

KUMAR R. SARANGEE

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EDUCATION

PHD 2009, University of Illinois, Urbana Champaign, Illinois

Major – Marketing, *Minor* – Strategy

MBA 2003, Case Western Reserve University, Cleveland, Ohio

Major – Finance, *Minor* - Entrepreneurship

MBA 1999, Xavier Institute of Management (XIM), India

Major – Marketing

BS 1996, Ravenshaw University, India

Major – Physics, *Minor* – Mathematics and Chemistry

ACADEMIC HONORS AND AWARDS

- Extraordinary Faculty Award, Santa Clara University, 2018
- Winner of ACE Outstanding Faculty Award at Santa Clara University, 2016.
- Winner of Outstanding Teacher Award, Leavey School of Business, Santa Clara University
- Winner of University Research Grant, Leavey Grants, FSRAP Grant and Technology Workshop Grant, Santa Clara University.
- Finalist and honorable mention for the American Marketing Association TechSIG Most Promising Dissertation Proposal Award
- Winner of the 2008 Seymour Sudman Research Excellence Award, University of Illinois
- Winner of the 2007 Seymour Sudman Teaching Excellence Award, University of Illinois
- List of Excellent Instructors (top 10% campus-wide), University of Illinois

- Presenter, Haring Symposium, Indiana University, April, 2007
- Best Paper Award, AMA Summer Educators' Conference, New Product Development, Product Management and Entrepreneurship Track (2006)
- Winner of the 2006 Product Development and Management Association (PDMA) Research Grant and Fellowship
- Recipient of J.M Jones Doctoral Fellowship, University of Illinois

RESEARCH

Refereed Academic Journal Publications

- Karniouchina, Ekaterina, Stephen J. Carson, William L. Moore, Kumar R. Sarangee, Can Uslay (2022), "The Varying Returns to Diversification Along the Value Chain," *Strategy Science*
- Karniouchina Ekaterina, Kumar R. Sarangee, Carol Theokary and Raoul Kübler (2022), "The Impact of COVID-19 Pandemic on Services: Lessons, Generalizations and Ideas for Future Research," *Service Science*
- Bala Ram, Kumar R. Sarangee, Shuhan Ye & Grace Jin (2022), "GetUSPPE – A Platform Ecosystem Innovation for Supply Chain Optimization during Covid – 19," *Sustainability*, 14, 3175
- Sarangee, Kumar R, Jeffrey B Schmidt, Priyanka Botny and Anthony Wallace (2022), "Uncovering Agile Transformation in Dynamic High Technology Markets: Causes, Inhibitors and Execution," *Industrial Marketing Management*, 102 (24-34)
- Theokary, Carol, Kumar R. Sarangee, and Ekaterina Karniouchina (2020) "The Impact of Strategic Partnerships on Crowdfunding Outcomes: Which Ties Really Matter, *Journal of Small Business Management*, 1-32
- Vishal Bindroo, Babu John Mariadoss, Raj Echambadi & Kumar R. Sarangee (2020), "Customer Satisfaction with Consumption Systems," *Journal of Business-to-Business Marketing*, 27:1, 1-17
- Sarangee, Kumar R, Jeffrey B. Schmidt and Roger Calantone (2019), "Anticipated Regret and Escalation to Failing NPD Projects in B2B Markets," *Industrial Marketing Management*, 76: 157-168
- Zimbra, David, Kumar R. Sarangee, Rupinder Jindal (2017), "The Impact of Twitter Platform on Movie Performance," *Decision Support Systems*, 102: 98-109 – (Equal Contribution)

