**Amiya K. Basu**

**Professor of Marketing, Whitman School of Management, Syracuse University**

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**Education**

Ph.D. 1984, Stanford University, Graduate School of Business.

M.S. 1978, University of Pittsburgh, Physics.

**Research Interests**

Primary Interest: Incentive and control in organizations, including salesforce planning and

compensation; pricing; services marketing

Other Interests: Direct marketing, econometric model building

**Teaching Interests**

Marketing Research, Marketing Management, Marketing Models, Pricing, Business Analytics, Marketing Analytics

**Courses Taught at the Whitman School of Management**

**Undergraduate**: Marketing Research, Marketing and Society, Marketing Analytics

**MBA**: Marketing Research, Marketing Analytics, Marketing Management, Business Analytics, Managerial Mathematics

**Ph.D**.: Marketing Models, Multivariate Analysis

**Professional Experience**

May 2005-present Professor of Marketing, Whitman School of Management, Syracuse University

January-June 2005 Acting Chair, Department of Marketing, Whitman School of Management,

Syracuse University

1991-April 2005 Associate Professor, Whitman School of Management, Syracuse University.

1998-99 Visiting Faculty, Vinod Gupta School of Management, Indian Institute of

Technology, Kharagpur (on research leave from Syracuse University).

1983-1991 Assistant Professor, Department of Business Administration, University

of Illinois at Urbana-Champaign.

1988-1989 Visiting Faculty, Krannert Graduate School of Management,

Purdue University.

**Awards and Honors:**

Best paper award, Retailing and Pricing Track, 2006 American Marketing Association Summer Conference, for “Impact of Price Sensitivity and Relative Value Advantage on Optimal Brand Price Under Competition,” with Tridib Mazumdar and S.P.Raj.

John D.C. Little award from the INFORMS College on Marketing for the article “Salesforce Compensation Plans: An Agency Theoretic Perspective,” with R.Lal, V.Srinivasan and R.Staelin.

Oberwager Award for Teaching,Whitman School of Management, Syracuse University.

**Publications**

"Examining End-Users' Ability to Select Business Services: A Conceptual Framework and an Empirical Study,” with Padmal Vitharana, Information & Management, 57(6), September 2020.

“Pricing Strategy for GM Food: Impact of Consumer Attitude Heterogeneity and GMO Food Labeling,” with Rong Li, Annals of Operations Research, February 2019.

“Value Co-Creation: Factors Influencing Discretionary Effort Exertion,” with Praveen Aggarwal,

Services Marketing Quarterly, 35: 321-336 (2014)

“Pricing of Experience Products under Consumer Heterogeneity,” with Atanu Adhikari and S.P.Raj, International Journal of Hospitality Management, 33 (June), 2013, pp 6-18

“Hyping diffusion: all adopters are not equal,” with Martin Nunlee, Journal of Innovative Marketing, 2012

“Impact of Customer Knowledge Heterogeneity on Bundling Strategy,” with Padmal Vitharana, Marketing Science, 28(4), 2009, pp 792-801.

“Components of Optimal Price Under Logit Demand,” with Tridib Mazumdar and S.P.Raj, 182 (3), 2007, pp 1084-1106, European Journal of Operational Research.

“Pricing of Delivery Services,” with Charles Ingene and Tridib Mazumdar, Journal of Regional Science , 44(4), 2004, pp 743-772.

“Indirect Network Externality Effects on Product Attributes,” with Tridib Mazumdar and S.P.Raj, Marketing Science, 22(2), 2003, pp 209-221.

“Do warranties influence perceptions of service quality? A study of the automobile repair and service industry,” with Syed Saad Andaleeb, Journal of Retailing and Consumer Services, 5(2), 1998, pp 87-91.

“Using A Menu Of Geographic Pricing Plans: A Theoretical Investigation,” with Tridib Mazumdar, Journal of Retailing, 71(2), 1995, pp 173-202

“Modeling the Response Pattern to Direct Marketing Campaigns,” with Atasi Basu and Rajeev Batra, Journal of Marketing Research, 32 (May), 1995, pp 204-212.

“Technical Complexity and Consumer Knowledge as Moderators of Service Quality Evaluation in the Automobile Service Industry,” with Syed Saad Andaleeb, Journal of Retailing, 70(4), 1994, pp 367-381.

