., Maastricht: European Marketing Academy, 1295-1297.

Gopalakrishna, Srinath and Gary L. Lilien, "How to Tell When 'Show and Sell' is Working", *ISBM Insights*, Institute for the Study of Business Markets, Penn State University, March 1993.

Gopalakrishna, Srinath and Jerome D. Williams, "Trade Offs in Trade Shows: Choosing the Right Shows, Setting the Right Budget", *ISBM Insights*, Penn State University, October 1991.

### **Research in Progress**

Gopalakrishna, Srinath, Andrew Crecelius and Ashutosh Patil, "The Role of Hunting Orientation in Salesperson Prospecting and Conversion".

Gopalakrishna, Srinath, and Andrew Crecelius, "The Impact of External Network Resources on Sales Prospecting Outcomes".

### **PRESENTATIONS**

#### **Conference Presentations**

Gopalakrishna, Srinath, Andrew Crecelius, and Ashutosh Patil, "The Overall Impact of Hunting Orientation on Customer Acquisition", *Marketing Science Conference*, University of Roma Tre, Rome, Italy, June 2019.

Gopalakrishna, Srinath, Andrew Crecelius, and Ashutosh Patil, "Hunting and Farming Effectiveness: An Empirical Study", 12th *Great Lakes NASMEI Marketing Conference*, Great Lakes Institute of Management, Chennai, India, December 2018.

Patil, Ashutosh, Andrew Crecelius, and Srinath Gopalakrishna, "A Holistic View of Sales Effectiveness: An Empirical Investigation", *Marketing Science Conference*, Temple University, Philadelphia, PA, June 2018.

Gopalakrishna, Srinath and Andrew Crecelius, "The Impact of External Referrer Networks on Salesperson Customer Acquisition", *6<sup>th</sup> Enhancing Sales Force Productivity Conference*, University of Missouri, March 2018.

- Patil, Ashutosh, Andrew Crecelius, and Srinath Gopalakrishna, "Evaluating the Drivers of Salespeople's Farming Effectiveness", *Marketing Science Conference*, University of Southern California, Los Angeles, CA, June 2017.
- Crecelius, Andrew and Srinath Gopalakrishna, "Exploring the Interaction between Networking Behaviors and Marketing Communications: An Empirical Investigation", *Marketing Science Conference*, University of Southern California, Los Angeles, CA, June 2017.
- Gopalakrishna, Srinath, Andrew Crecelius, and Ashutosh Patil, "Managing the Sales Funnel by Assessing Prospecting Effectiveness", *The Thought Leadership on the Sales Profession Conference*, sponsored by MSI and Sales Excellence Institute, HEC Paris, May 2017
- Crecelius, Andrew and Srinath Gopalakrishna, "Exploring Synergies between Marketing Communications and Salesperson Networking", *The Thought Leadership on the Sales Profession Conference*, sponsored by MSI and Sales Excellence Institute, HEC Paris, May 2017
- Gopalakrishna, Srinath, Andrew Crecelius, and Ashutosh Patil, "Managing the Sales Funnel by Assessing Prospecting and Conversion Effectiveness", *Marketing Science Conference*, Shanghai, China, June 2016.
- Malthouse, Edward C., Srinath Gopalakrishna and Justin Lawrence, "Measuring and Managing the Customer Experience at Business Trade Shows", *Great Lakes NASMEI Marketing Conference*, Great Lakes Institute of Management, Chennai, India, December 2015.
- Crecelius, Andrew and Srinath Gopalakrishna, "The Interaction between Salesperson Networking Behaviors and Marketing Communications: An Exploratory Study", *Marketing Science Conference*, Baltimore, MD, June 2015.
- Crecelius, Andrew and Srinath Gopalakrishna, "Understanding the Relationship between Salesperson Networking Behaviors and Sales Productivity: A Perspective from Self-Determination Theory", *5th Biennial Enhancing Sales Force Productivity Conference*, Georgia Institute of Technology, Atlanta, GA, June 2015.
- Gopalakrishna, Srinath, Andrew Crecelius and Ashutosh Patil, "Assessing the Drivers of Sales Prospecting and Conversion Effectiveness: An Empirical Study", *Theory and Practice in Marketing Conference*, Georgia State University, Atlanta, GA, June 2015.
- Malthouse, Edward C., Srinath Gopalakrishna and Justin Lawrence, "Measuring and Managing the Customer Experience at Business Trade Shows: An Empirical Study", *Conference on Customer Engagement and CRM* sponsored by MSI and JAMS, HEC Paris, June 2015.

