

Ranjit M. Christopher

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Contact:

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Employment:

Assistant Professor [tenure-track] (2016 – present),
Dept. of Marketing and Supply Chain Management, University of Missouri – Kansas City

Education:

Ph.D., Business Administration – Marketing (2016)
Dissertation: *Essays on Prosocial Price Premiums* [Supervisors: Michael A. Wiles, Rajiv K. Sinha]
Arizona State University, Tempe, USA

PGPM – Marketing (2010)
Great Lakes Institute of Management, Chennai, INDIA

B.E., Computer Science and Engineering (2004)
University of Madras, INDIA

Research Interests:

Pricing, Valuation, Consumer Willingness-To-Pay, Customer Response Modeling

Peer-Reviewed Publications:

1. Christopher, Ranjit M., Sungho Park, Sang Pil Han, and Min-Kyu Kim. "Bypassing Performance Optimizers of Real Time Bidding Systems in Display Ad Valuation." *Information Systems Research* (2022). [<https://doi.org/10.1287/isre.2021.1050>]
2. Janani, Saeed, Ranjit M. Christopher, Atanas Nik Nikolov, and Michael A. Wiles. "Marketing experience of CEOs and corporate social performance." *Journal of the Academy of Marketing Science* (2022): 1-22. [<https://doi.org/10.1007/s11747-021-00824-9>]
3. Christopher, Ranjit M., and Fernando S. Machado. "Consumer response to design variations in pay-what-you-want pricing." *Journal of the Academy of Marketing Science* 47, no. 5 (2019): 879-898. [<https://doi.org/10.1007/s11747-019-00659-5>]

Working Papers and Work-in-Progress:

1. Consumer Valuation of Prosocial Product Attributes: Joint-Estimation of Positive, Negative, and Zero Valuations [working paper; *manuscript available*]
2. Customer Response to Competitive Upgrades in Freemium Pricing [working paper; *manuscript available*]
3. The Viability of “Pay-At-Least” (PAL) Pricing (with Fernando Machado and Anna Bernard) [Manuscript under development targeted at *Journal of Marketing Research*]

4. Optimal Design for Pay-What-You-Want-Pricing (with Fernando Machado and Anna Bernard)
[Work in progress]

Conference Presentations:

1. “Ultra-low Prices and Prosocial Price Premiums” (with Fernando Machado), 41st Annual ISMS Marketing Science Conference, University of Roma Tre, Rome, Italy (2019).
2. “Optimal Design for Pay-What-You-Want Pricing” (with Fernando Machado), 40th Annual ISMS Marketing Science Conference, Fox School of Business, Temple University, Philadelphia, USA (2018).
3. “Assessing the Impact of Ad Frequency in Programmatic Online Display Retargeting: A Large-Scale Randomized Field Experiment” (with Bradley Fay Sungho Park and Sang Pil Han), 39th Annual ISMS Marketing Science Conference, University of Southern California, Los Angeles, CA, USA (2017).
4. “Solving an Ad Waste Dilemma in Programmatic Online Display Advertising: Results from a Large-Scale Randomized Field Experiment” (with Bradley Fay, Sungho Park and Sang Pil Han), Winter Conference on Business Analytics, University of Utah, Salt Lake City, UT, USA (2017)
5. “Modeling the Prosocial Premiums in Pay-What-You-Want Voluntary Payments”, 37th Annual ISMS Marketing Science Conference, The Johns Hopkins Carey Business School, Baltimore, MD, USA (2015).
6. “CEO Functional Background, Corporate Social Performance, and Corporate Financial Performance”, 36th Annual ISMS Marketing Science Conference, Emory University, Atlanta, GA, USA (2014).

Other Publications:

“Building Long-term Relationships between Service Organizations and Customers,” Chapter 2, *Handbook of Service Marketing Research*, Roland T. Rust and Ming-Hui Huang (Editors), MA, USA: Edward Elgar Publishing Ltd., 2014. pp 11-36. (with Ruth N. Bolton*)

Student Advising:

Doctoral Dissertation Committee Member:
Bradley Fay – 2017, Arizona State University

Teaching:

University of Missouri – Kansas City (2016 – present)
Marketing Research and Decision Making (FTMBA)
Marketing Research and Analytics (PMBA)
Customer Data Analytics (PMBA)
Marketing Research (BBA)
Customer Data Analytics (BBA)

Arizona State University (2012 – 2016)
Marketing Analytics (MSBA/MBA)
New Product and Service Development (MBA)
Competitive Marketing Strategy (undergraduate)
Marketing Research (undergraduate)
Applied Marketing Management (undergraduate)

Industry Experience:

Marketing Manager, Cyient Ltd., India (2010 – 2011)

Software Programmer/Analyst, Cognizant Technology Solutions Corp., USA (2004 – 2009)

Recognition:

Elmer F. Pierson Award, University of Missouri – Kansas City (2020) [Annual award for outstanding teacher at the Henry W. Bloch School of Management]

Ken Coney Research Excellence Award, Arizona State University (2013, 2015)

AMA-Sheth Doctoral Consortium Fellow (2014)

Ken Coney Teaching Excellence Award, Arizona State University (2014)

PDMA-UIC Innovation Doctoral Consortium Fellow (2014)