
Rahul Govind

School of Business Administration

Professional Interests

Research: Mathematical Modeling

Teaching: Marketing Principles, Marketing Research

Academic Background

Ph.D. University of Pittsburgh, Pittsburgh, PA, 2004

M.B.A. Indian Institute of Management, Bangalore, India, 1997

B.A. University of Delhi, Delhi, India, 1995

Dissertation

Using Spatial Dependence to Examine Marketing Data

Work Experience

Academic Experience

Assistant Professor of Marketing, School of Business Administration, the University of Mississippi (2004 - Present).

Instructor, University of Pittsburgh (2003 - 2004).

Non-Academic Experience

Distribution Manager, Hewlett Packard (1997 - 1998).

Distribution Manager, Compaq India Ltd. (1994 - 1995).

Consulting

2005: Pfizer

2004: University of Pittsburgh at Greensburg

2004: UPMC Health Services

2004: J.D.Powers

2004: Ford Motor Company

2003: Scott Levin

2002: Hewlett Packard

1998: AirTel

1998: Microland

Teaching

Courses Taught

Marketing Management

Marketing Principles

Marketing Research

Research/Intellectual Contributions:

Refereed Articles

Govind, R., Chatterjee, R., & Mittal, V. (2008). Timely access to health care: Customer-focused resource allocation in a hospital network. *International Journal of Research in Marketing*, 25 (4), 294-300.

Mittal, V., Jules, R., & Govind, R. (2007). Perception Gap in Quality of Life Perceptions. *The Gerontologist*, 47 (2), 159-168.

Mittal, V., Kamakura, W., & Govind, R. (2004). Geographic Patterns in Customer Service and Satisfaction: An Empirical Investigation. *Journal of Marketing*, 68 (3), 48-62.

Papers Under Review

Garg, N., Govind, R., Ingene, C. A. , & Sun, W. (2008). "Doctors' Orders: Illness, Compliance, and Spatially-Targeted Marketing," initial submission to *Journal of Public Policy and Marketing*.

Govind, R., Garg, N., & Mittal, V. (2008). "Weather and Hedonic Consumption: What's Feeling Bad Got to Do with It," initial submission to *Journal of Marketing*

Sun, W., Govind, R., & Garg, N. (2007). "The Effect Of Weather On Negative Hedonic Consumption And Regional Variations In The Relationship," initial submission to *Journal of Public Policy and Marketing*.

Refereed Proceedings

Abstract Only

Govind, R. & Ingene, C. A. (in press, 2006). Geographically-Customized Promotions for Netizens. *Marketing Science Institute Academic Conference*.

Govind, R., Chatterjee, R., & Mittal, V. (in press, 2004). Optimal Service Mix Provision in the Presence of Spatially Dependent Demand. *Marketing Science Conference*.

Govind, R., Chatterjee, R., & Mittal, V. (in press, 2004). Segmentation of Spatially Dependent Regions: Methodology and Illustrative Application. *Marketing Science Conference*.

Working Papers

Govind, R., Chatterjee, R., & Mittal, V. (2009). "Incorporating Spatial Dependency in Clusterwise Regression Analysis." targeted for *Journal of Marketing Research*.

Jiang, J., Ingene, C. A. , & Govind, R. (2007). "Competition between retail formats" targeted for *Journal of Retailing*.

Presentation of Refereed Papers

International

Govind, R., Garg, N., & Mittal, V. (2009). Weather and Hedonic Consumption: What's Feeling Bad Got to Do with It. Presented at *Association for Consumer Research*, Hyderabad, India.

Sun, W., Govind, R., & Garg, N. (2009). Varying Effects of Weather on Hedonic Consumption. Accepted for *Marketing Science Conference*, Ann Arbor, Michigan.

Sun, W., Govind, R., & Garg, N. (2008, June). Varying Effects of Weather on Hedonic Consumption. Accepted for *Society for Consumer Psychology*, Boston, Massachusetts.

Sun, W., Ingene, C. A. , & Govind, R. (2008, June). Competition between Food Retailing Formats. Accepted for *Marketing Science Conference*, Vancouver, Canada.