- Gopalakrishna, Srinath, Andrew Crecelius and Raghuram Iyengar, "The Impact of External Network Resources on Sales Prospecting Outcomes", *WashU-Mizzou Marketing Research Camp*, Washington University in St. Louis, April 2015.
- Gopalakrishna, Srinath, "Practitioner-Academic Partnerships in B-to-B Research: Opportunities and Case Examples in Event Marketing". Chair, Special Session, *ISBM Academic Conference*, San Francisco State University, July 2014. (Panelist: Skip Cox, President and CEO, Exhibit Surveys, Inc.).
- Gopalakrishna, Srinath, Andrew Crecelius and Raghuram Iyengar, "The Impact of Salesperson Social Network Structure on Sales Prospecting Effectiveness", *Marketing Science Conference*, Emory University, Atlanta, GA, June 2014.
- Gopalakrishna, Srinath, Andrew Crecelius and Raghuram Iyengar, "Leveraging Social Networks to Improve Sales Prospecting Outcomes", *Thought Leadership on the Sales Profession Conference*, Columbia University, New York, June 2014.
- Garrett, Jason and Srinath Gopalakrishna, "Investigating Group Motivation Gains in Sales", *NASMEI Conference*, Great Lakes Institute of Management, Chennai, India, December 2013.
- Gopalakrishna, Srinath, Jason Garrett, Murali Mantrala and Hari Sridhar, "Assessing Sales Contest Effectiveness: A Salesperson-Level Empirical Analysis", *4th Sales Force Productivity Conference*, Muenster, Germany, July 2013.
- Gopalakrishna, Srinath, Andrew Crecelius and Raghuram Iyengar, "Linking Social Network Structures to Sales Prospecting Outcomes", *Marketing Science Conference*, Istanbul, Turkey, July 2013.
- Gopalakrishna, Srinath, Jason Garrett, Murali Mantrala and Shrihari Sridhar, "Assessing Sales Contest Effectiveness: Role of Salesperson and District Characteristics", *NASMEI Conference*, Great Lakes Institute of Management, Chennai, India, December 2012.
- Sridhar, Shrihari, Clay Voorhees, Srinath Gopalakrishna and Gaurav Sabnis, "The Drivers of Short and Long-Term Outcomes at Business Trade Shows", *ISMS Practice Prize Competition*, University of Maryland, Washington D.C., December 2011.
- Chandrasekhar, Suj and Srinath Gopalakrishna, "An Investigation of the Relationship between R&D and Marketing in the New Product Development Process" *Marketing Science Conference*, Houston, June 2011.



Gopalakrishna, Srinath and Gary Lilien, "Trade Shows in the B-to-B Communications Mix" *B-to-B Marketing Handbook Authors' Mini-Conference*, Harvard Business School, August 2010.

Gopalakrishna, Srinath, "Trade Show Effectiveness: Putting Science Behind the Sizzle", Chair, Special Session on Trade Shows, *ISBM Academic Conference*, Harvard Business School, August 2010. (Panelists: Shrihari Sridhar and Clay Voorhees, Michigan State University, Skip Cox, Exhibit Surveys Inc., David Rich, George P. Johnson Company).

Sridhar, Shrihari, Clay Voorhees and Srinath Gopalakrishna, "Assessing the Drivers of Short and Long-term Outcomes at Business Trade Shows" *Marketing Science Conference*, Cologne, Germany, June 2010.

