

ASHWIN ARAVINDAKSHAN

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EDUCATION

University Of Maryland, College Park, MD - Robert H. Smith School of Business
Ph.D. - Business Administration, May 2007.
Indian Institute of Technology, Chennai (IIT), India
Bachelor of Technology - Aerospace Engineering, August 2001.

EMPLOYMENT

University of California, Davis – Graduate School of Management
Assistant Professor, 2007 – 2015
Associate Professor, 2015 – present
Director, Masters of Science in Business Analytics, 2018 – present
University of Maryland, College Park – Robert H Smith School of Business
Research Assistant and Lecturer in Marketing, 2001 – 2007

RESEARCH INTERESTS

Customer Relationship Management, Advertising Allocation Models, Assortment Optimization, Mobile Communications, Human-AI interaction in Chatbots, Networks

RESEARCH

PUBLISHED/FORTHCOMING ARTICLES

Rutz, O., Aravindakshan, A., and Rubel, O. (2019) "Measuring and forecasting mobile game app engagement." *International Journal of Research in Marketing*. 36(2), 185-199.

Hilbert, M. and Aravindakshan, A. (2018) "What Characterizes the Polymodal Media of the Mobile Phone? The Multiple Media within the World's Most Popular Medium." *Multimodal Technologies and Interaction*. 2, 37.

Nandi, S., Thota S., Nag A., Sw Divyasukhananda, Goswami P., Aravindakshan A., Rodriguez R. and Mukherjee B. (2016) "Computing for Rural Empowerment: Enabled by Last-Mile Telecommunications." *IEEE Communications Magazine*. 54(6): 102-109.

Aravindakshan, A. and Naik, P. (2015) "Understanding the Memory Effects in Pulsing Advertising" *Operations Research*, 63(1): 35-47.

Aravindakshan, A, Rubel, O. and Rutz, O¹. (2015) "Managing Blood Donations by Marketing" *Marketing Science*, 34(2):269-280.

Aravindakshan, A., Peters, K. and Naik, P. (2012) "Spatio-temporal Allocation of Advertising Budgets" *Journal of Marketing Research* (Lead Article), 49(1): 1-14.

Aravindakshan, A. and Ratchford, B.T. (2011) "Solving Share Equations in Logit Models using the LambertW Function" *Review of Marketing Science*, 9(1): 1.

Aravindakshan, A. and Naik, P. (2011) "How Does Awareness Evolve When Advertising Stops? The Role of Memory" *Marketing Letters*, 22(3): 315 - 326.

Shane, S., Shankar V. and Aravindakshan A. (2006) "The Effects of New Franchisor Partnering Strategies on Franchise System Size". *Management Science*, 52(5): 773-787.

Aravindakshan, A., Rust, R.T., Lemon, K. N. and Zeithaml V. A. (2004) "Customer Equity: Making Marketing Strategy Financially Accountable". *Journal of Systems Science and Systems Engineering*, 13(4):405-422.

HONORS, GRANTS AND AWARDS

\$12,000 MSI Grant Award (2013)

Small Grant in Aid of Research, University of California, Davis. June ,2018, 2017, 2016, 2014, 2012, 2010, 2009.

PROFESSIONAL WORK & AFFILIATIONS

Reviewer: Journal of Marketing, Journal of Marketing Research, Management Science, Marketing Science, INFORMS Journal of Computing, Applied Mathematical Modeling, Journal of Retailing, Journal of Interactive Marketing
Editorial Board – Journal of Retailing (2017-Present)
American Marketing Association
INFORMS

¹ Names in alphabetical order