Sun, W., Govind, R., & Garg, N. (2008, June). Varying Effects of Weather on Hedonic Consumption. Accepted for *Marketing Science Conference*, Vancouver, Canada.

Garg, N., Govind, R., Ingene, C. A. , & Sun, W. (2007, June). Doctors' Orders: Illness, Compliance, and Spatially-Targeted Marketing. Accepted for *Marketing Science Conference*, Vancouver, Canada.

Govind, R. & Ingene, C. A. (2006, June). Geographically-Customized Promotions for Netizens. Accepted for *Marketing Science Conference*, Pittsburgh, Pennsylvania.

Govind, R., Chatterjee, R., & Mittal, V. (2003). Optimal Service Mix Provision in the Presence of Spatially Dependent Demand. Presented at *Marketing Science Conference*, College Park, Maryland.

Govind, R., Chatterjee, R., & Mittal, V. (2002). Segmentation of Spatially Dependent Regions: Methodology and Illustrative Application. Presented at *Marketing Science Conference*, Alberta, Canada.

Research Grants

Funded-External

1997 - Rahul, G., "Director's Research Grant for study of Indian Telecom Sector", *Indian Institute of Management*, Bangalore, India.

Funded-Internal

2006 - Govind, R., "2006 Faculty Research Program grant award", The study incorporates spatial and temporal dependence in the incidence of various diseases in a geographic area. The spatially smoothed disease pattern is used to determine the percentage of beds that need to be devoted to various types of diseases given a pre-existing network of hospitals and their bed capacity. The model can also help policy makers to determine the size and location of new hospitals., *University of Mississippi*, (\$8,000).

2005 - Rahul, G., "Summer Research--\$10,000 (The grant is for a project series that is currently under second revision at the *Journal of American Statistical Association*. It will be applied towards research in Summer '05 as salary.)", *University of Mississippi*, School of Business Administration, (\$10,000).

Research Honors and Awards

Awards:

2002 - Dean's Research Award from the Ford Motor Company, *Katz Graduate School of Business*, *University of Pittsburgh*.

2001 - Haring Symposium Fellow, *Indiana University*.

Service:

Service to the University

Department assignments:

Member:

2004-2005: Department of Marketing, Undergraduate Curriculum Committee: University of Mississippi, School of Business Administration

College assignments:

Faculty Advisor:

2008-2009: Ole Miss Marketing Organization

Member:

2007-2008: Marketing Clinical Search Committee

2005-2006: Marketing Curriculum Committee

University assignments:

Member:

2007-2008 through 2008-2009: Information Literacy Committee: The Committee's charge is to 1. Increase the scope and reach of library instruction 2. Foster activities which will improve library instruction and increase active learning 3. Provide peer mentoring for staff involved in library instruction 4. Facilitate assessment of library instruction

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2007-2008: Recruitment Committee: Recruitment of Clinical professor for the department of marketing.

Service to the Profession

Member: Committee/Task Force

2008-2009: University of Mississippi, Committee Member for Doctoral Candidate - Wenbin Sun and Jatinder Singh (International).

2007-2008: University of Mississippi, Committee Member for Doctoral Candidate - Wenbin Sun (National).

2007-2008: University of Mississippi, Committee Member for Doctoral Candidate - Jatinder Singh (National).

2006-2007: University of Mississippi, Committee Member for Doctoral Candidate - Jianfeng Jiang (International).

Reviewer - Article / Manuscript

2007-2008: International Journal of Research in Marketing, Reviewer for IJRM (International).

2006-2007: Conference Reviewer, Conference Reviewer: Summer AMA (International).

Reviewer: Ad Hoc Reviewer for a Journal

2008-2009: International Journal of Research in Marketing (International).

2008-2009: Journal of Marketing (International).

2007-2008: Marketing Science, Reviewer for Marketing Science (International).

2005-2006: Marketing Science Institute, Ad-Hoc Reviewer: Marketing Science (National).

Reviewer: Conference Paper

2007-2008: Marketing Science Conference, Reviewer for Marketing Science Conference (International).

2006-2007: Conference Reviewer, Conference Reviewer: Summer AMA (International).

2004-2005: Marketing Science Institute, Conference Reviewer: Winter AMA (International).

Other

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