Garrett, Jason and Srinath Gopalakrishna, "Investigating Short-term Performance Gains in Sales Teams", *Third Biennial Conference on Enhancing Sales Force Productivity*, University of Kansas, Edwards Campus, Kansas City, April 2010.

Gopalakrishna Srinath, Shrihari Sridhar and Gary L. Lilien, "The Dynamics of Trade Show Effectiveness: Implications for Show Selection and Budgeting", *ISMS INFORMS Society for Marketing Science, Practice Prize Competition*, Sloan School of Management, MIT, Cambridge, MA, January 2010.

Gopalakrishna, Srinath, "Enhancing Customer Relationships through Trade Shows and Technology", *AMA Summer Educators' Conference*, Chicago, August, 2009.

Gopalakrishna Srinath, Shrihari Sridhar and Gary L. Lilien, "Exploring the Dynamics of Trade Show Effectiveness", *NASMEI Conference*, Great Lakes Institute of Management, Chennai, India, December 2008.

Gopalakrishna Srinath, "Assessing the Effectiveness of Sales Contests and Team Selling", *Erin Anderson Invitational B2B Research Conference*, The Wharton School, Philadelphia, October 2008.

Gopalakrishna Srinath, Shrihari Sridhar and Gary L. Lilien, "The Dynamics of Trade Show Marketing and Implications for Optimal Planning", *Institute for the Study of Business Markets Academic Conference*, San Diego, CA, August 2008.

Gopalakrishna Srinath, Shrihari Sridhar and Gary L. Lilien, "The Dynamics of Trade Show Marketing and Implications for Optimal Planning", *Marketing Science Conference*, Vancouver, June 2008.

Garrett, Jason and Srinath Gopalakrishna, "Assessing the Customer Value Impact of Sales Contests", *Second Biennial Conference on Enhancing Sales Force Productivity*, Christian-Albrechts-University at Kiel, Germany, May 2008.

- Chatterjee, Rabikar, Srinath Gopalakrishna and Timothy M. Smith, "Effective Integration of Marketing and Sales: The Role of Customer Message Management", *Marketing Science Conference*, Singapore, June 2007.
- Gopalakrishna, Srinath, Gary L. Lilien and Shrihari Sridhar, "Studying Visitor Behavior at a Business Trade Show to Assess Value Creation", *Marketing Science Conference*, Singapore, June 2007.
- Garrett, Jason and Srinath Gopalakrishna, "Investigating Performance Gains in Sales Teams", *Marketing Science Conference*, University of Pittsburgh, June 2006.
- Gopalakrishna, Srinath, Jason Garrett, Murali K. Mantrala and J. David Moore, "A Dynamic Model for Assessing Sales Contest Effectiveness", *Marketing Science Conference*, Emory University, Atlanta, June 2005.
- Smith, Timothy M., Srinath Gopalakrishna and Rabikar Chatterjee, "A Three-Stage Response Model of Integrated Marketing Communications with Dynamic Effects", *Marketing Science Conference*, Emory University, Atlanta, June 2005.
- Mantrala, Murali K., Seethu Seetharaman, Rajeeve Kaul, Srinath Gopalakrishna and Antonie Stam, "Optimal Pricing Strategies for an Automotive Aftermarket Retailer", Conference on Practitioner-Academic Collaborative Research, Yale University, December 2004.
- Smith, Timothy M., Srinath Gopalakrishna and Rabikar Chatterjee, "A Three-Stage Response Model of Integrated Marketing Communications with Dynamic Effects", Conference on Practitioner-Academic Collaborative Research, Yale University, December 2004.
- Gopalakrishna, Srinath, Jason Garrett, Murali K. Mantrala and J. David Moore, "Assessing the Effectiveness of Sales Contests", Conference on Practitioner-Academic Collaborative Research, Yale University, December 2004.
- Palmatier, Robert W. and Srinath Gopalakrishna, "ROI of Relationship Marketing Programs: Leveraging Investments through Customer, Salesperson and Selling Firm Strategies", Academic Workshop on *New Priorities and Challenges for Business-to-Business Marketers*, Harvard Business School, August 2004.
- Smith, Timothy M., Srinath Gopalakrishna and Rabikar Chatterjee, "A Three-Stage Response Model of Integrated Marketing Communications with Dynamic Effects", *Marketing Science Conference*, Erasmus University, Rotterdam, June 2004.
- Palmatier, Robert W. and Srinath Gopalakrishna, "A Multi-level Model of the ROI of Relationship Marketing Investments", *Marketing Science Conference*, Erasmus University, Rotterdam, June 2004.