- Jindal, Rupinder, Kumar R. Sarangee, Raj Echambadi and Sangwon Lee (2016), “Designed to Succeed: Dimensions of Product Design and Their Impact on Product Performance,” *Journal of Marketing*, 80 (July): 72-89 – (1st three authors contributed equally)
- Sarangee, Kumar R, Jennifer Woolley, Jeffrey B. Schmidt and Eileen Long (2014), “De-escalation of Commitment in NPD in High Tech Markets,” *Journal of Product Innovation Management*, 31(5): 1023-1038
- Sarangee, Kumar R and Raj Echambadi (2014), “Firm Specific Determinants of Product Line Technology Strategies in High Technology Markets,” *Strategic Entrepreneurship Journal*, 8(2): 149-166 (Equal Contribution)
- Sarangee, Kumar R, Jeffrey B. Schmidt and Jeffrey P. Wallman (2013), “Clinging to Slim Chances: The Dynamics of Anticipating Regret When Developing New Products,” *Journal of Product Innovation Management*, 30(5): 980-993
- Schmidt, Jeffrey, B, Kumar R. Sarangee and Mitzi M. Montoya-Weiss (2009), “Exploring New Product Development Project Review Practices and Performance,” *Journal of Product Innovation Management*, 26:520–535

Practitioner Journal Publications

- Karniouchina Ekaterina, Carol Theokary, Kumar R. Sarangee, Jeremy Morgan and Can Uslay (2022), “Service Sector in the Era of Covid – 19: Emerging Consumer Trends and Service Design Adaptations,” *Rutgers Business Review*, Spring, 30-44
- Sarangee, Kumar R, Jennifer Woolley, Jeffrey B. Schmidt and Eileen Long (2014), “Stop throwing good money after bad: Techniques to de-escalate commitment to losing new product innovation projects,” *Visions* Issue 2

Book Chapters (Peer Reviewed)

- Sarangee, Kumar R (2019), “Product Line Technology Strategies and Firm Survival in High Technology Environments.” In **Future-Focused Strategic Marketing**, New York: Nova Science Publishers, pp: 243-279
- Madsen TL, Woolley JL, Sarangee K (2014). Using Internet-based Collaboration Technologies for Innovation: Crowdsourcing vs. Expertsourcing. In Miles, J. (ed.) **New Directions in Management and Organization Theory**, UK: Cambridge Scholar Publishers, pp: 283-214

Manuscripts in Progress

- Ekaterina Karniouchina, Carol Theokary, Kumar Sarangee and Raoul Kübler, “Exploring the Link Between Traditional CRM Techniques and Widening Social Inequities”– Under Review at *Journal of Marketing Research*

- Agile-Stage Gate Hybrid Model: Performance Implications, Implementation Challenges and Key Success Factors – Data Analysis in progress (with Jeffrey Schmidt, Anthony diBenedetto & Priyanka Botny) - *Target Journal: Information Systems Research*
- Ambidexterity and Innovation – Data Analysis in Progress (With Babu John Mariadoss and Joseph Cooper) - *Target Journal: Journal of Product Innovation Management*
- Type 1 and Type 2 Errors in Innovation Development – Data Collection in progress (with Monica Schuhmacher and Björn Hofmann) - *Target Journal: Journal of Product Innovation Management*

Conference Proceedings and Presentations

- Karniouchina, K., Theokary, C., Sarangee, K., Morgan, J., Uslay, C.: Service Sector in the Era of COVID-19: Emerging Consumer Trends and Service Design Adaptations, Global Research Conference on Marketing and Entrepreneurship, Whistler (BC), August 4, 2022.
- Madsen, Tammy, Jennifer Woolley and Kumar R. Sarangee (2015), “Crowdsourcing or Expertsourcing: Building and Engaging Online Communities for Innovation,” *Druid Conference on Innovation and the Dynamics of Change*, Rome, June
- Madsen, Tammy, Jennifer Woolley and Kumar R. Sarangee (2014), “Using Internet-based Collaboration Technologies for Innovation: Crowdsourcing vs. Expertsourcing,” *Annual World Open Innovation Conference*, Napa, September
- Madsen, Tammy, Jennifer Woolley and Kumar R. Sarangee (2013), “Using Internet-based Collaboration Technologies for Innovation: Crowdsourcing vs. Expertsourcing,” *Management Theory Conference*, San Francisco, September
- Madsen, Tammy, Jennifer Woolley and Kumar R. Sarangee (2012), “Using Internet-based Collaboration Technologies for Innovation: Crowdsourcing vs. Expertsourcing,” *Academy of Management*, Boston, August
- Madsen, Tammy, Jennifer Woolley and Kumar R. Sarangee (2011), “Using Social Media for Innovation: What Matters?” *Mass Customization, Personalization, and Co-Creation*, Berkeley, November
- Madsen, Tammy, Jennifer Woolley and Kumar R. Sarangee (2011), “Using Social Media for Innovation: What Matters?” *Strategic Management Society*, Miami, November
- Schmidt, Jeffrey B and Kumar R. Sarangee (2011), “The Dynamics of Anticipating Regret When Developing New Products,” *PDMA International Conference*, Phoenix, October (Equal Authorship)

