

Neeli Bendapudi

The Ohio State University
Department of Marketing
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EDUCATION

Ph. D. May 1994	University of Kansas, Lawrence, Marketing
MBA November 1985	Andhra University, India
BA April 1983	Andhra University, India

ACADEMIC EXPERIENCE

Professor of Marketing, The Ohio State University, 2008-present
Associate Professor of Marketing, The Ohio State University, 2002-2008
Assistant Professor of Marketing, The Ohio State University, 1996 - 2002
Assistant Professor of Marketing, Texas A&M University, 1994-1996

BUSINESS EXPERIENCE

Chief Customer Officer and EVP, Huntington National Bank,
2007-October 2008

Customer Experience Consultant, Huntington National Bank, August 2006-March 2007.
Huntington is among the Top 25 banks in the US.

BUSINESS BOARDS

Publicly held:	Lancaster Colony Corporation
Privately held:	Sheetz Brothers
Employee-owned:	CTL Enterprises

CIVIC BOARDS

Big Brothers, Big Sisters, Columbus
Center for Healthy Families, Columbus

RESEARCH PUBLICATIONS

Journal Articles

SN Singh, SK Mishra, N Bendapudi and D Linville (1994), "Enhancing Memory of Television Commercials Through Message Spacing," Journal of Marketing Research, 31 (August), 384-392.

N Bendapudi , SN Singh and V Bendapudi (July 1996), "Enhancing Helping Behavior: An Integrative Framework for Promotion Planning," Journal of Marketing, 33-49.

N Bendapudi and LL. Berry (1997), "Customer Receptivity to Relationship Marketing," Journal of Retailing, 73(1), 15-37.

G Allenby, N Bendapudi, RE. Burnkrant, L Fine, J Ginter, RP Leone, M Stiving, and HR Unnava (1999), "Market Segmentation in the 21st Century: Discrete Solutions to Continuous Problems," Seoul Journal of Business, 129-157.

N Bendapudi and RP Leone (2001), "How to Lose Your Star Performer, Without Losing Customers, too," Harvard Business Review, November, 104-115.

N Bendapudi and RP. Leone (2002), "Managing Business-to-Business Customer Relationships Following Key Contact Employee Turnover in a Vendor Firm," Journal of Marketing, April, 83-101.

N Bendapudi and RP. Leone, "Psychological Implications of Customer Participation in Coproduction," Journal of Marketing, January 2003.

LL Berry and N Bendapudi, "Clueing in Customers," Harvard Business Review, February 2003. N Bendapudi and V Bendapudi, "Creating the Living Brand," Harvard Business Review, May 2005. (HBR Bestseller when published and till today)

T Donovan, X Fang, N Bendapudi and SN. Singh, "Applying Interactional Psychology to Salesforce Management: a Socialization Illustration." Qualitative Market Research: An International Journal; February 2004.

N Bendapudi and V Bendapudi, "Creating the Living Brand," Harvard Business Review, May 2005. (HBR Bestseller when published and till today)

N Bendapudi, L Berry, K Frey, J Parish, and W Rayburn,(2006), "Patients' Perspectives on Ideal Physician Behaviors," Mayo Clinic Proceedings, March 2006, pp. 338-344. (Lead article with editorial commentary)

L Berry and N. Bendapudi (2007), "Healthcare: A Fertile Field for Service Research," Journal of Service Research, 10(2), 111-122.

F Sanfilippo, N Bendapudi, A Rucci and L. Schlesinger (2008), "Strong Leadership Drives Culture and Performance Change," Academic Medicine.

Proceedings and Presentations

Bendapudi, Neeli, "Whose Ideal Doctor?," AMA Winter Educators' Conference, Austin, TX, February 2008.

Bendapudi, Neeli, "Teaching and Ethics," AMA Sheth Foundation, 40th Annual Doctoral Consortium, July 6-10, 2005.

Bendapudi, Neeli, Randy Raggio and Stephen Brown, "Value Pricing: Navigating the Free-to-Fee Transition for B2B Services," Penn State's SMEAL College of Business' Institute for the Study of Business Markets Academic Workshop "New Priorities and Challenges for Business-to-Business Marketers," August 5-6, 2004, Harvard Business School, Boston, Massachusetts.

Bendapudi, Neeli, "Trends in Services Research," AMA Sheth Foundation, 39th Annual Doctoral Consortium, June 19, 2004, College Station, TX.

Bendapudi, Neeli, "B2B Services," QUIS 9 The 9th International Research Symposium on Service Excellence in Management , June 15-18, 2004, Karlstad, Sweden.