## **Invited Presentations**

Gopalakrishna, Srinath, Ian Sequeira and Gary Lilien, “ROI of B2B Trade Shows: Past, Present and Future”, ISBM Members Meeting (online), *“Transforming Marketing and Sales in Our Post-Covid World”*, May 18, 2021.

Gopalakrishna, Srinath, “Confronting Research Challenges: Acquiring Funding and Data”, ISBM Ph.D. B-to-B Research Camp, San Francisco State University, July 29, 2014.

Gopalakrishna, Srinath and Suj Chandrasekhar, “Marketing-Sales Disconnect: Case Studies”, ISBM Annual Members’ Meeting, Penn State University, September 15, 2010.

Gopalakrishna, Srinath, “Working with Companies: How to Gain Cooperation and Data”, ISBM Ph.D. B-to-B Research Camp, Harvard Business School, August 11, 2010.

Gopalakrishna, Srinath, “Assessing the Effectiveness of Sales Contests”, Research Camp, Penn State University, April 9, 2010.

Gopalakrishna, Srinath, “Assessing the Effectiveness of Sales Contests”, ISBM Webinar (25 attendees), November 20, 2008.

Gopalakrishna, Srinath, “The Complementary Effect of Exhibitions on Personal Selling: An Integrated Communications Approach”, Marketing Summit, Healthcare Convention and Exhibitors Association, Baltimore, January 2007.

Gopalakrishna, Srinath, “Assessing Value Creation at Business Trade Shows”, Institute for the Study of Business Markets Academic-Practitioner Challenge, Chicago, August 2006.

Gopalakrishna, Srinath, Jason Garrett, Murali K. Mantrala, and David Moore “Determining the Effectiveness of Sales Contests”, Management Science and Technology Seminar, University of Kansas, Lawrence, April 2006.

Gopalakrishna, Srinath, “Working with Companies: Survey Research, Field Research”, Ph.D. Student Camp for Research in Business-to-Business Markets, Sponsored by Institute for the Study of Business Markets, San Francisco, July 2005.

Gopalakrishna, Srinath and Jason Garrett, “An Exploratory Study of Sales Incentive Programs”, Forum for People Performance Management & Measurement, Northwestern University, Evanston, November 2004.

Smith, Timothy M., Srinath Gopalakrishna and Rabikar Chatterjee, “A Three-Stage Response Model of Integrated Marketing Communications”, presented to Renewal Corporation, Minneapolis, October 2004.

Gopalakrishna, Srinath, “The Science Behind Sales Incentives”, the Motivation Show, Incentive Marketing Association, Chicago, September 2004.

## **PROFESSIONAL MEMBERSHIPS/COMMITTEES/OFFICES**

Institute for Operations Research and the Management Sciences  
American Marketing Association  
Associate Member, Center for Exhibition Industry Research  
Beta Gamma Sigma

## **PROFESSIONAL ACTIVITIES**

### **Reviewer**

(Appeared in *Journal of Marketing* in 2008):

“The Complete Guide to Accelerating Sales Force Performance” by Andris A. Zoltners, Prabhakant Sinha and Greggor A. Zoltners, American Management Association, New York, 2001.