- Schmidt, Jeffrey B and Kumar R. Sarangee (2011), “Should I Stay or Should I Go? The Dynamics of Anticipating Regret When Developing New Products,” *AMA Summer Educators' Conference*, San Francisco, August. (Equal Authorship)
- Sarangee, Kumar, R and Jeffrey B. Schmidt (2009), “An Exploratory Study of Anticipating Regret When Making New Product Project Continuation Decisions,” *AMA Summer Educators' Conference*, Chicago, August
- Sarangee, Kumar, R and Jeffrey B. Schmidt (2008), “An Exploratory Study of Anticipating Regret When Making New Product Project Continuation Decisions,” *PDMA International Conference*, Orlando, September
- Sarangee, Kumar R. (2007), “The Impact of Strategic New Product Alliances on the Radical Product Innovation of Firms,” *AMA Winter Educators' Conference Proceedings* San Diego, February
- Schmidt, Jeffrey, B, Kumar R. Sarangee and Mitzi M. Montoya-Weiss (2006), “Should We Stay or Should We Go? An Exploratory Study of New Product Development Review Practices,” *PDMA International Conference*, Atlanta, October
- Sarangee, Kumar, R and Jeffrey B. Schmidt (2006), "Escalation of Commitment during New Product Development: The Role of Anticipated Regret." *AMA Summer Educators' Conference Proceedings*, Chicago, August - **Best Paper Award, New Product Development, Product Management and Entrepreneurship Track, AMA (2006).**
- Viswanathan, Madhubalan, Avinish Chaturvedi, and Kumar R. Sarangee (2005), "A Cross-Cultural Perspective on Marketing Research and New Product Design for the Low-Literate: Where Engineering and Marketing Meet the Bottom of the Pyramid," *International Conference on Innovation*, India, December

Invited Presentations:

- “Product Line Technology Strategies and Firm Performance.” Indiana University, Fall 2008
- “Product Line Technology Strategies and Firm Performance.” Clarkson University, Fall 2008
- “Product Line Technology Strategies and Firm Performance.” Santa Clara University, Fall 2008
- “Product Line Technology Strategies and Firm Performance.” Bentley University, Fall 2008
- “Product Line Technology Strategies and Firm Performance.” University of Missouri at Kansas City, Fall 2008
- Schmidt, Jeffrey B, Kumar R. Sarangee, and Mitzi M. Montoya-Weiss (2007), “Exploring New Product Development Project Review Practices and Performance,” *Utah Winter Conference on Product and Service Innovation*

- Sarangee, Kumar R. (2007), “The Impact of Strategic New Product Alliances on the Radical Product Innovation of Firms,” *Haring Symposium*, Indiana University

TEACHING

Leavey School of Business, Santa Clara University

- Product Management (MBA, EMBA, MS-Marketing)
- Marketing Analysis and Decisions (MBA)
- Product Market Planning and Strategy (MBA)
- Innovation and New Product Marketing (Undergraduate)
- Principles of Marketing (Undergraduate)
- Marketing Analysis (Undergraduate)