Bendapudi, Venkat, Neeli Bendapudi, and Deborah Ballam (2002), "Employee Responses to Psychological Contracts." Academy of Management Conference, Denver CO, August 9-14, 2002.

Bendapudi, Neeli and Robert P. Leone (2002), "Owning the Customer Relationship," Marketing Science Institute, Customer Relationship Management: Strategies and Company-wide Implementation, July 11-12, 2002, Fontainebleau, France.

Berry, Leonard L. and Neeli Bendapudi (2002), "Improving Healthcare Service," Plenary session presentation, QUIS8, Victoria, British Columbia, June 12, 2002.
Psychological Implications of Customer Co-production, Arizona State University, March 20, 2002

Bendapudi, Venkat, Neeli Bendapudi, and Deborah Ballam (2001), "Employee-Customer Relationships and Implications for Marketing Services." Abstract published in the proceedings of the 10th Annual AMA Frontiers in Services Conference, October 25-28, Bethesda, Maryland.

Bendapudi, Neeli and Robert P. Leone (2000), "Understanding and Managing Service-Provider versus Company Brand Equity: Managing the Relationship between the Service Company, the Service-Provider, and the Customer," Marketing Science Institute,

Managing Customer Relationships, March 2-3, 2000, Charleston Place, Charleston, SC.

Bendapudi, Neeli and Leonard L. Berry (1996), "Customers' Relational Competence in Service Relationships." Abstract published in the Proceedings of the Frontiers in Services Conference, Nashville, Tennessee, October 3-5.

Bendapudi, Neeli and Surendra N. Singh (1996), "Moods as Heuristics in Service Evaluations." Proceedings of the 1996 AMA Summer Marketing Educators' Conference, San Diego, California.

Bendapudi, Neeli and Leonard L. Berry (1996), "Customer Responsiveness to Relationship Marketing Efforts." Proceedings of Quality in Services Symposium (QUIS 5), Karlstad, Sweden, June 17-20.

Bendapudi, Neeli, Sanjay K. Mishra and Surendra N. Singh (1996), "Effects of Attachment Style on Marketing Phenomena: Theoretical Conceptualization and Preliminary Evidence," Proceedings of the 1996 AMA Winter Marketing Educators' Conference, Hilton Head, SC, February 4-6.

Bendapudi, Neeli and V. Parker Lessig (1996), "Customer Responses to Service Failure: What Happens When Things Go Wrong?" Proceedings of the 1996 AMA Winter Marketing Educators' Conference, Hilton Head, SC, February 4-6.

Bendapudi, Neeli and Leonard L. Berry (1995), "Customer Receptivity to Relationship Marketing Efforts," Abstracted in Proceedings of AMA Frontiers in Services Conference, Nashville, TN, October 5-7.

Bendapudi, Neeli and V. Parker Lessig (1994), "Next in Line: The Impact of Other Patrons on Customer Service Experiences," Abstracted in Proceedings of AMA Frontiers in Services Conference, Nashville, TN, October 6-8.

Bendapudi, Neeli and Surendra N. Singh (1994), "Effective Promotional Strategies for Charitable Organizations," Proceedings of the AMA Winter Educators' Conference, St. Petersburg, FL, February 19-22.

Bendapudi, Neeli and V. Parker Lessig (1993), "Who's to Blame When Things Go Wrong? An Investigation of Customer Attributions in Service Encounters," Abstracted in Proceedings of AMA Frontiers in Services Conference, Nashville, TN, October 21-23.

Bendapudi, Neeli and Surendra N. Singh (1993), "Promotional Strategies to Enhance Charitable Behavior: An Interactional Framework," Proceedings of the American Academy of Advertising, Montreal, Canada, April 16-19.

Singh, Surendra N., Mishra, Sanjay, Bendapudi, Neeli, and Denise Linville (1992), "Manipulating Message Spacing to Enhance Memory of Television Commercials in

Older and Younger Adults," Marketing Science Institute Papers Series, November.

Bendapudi, Neeli and Surendra N. Singh (1992), "Conditions for the Use of Heuristics in Service Quality Judgments." Abstract published in the Proceedings of the Frontiers in Services Conference, Nashville, Tennessee, September 24-26.

Singh, Surendra N., Mishra, Sanjay, Bendapudi, Neeli, and Denise Linville (1992), "Using Encoding Variability Theory to Enhance Memory for Television Commercials Among Older Adults." Abstract published in the Proceedings of the Marketing Science Conference, London, England, July 11-16.