“Sales Force Design for Strategic Advantage” by Andris A. Zoltners, Prabhakant Sinha and Sally E. Lorimer, Palgrave Macmillan, New York, 2004.

Editorial Review Board: *Journal of Marketing* (2015–present), *Journal of Business-to-Business Marketing* (1993–present), *Journal of Personal Selling and Sales Management* (2007–present).

Reviewer: *Marketing Science*, *Journal of Marketing Research*, *Journal of Marketing*, *International Journal of Research in Marketing*, *Journal of Business Research*, *European Journal of Marketing*, *Journal of Business-to-Business Marketing*, *International Journal of Hospitality Management*.

Co-editor: *JPSSM Special Issue on Sales force Productivity*, 2007.

Reviewer: *ISBM Doctoral Dissertation Competition* 2005-06, 2006-07, 2007-08; *AMA Winter Educators’ Conference* 1993, 1996, 1997, 2001, 2015 and *AMA Summer Educators’ Conference* 1993, 1997, 2014, 2015 *European Marketing Academy (EMAC) Conference* 2008, 2012.

### **Professional Development/Training**

Attended a one-day short course titled “Successful Data Mining in Practice” sponsored by American Statistical Association, Department of Statistics, University of Missouri, October 2013.

## GRANTS

Gopalakrishna, Srinath, Andrew Crecelius and Ashutosh Patil, “Assessing the Drivers of Sales Prospecting Effectiveness: An Empirical Study”. Funded by *Marketing Science Institute*, 2015. (\$5,000)

Gopalakrishna, Srinath, Andrew Crecelius and Raghuram Iyengar, “Leveraging the Social Network to Improve Sales Prospecting Outcomes”. Funded by *Marketing Science Institute and Sales Excellence Institute*, 2013. (\$14,000)  
*The proposal was one of five winners in a competitive set of international submissions.*

Sridhar, Shrihari, Clay M. Voorhees and Srinath Gopalakrishna, “Assessing the Drivers of Short and Long-Term Outcomes at Business Trade Shows”. Funded by *Marketing Science Institute*, Cambridge, 2009. (\$9,500).

Gopalakrishna, Srinath, “Assessing Value Creation at Business Trade Shows”. Funded by the *Institute for the Study of Business Markets*, Penn State University, 2006-2007. (\$15,000).

Gopalakrishna, Srinath, “A Comprehensive Assessment of the Effectiveness of Sales Incentive Programs”. Funded by *The Incentive Research Foundation*, New York, 2005-2006. (\$18,975).

Gopalakrishna, Srinath and Jason Garrett, “A Study of the Effectiveness of Sales Contests”. Funded by *Forum for People Performance Management and Measurement*, Northwestern University, 2004. (\$20,000).

Gopalakrishna, Srinath, Robert W. Palmatier, Kenneth R. Evans, Mark B. Houston and Lisa K. Scheer “ROI of Relationship Marketing Programs”. Funded by *Marketing Science Institute*, Cambridge, 2003. (\$9,500).

Gopalakrishna, Srinath, “Determining the Effectiveness of Sales Incentive Programs”. Funded by *The Incentive Research Foundation*, New York, 2002-2003. (\$9,600).

Gopalakrishna, Srinath, “A Study of Integrated Marketing Communications”. *Research Council*, University of Missouri-Columbia, 2001-02. (\$4,870).

Whalen, Patricia, Frank Mulhern and Srinath Gopalakrishna, “An Integrated Marketing Communications Program”. *Center for Exhibition Industry Research*, 1999-2001. (\$75,000).

Gopalakrishna, Srinath and Jerome D. Williams, "Measuring the ROI of a Trade Show". *Trade Show Bureau*, Denver, 1993-94. (\$6,000).

Gopalakrishna, Srinath, "Diffusion across Multiple Markets: Optimal Expenditures and Optimal Timing". *Smeal College of Business*, Penn State, 1990-91. (\$2,000).

