



## Sridhar Balasubramanian, PhD (Sridhar)

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ROY & ALICE H. RICHARDS BICENTENNIAL SCHOLAR AND  
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Sridhar Balasubramanian is the Roy & Alice H. Richards Bicentennial Scholar, Associate Professor of Marketing, and Marketing PhD Coordinator at the University of North Carolina at Chapel Hill's Kenan-Flagler Business School. His teaching and research interests are in the areas of marketing strategy, customer-focus, innovation and growth strategy, services design and marketing, e-commerce, customer relationship management, game theory, and the management of competition. He also specializes in bringing the tools and concepts of market-focus and customer-focus into other functional areas, including the management of human resources. His research has won prestigious awards from organizations such as INFORMS and the National Science Foundation, including the prestigious John D.C. Little Award for 1998 from INFORMS for the best marketing paper in *Marketing Science* and *Management Science*.

Sridhar has also been frequently recognized for outstanding teaching. Currently he teaches in the MBA, EMBA and Executive Development programs at UNC. He was designated a MBA Master Teacher at UNC, and has also taught in executive education programs in South America, Europe, and Asia. He has conducted executive education programs for and/or consulted with numerous organizations, including BASF, Boeing, Canara Bank, Caterpillar Inc., Dentsply, the Environmental Protection Agency, Glen Raven, John Deere, KPMG, Performance Food Group, SHRM, the State Bank of Hyderabad, Union Bank, the U.S. Navy, the U.S. Army, Vincera, and Xerox.

Before beginning his academic career, Sridhar was Area Sales Manager for India's leading food manufacturing and marketing company. He has also worked as a marketing strategy advisor to start-up companies, and has advised firms on issues related to becoming customer focused, the design and implementation of marketing strategy, building marketing strategy skills, and the pursuit of profitable innovation and growth.

Sridhar pursues a broad and active research agenda. His work appears in journals such as *Marketing Science*, *Management Science*, *Journal of Marketing*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Decision Support Systems*, and *Sloan Management Review*. He has served as guest editor of the Centennial Issue of the *Journal of Retailing*, and as a reviewer for a number of journals. He serves on the Editorial Board of *Marketing Science* and the *Journal of Interactive Marketing*.

Sridhar received MA and PhD degrees from Yale University, an MBA from the Indian Institute of Management (IIM Bangalore-India), and a B.Tech degree from the Indian Institute of Technology (IIT Kharagpur-India).