Bendapudi, Neeli (1992), "A New Conceptualization of Service Quality," Proceedings of the First Annual Nebraska Doctoral Symposium, Lincoln, Nebraska, April 9-11. (Non-Refereed).

RESEARCH IN PROGRESS

Bendapudi, Neeli, Janet Parish, and Leonard L. Berry, "Whose Ideal Doctor? The Impact of Patient and Physician Factors in Evaluating Physicians."

Bendapudi, Neeli and Steven Kalister, "Identification and Advocacy: Volunteers' Relationships with Charitable Organizations."

Bendapudi, Venkat and Neeli Bendapudi, "The Impact of HR practices on Consumer Perceptions of Service Quality."

RESEARCH HONORS AND AWARDS

Honors

Richard D. Irwin Doctoral Dissertation Fellowship (1993-1994) (Awarded to dissertators in a nationwide competition).

University of Kansas Graduate School Dissertation Fellowship (1993-1994)
(One of five awarded to dissertators in a university-wide competition)

Junior Research Fellow, University Grants Commission, India (1985)

Grants

The Ford Motor Company Competitive Research Grant (1999-2001) for project entitled "Cross-cultural perceptions of Fairness in Judging Service Quality," with Professor Jerald Greenberg.

Ohio State University Fisher College of Business Dean's Competitive Summer Grant (2000) for project entitled "Owning the Customer Relationship."

Ohio State University Fisher College of Business Dean's Competitive Summer Grant (1999) for project entitled "Customer Perceptions of Service Company versus Service-provider Equity."

Ohio State University Small Grant (1998-1999) for project entitled "Customer Responses to Coproduction" with Professor Robert P. Leone.

University of Kansas General Research Fund (1994) awarded for project entitled "Next in Line: The Impact of Other Patrons on Customer Service Experiences." With V. Parker Lessig.

University of Kansas General Research Fund (1993) awarded for project entitled "Who's to Blame When Things Go Wrong? An Investigation of Customer Attributions in Service Encounters." With V. Parker Lessig.

Marketing Science Institute Research Grant (1992) awarded for project entitled "Altering Message Spacing to Enhance the Memory of Television Commercials." With Surendra N. Singh, Sanjay K. Mishra, and Denise Linville.

University of Kansas School of Business Summer Research Competition Award (1992) for project entitled "Promotional Strategies to Enhance Volunteering and Giving." With Surendra N. Singh.

University of Kansas School of Business Summer Research Competition Award (1991) for project entitled "Message Spacing and Advertising Effectiveness." With Surendra N. Singh.

TEACHING EXPERIENCE

Undergraduate level.

Principles of Marketing, Marketing Research, Managerial Marketing, Promotional Strategies, Services Marketing (Courses taught at the Undergraduate level at the University of Kansas, Texas A&M University, and The Ohio State University).

MBA level.

Services Marketing, Core Marketing Management (Taught at Texas A&M University and The Ohio State University).

Ph.D. level

Seminar on Marketing Strategy

Executive Education.

Through the Fisher College of Business, I have conducted workshops or made presentations to business groups such as AEP, Cardinal Health, FBI Crime Labs, Huntington Bank, Limited Brands, Nationwide, OCLC, and Textron, among others. I have worked with American Import Auto Dealers Association, the National Association of Convenience Stores, Oxxo FEMSA, Radici, Mayo Clinic, Worthington Industries, and Yellow Roadways among many others.

TEACHING HONORS AND AWARDS

A. National Recognition

- Academy of Marketing Science Outstanding Marketing Teacher Award, 2003

B. Central Ohio Recognition

- Listed as one of 12 Women You Should Know in Central Ohio in the Calendar produced by Women for Economic Leadership and Development, 2007.

C. City level Recognition

- Selected as the Columbus American Marketing Association Marketing Educator of the Year, 2006

D. University Level Recognition.

- Faculty honoree at the SPHINX and Mortar Board Senior Faculty/Staff Recognition Reception, Ohio State University (university-wide recognition).— 1997, 1998
- Faculty invitee to The President's Salute to Undergraduate Achievement, 2000, 2001

- Alumni Distinguished Teaching Award, 2001
- Featured in recruitment material for undergraduate students in the Face Book and the Website, multiple years
- Featured speaker in recruiting events for admitted Honors and Scholars, Scarlet and Gray Honors Days, multiple years

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E. College Level Recognition.