Silicon Valley Executive Center, Santa Clara University

- Corporate Training Seminars

Topics - Product Management, New Product Innovation, Design Thinking, Marketing Strategy, Customer Centricity, Market Research, Entrepreneurial Marketing, Go-to-Market and Branding

- Clients

Firms - Oracle, Adobe, Cadence, Cypress Semiconductors, Mars, CA Technologies, Silicon Valley Innovation Center

Universities - Deggendorf Institute of Technology, Aalen University, University of St Gallen, University of Tokyo, ESADE Business School, Italian Best Program and Politecnico di Milano

Center for Innovation and Entrepreneurship, Santa Clara University

- Marketing for Entrepreneurs

Department of Business Administration, University of Illinois at Urbana-Champaign

- Principles of Marketing (Undergraduate)
- New Product Development (Undergraduate)
- Marketing Strategy (Undergraduate)

SERVICE

Santa Clara University

- Director, Bronco Entrepreneur Advisory Clinic Hours (BEACH)
- Faculty Mentor, BioInnovation Lab, Santa Clara University

- Director - Executive MBA, Leavey School of Business
- Dean Search Committee Member, Leavey School of Business
- Faculty Advisory Committee Member, Miller Center for Social Entrepreneurship
- Faculty Advisory Board Member, Ciocca Center for Innovation and Entrepreneurship
- Principal Coach, Product Club, Leavey School of Business
- Chair, Recruiting Committee, Senior Lecturer, Marketing Department
- Director, Certificate in Productizing Innovation, Leavey School of Business
- Entrepreneurship Leadership Team, Leavey School of Business
- Entrepreneurship Concentration Coordinator, Leavey School of Business
- Co-Chair of Recruiting Committee for Marketing Department, Leavey School of Business
- Faculty Senate Representative for Marketing Department, Leavey School of Business
- Member of Core Committee for Graduate Program Revision, Leavey School of Business
- Member of Undergraduate Curriculum Revision Committee, Leavey School of Business

University of Illinois

- Session Chair, *Pricing Camp*, May 2005.
- Coordinator - *Industrial Distribution Management*, Case Competition, 2005 – 2007.

Professional

- Track Chair of the Session “Products Consumers Can’t Live Without”, *Academy of Marketing Science* (AMS) Conference, Indianapolis, 2014.
- Ad-Hoc Reviewer

Journals

- Organization Science
- Journal of Product Innovation Management
- Strategic Entrepreneurship Journal
- Journal of Business Research
- Journal of Management Studies

- Journal of Macromarketing

Book

- Future Focused Strategic Marketing

Conferences

- Academy of Marketing Science (AMS)
- American Marketing Association (AMA)
- Association for Consumer Research (ACR)
- Product Development and Management Association (PDMA)

PROFESSIONAL AFFILIATIONS

- American Marketing Association (AMA)
- Product Development and Management Association (PDMA)
- Academy of Marketing Science (AMS)

INDUSTRY EXPERIENCE

- Marketing Analyst, NFO World Group, Cincinnati, OH, 2003
- Finance Intern, Morgan Stanley, Cleveland, Ohio, 2002.
- Territory Marketing Manager, Caltex Lubricants India Ltd, Indore, India, 2000-2001.
- Product Marketing Manager, Mirc Electronics Ltd, Bhopal, India, 1999-2000.
- Market Research Intern, Ortel Communications, India, 1998.

Consulting

- Looking Forward Health Services, Cleveland, Ohio, 2004 (Entrepreneurial Marketing)
- Weatherhead School of Management, Case Western Reserve University, Cleveland, Ohio, 2003 (Integrated Marketing Communications)
- Horsburgh and Scott, Cleveland, Ohio, 2002 (Market Planning)
- GetUsPPE 2020 (Marketing Strategy)
- Summit Wireless Technologies Inc. 2020 (Customer Centricity and Product Marketing)