Williams, Jerome D. and Srinath Gopalakrishna, "Assessment of Trade Show Performance for Industrial Products." *Trade Show Bureau*, Denver, 1989-90. (\$5,000).

Gopalakrishna, Srinath, "A Dynamic Model for Planning the Communications Mix for a Mature Industrial Product." *Smeal College of Business*, Penn State, 1989-90. (\$2,500).

## **TEACHING**

*Undergraduate*: Marketing Research, Industrial Marketing, Sales Management

*MBA*: Business-to-Business Marketing, Sales Force Management, Marketing Analytics for Business Decisions

*Ph.D.*: Marketing Models, Math for Marketing Models

## **Executive Education**

Executive MBA, "Analytics and AI for Marketing Decisions", University of Missouri, Columbia (Spring 2021).

Executive MBA, "Advanced Marketing Management" module (average 25 students), University of Missouri, Columbia (November 2012, November 2013, and November 2014).

"Effective Management of Business Trade Shows". Swagelok (25 executives), Solon, OH (April 2011).

Executive Masters Teaching Program, Università degli Studi di Bergamo, Bergamo, Italy (20 executives). "Integrated Marketing Communications" and "Sales Force Motivation" modules, University of Missouri, Columbia. (March 2007, and March 2009).

Indiana University Executive Education Program for Hughes Information Systems (30 executives). "Trade Shows/Promotions" module, Dallas, TX. (February 1997).

## **Dissertation Committees**

Tim Landry, Simona Stan, Omar Shehryar, Catherine Roster, Jason Garrett (Chair), Hari Sridhar, Andrew Crecelius (Chair), Hyun-Shik Yoon (IE), Lauren Himmelberg (Masters' Thesis, IE), Justin Lawrence, Cara Mahon (Masters' Thesis, Journalism), Divya Anand.

### **Other Teaching Activities**

Co-Instructor for the course titled "Marketing Models: Tools for Strategic Business Consulting", Indian School of Business, Hyderabad, India, March 2010, December 2011.

Co-Instructor for the course titled "Marketing Analytics", Indian School of Business, Mohali, India, March 2015, March 2016 and March 2017.

Instructor, Study Abroad Program, University of Missouri

- "Managing in a Digital World", Czech University of Life Sciences, Prague, May – June 2018.
- "Global Issues in Sales Management", Rafael Altamira Program, Spain, June – July 2011.
- "Sales Management in a Global Setting", Universita degli Studi di Bergamo, Bergamo, Italy, May – June 2009.

Marketing Models seminar, web-based Ph.D. Seminar Series, Institute for the Study of Business Markets, March – April 2009. (Four sessions).

Pro-Seminar, web-based Ph.D. Seminar Series, Institute for the Study of Business Markets, September 20 and 27, 2008.

## **UNIVERSITY ACTIVITIES**

### **Service**

#### **At University of Missouri-Columbia**

Co-chair (with Peter Bloch), John A. Howard AMA Doctoral Dissertation Competition, 2003.

*College* MBA Policy Committee (1996-97, 1997-98, 1998-99, 1999-00, 2000-01 (Chair), 2001-02, 2002-03, 2007-08, 2008-09, 2009-10, 2010-11, 2011-12, 2014-15).  
Faculty Advisory Committee, Center for the Study of Organizational Change (1998-99).  
Faculty Committee on SAP, 1998-99, 1999-00.  
Information Technology Task Force, 1999.  
Faculty Policy Committee, 2000-01, 2003-04, 2004-05, 2005-06.  
Research and Development Committee (Winter 2002, 2006-07, 2007-08, 2008-09, 2009-10).

Promotion and Tenure Committee (2011-12, 2012-13, 2013-14, 2014-15)  
Undergraduate Curriculum Review Committee (2012-13, 2013-14)  
Undergraduate Policy Committee (2017-18)  
MBA Curriculum Review Task Force (2012-13)

*Department Chair* Serving as Chair of the Marketing Department since August 1, 2018. Have successfully recruited three Assistant Professors and launched a new Undergraduate Marketing Analytics Certificate. Also, converted existing Graduate Marketing Analytics Certificate to an online format. Working to offer a new undergraduate Digital Marketing Certificate in Spring 2023.