# Explaining blood donation: The trust factor, with S. Saad Andaleeb, [**Journal of Health Care Marketing**](http://search.proquest.com/pubidlinkhandler/sng/pubtitle/Journal+of+Health+Care+Marketing/$N/36770/DocView/232333036/fulltext/F99F3818EA0E4E3CPQ/1?accountid=14214)[spacer15.1spacer](http://search.proquest.com/indexingvolumeissuelinkhandler/36770/Journal+of+Health+Care+Marketing/01995Y04Y01$23Spring+1995$3b++Vol.+15+$281$29/15/1?accountid=14214) (Spring 1995): 42.

“On the Relative Performance of Linear Versus Nonlinear Compensation Plans,” with

K.Gurumurthy, International Journal of Research in Marketing, 7(2-3), 1990, pp 171-178.

“The Metric Quality of Ordered Categorical Data,” with V.Srinivasan, Marketing Science, 8(3),

1989, pp 205-230.

“The Impact of Advertising Copy Testing: Is The Advertiser Getting More Than He Bargained For?”, with L.Buchanan, Advances In Consumer Research, Vol. XVI, 1989.

“ADSPLIT: A Multibrand Advertising Budget AllocationModel,” with R.Batra,

Journal of Advertising, June, 1988, pp 44-51.

“Salesforce Compensation Plans: An Agency Theoretic Perspective,” with R.Lal, V.Srinivasan and R.Staelin, Marketing Science, 4(4), 1985, pp 267-291.

**Work in Progress**

“Retail Competition on Salop Circle under Linear Demand: Implications for Distribution Strategy,” with Atasi Basu and Charles A. Ingene, SSRN Working Paper Series 3825295.

“New Venture Financing and Venture Capital `Funding Hole’,” with Siddhartha Basu and Sankar De, SSRN Working Paper Series 3818268.

“Distribution Intensity, Retailer Competition, and Channel Coordination: A Salop Circle Approach,” with Atasi Basu and Charles Ingene, SSRN Working Paper Series 4334155WPS.

**Selected Citations from scholar.google.com (January 30, 2023)**

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| --- | --- | --- |
| **Article** | **Journal** | **Number of citations** |
| Salesforce Compensation Plans, an Agency Theoretic Perspective | Marketing Science, 1985 | 905 |
| Indirect Network Externality Effects on Product Attributes | Marketing Science, 2003 | 205 |
| Technical complexity and consumer knowledge as moderators of service quality evaluation in the automobile service industry | Journal of Retailing, 1994 | 253 |
| Metric Quality of Ordered Categorical Data | Marketing Science, 1989 | 73 |
| Explaining Blood Donation: The Trust Factor | Journal of health care marketing | 90 |
| On the relative performance of linear versus nonlinear compensation plans | International Journal of Research in Marketing, 1989 | 63 |
| Modeling the Response to Direct Marketing Campaigns | Journal of Marketing Research, 1995 | 48 |
| Impact of Customer Knowledge on Bundling Strategy | Marketing Science, 2009 | 53 |
| Do warranties influence perceptions of service quality?: A study of the automobile repair and service industry | Journal of Retailing and Consumer Services | 48 |
| Pricing of experience products under consumer heterogeneity | International Journal of Hospitality Management, 2013 | 43 |
| ADSPLIT: A multi-brand advertising budget allocation model | Journal of Advertising, 1988 | 33 |
| Value Co-Creation: Factors Influencing Discretionary Effort Exertion | Services Marketing Quarterly, 2014 | 28 |
| Using a Menu of Geographic pricing Plans: A Theoretical Investigation | Journal of Retailing, 1995 | 9 |

**Review Work:**

1. Member of the Editorial Review Board: Journal of Retailing

2. Reviewer for: Journal of Marketing Research, Marketing Science, Management Science,

Journal of Business, Journal of Marketing, Journal of Retailing, Journal of Retailing and Consumer Services, International Journal of Research in Marketing, Journal of Economics & Management Strategy, Journal of Business and Economic Statistics, Applied Mathematics Letters, European Journal of Operational Research, Marketing Science Institute, Academy of Marketing Science Annual Conference.

**Personal Data:**

Citizenship: Indian (U.S. permanent resident)

**References**: Provided upon request