- Pace Setters Undergraduate Teaching Award, Fisher College of Business, The Ohio State University, 1998.
- MBA Outstanding Elective Professor Award, 2000
- MBA Outstanding Elective Professor Award, 2001
- Outstanding EMBA Professor Award, 2005
- MBA Best Core Professor Award, 2005
- MBA Outstanding Elective Professor Award, 2006
- MBA Outstanding Elective Professor Award, 2007

F. Department Level Recognition.

- OSU American Marketing Association Marketing Professor of the Year Award, Fisher College of Business, Ohio State University, 1999.
- OSU American Marketing Association Marketing Professor of the Year Award, Fisher College of Business, Ohio State University, 1998.

Grants

Fisher College Arthur Innovation Grant with Professors Fine and Leone for development of executive education program on Sports and Events Marketing, 2001

William and Mary Ann Arthur Innovation Fund To Support Teaching Related To The Service Sector Of The Economy, The Ohio State University, 1999.

Teaching-related Publications and Research in Progress

Bendapudi, Neeli (2000), "Points to Ponder for International Students Teaching in the U.S. Business Curriculum," Marketing Educator, 9(1)...*This article is included as part of the orientation material provided to all incoming international TAs at OSU.*

Bendapudi, Neeli and Mindy Stobart (2008), "Services Research Collaborations: Beyond the Ivory Tower," pp 169-174, in Services Science, Management, and Engineering, Springer, 2008.

Bendapudi, Neeli and Venkat Bendapudi, "Service Co-Production: A Critical Incident Analysis of Undergraduate Student Experiences of Class Participation."

SERVICE ACTIVITIES WITHIN COLLEGE AND PROFESSION

1. Reviewing Activities.

Journals

Member, Editorial Review Board, Journal of Marketing, 1996-2005

Ad hoc Reviewer, Academy of Management Review

Ad hoc Reviewer, Journal of the Academy of Marketing Science

Ad hoc Reviewer, Journal of Advertising

Ad hoc Reviewer, Journal of Business and Industrial Marketing

Ad hoc Reviewer, Journal of Economic Psychology

Ad hoc Reviewer, Journal of Consumer Research

Ad hoc Reviewer, Industrial Marketing Management

Ad hoc Reviewer, Journal of Marketing, 1994-1996

Ad hoc Reviewer, Journal of Marketing Research

Ad hoc Reviewer, Psychology and Marketing

Ad hoc Reviewer, Journal of Retailing

Conferences

Reviewer for the AMA Summer Educators' Conference (several years)

Reviewer for the AMA Winter Marketing Educators' Conference (several years)

Reviewer for the AMA 1997 Dublin Services Marketing Conference

Reviewer for the Southern Marketing Association (several years)

Reviewer for the Academy of Marketing Science Conference (several years)

Reviewer for the 1997 World Marketing Science Conference

2. Offices held and other services to professional societies.

Academic Council of the AMA, 2003-2006: one of 9 elected representatives of the 38,000 member strong American Marketing Association

One of 19 faculty nationwide on the CMO Council's (Chief Marketing Officer) Academic Liaison board. Others are from such schools as Cornell, Duke, Emory, Harvard, and Wharton, among others.

Reviewer, AMA Doctoral Dissertation Competition, Multiple years

Track Chair, AMA Educators' conferences, Multiple years.

Chair, Services Doctoral Consortium, AMA Frontiers in Services Conference, 1999, 1998

Panelist and presenter, AMA conferences, Multiple years.

3. Committees

a) Unit committees

Ph.D. committee, 1996-2007; Recruiting committee: Multiple Years

b) College or university committees

Executive committee of Fisher College, 2004-2006

Peer review of Teaching Effectiveness, 2003-2005

Salary appeals committee of Fisher College, 2003-2005

OSU Faculty Students Admissions Appeals Committee, 2004-Winter 2007.

Executive Council of the Academy of Teaching, 2002-2005.

Alumni Distinguished Teaching Award Selection Committee, 2001-2004.

TA Orientation Advisory Committee, Office of Faculty and TA Development, OSU, 2000

International TA Orientation Advisory Committee, Office of Faculty and TA Development, OSU, 1999

c) Affirmative action and mentoring activities

Faculty mentor, Minority Retention Services, OSU Minority services program, 1997-2003

d) Administrative positions held

Founding Director, Initiative for Managing Services, 2004-Present. Members include Alliance Data, Battelle, Cardinal Health, Convergys, Deloitte, Huntington, Limited Brands, Nationwide, Porter Wright and Scott's Lawncare services among others.

e) Other administrative services to/for the university

OSU Medical Center customer service advisory board

PROFESSIONAL ASSOCIATIONS

American Marketing Association

Association for Consumer Research

REFERENCES

Available upon Request