*Marketing Department* Ph.D. Committee (1996-97, 1997-98, 1998-99, 1999-00, 2000-01  
2004-05, 2006-07, 2018-19, 2019-20).  
MBA Committee (2012-13, 2013-14, 2014-15)  
Promotion and Tenure Committee (Chair) 2010-11, 2012-13, 2013-14, 2014-15.  
Coordinator of Marketing Department Speaker Series (1997-98).  
Faculty Recruiting Committee (2006-07, 2007-08, 2018-19, 2019-20).

### **At Penn State University**

*University* Search Committee for Director of Market Research, Continuing Education (Spring 1992)  
Marketing Analysis Task Force, Continuing Education (Spring 1991)  
University Concert Committee, Marketing research project (Spring 1989).

*Marketing Department* Ph.D. Committee (1993-94, 1994-95)  
Faculty Advisor, Penn State Marketing Association (1993-94)  
Smeal Chair Search Committee (1991-92)  
Bard Professor Search Committee (1990-91)

### **AWARDS AND RECOGNITIONS**

Fellow, Institute for the Study of Business Markets, Penn State University, August 2022.

William T. Kemper Fellowship for Teaching Excellence, University of Missouri, April 2010.

Session Chair, B-to-B Marketing, ISMS Conference, The Practice and Impact of Marketing Science, Sloan School of Management, Massachusetts Institute of Technology, January 2010.

Shelter Insurance Companies Teaching Excellence Award, April 2009.

Richard G. Miller Summer Scholar, 2008, 2009.



David and Judy O'Neal MBA Professor, January 2008 - present.

Invitee, ISMS Conference, The Practice and Impact of Marketing Science, The Wharton School, University of Pennsylvania, October 2007.

Member, Advisory Board of the Ph.D. Web Seminar Series, Institute for the Study of Business Markets, Penn State University, August 2007.

Harry Hall Trice Faculty Research Award, College of Business, University of Missouri, April 2007.

Collaborative research with Shelter Insurance Companies featured at Davenport Society Banquet, College of Business, University of Missouri-Columbia, October 2006.

Finalist, Academic-Practitioner Challenge (Research Proposal Competition), Institute for the Study of Business Markets, Chicago, August 2006.

Distinguished Visiting Scholar, ISBM, Penn State University, January-May 2006.

Special Invitee, Marketing Science Institute Conference on "Marketing, Sales and Customers", Boston, December 2005.

Faculty Panel, Ph.D. Student Camp for Research in Business-to-Business Markets, Institute for the Study of Business Markets, August 2005.

Raymond F. and Mary A. O'Brien Excellence in Teaching Award, College of Business, University of Missouri-Columbia, 2004-05.

Nominee, William T. Kemper Fellowship for Teaching Excellence, College of Business, University of Missouri-Columbia, 1999-2000, 2000-01.

Distinguished Research Fellowship Award, College of Business, University of Missouri-Columbia, 1998-99.

Nominee, Provost Outstanding Junior Faculty Research and Creative Activity Award, College of Business, University of Missouri-Columbia, 1998-99 and 1999-2000.

Finalist, John D. C. Little Award for best paper in *Marketing Science*, March 1997.

*Research Penn State* ran a feature article, "The Science of the Sale" on trade show research, September 1994.

Research on trade shows was selected to represent the Smeal College of Business Administration (Penn State) in University Research Fair Display, November 1993.

MBA Teaching Excellence Award for MKT 515 (Business Marketing), Penn State University, Spring 1994.

Discussant, 17th Annual Haring Symposium, Indiana University, April 1987.

Fellow, AMA Doctoral Consortium, University of Notre Dame, 1986.