

## Girish Mallapragada

Assistant Professor of Marketing  
Kenan-Flagler Business School  
The University of North Carolina at Chapel Hill  
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### Work Experience

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Assistant Professor July 2007 - current  
Kenan-Flagler Business School,  
The University of North Carolina at Chapel Hill

### Education

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**Smeal School of Business, The Pennsylvania State University**  
PhD in Business Administration May 2008

**Indian Institute of Management, Lucknow, India**  
Post Graduate Diploma in Business Administration March 2001

**Osmania University, Hyderabad, India**  
Bachelor's in Engineering (Mechanical) May 1999

### Publications

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- Grewal, Rajdeep, Gary Lilien and Girish Mallapragada, 2006, "Location, Location, Location: How Network Embeddedness Affects Project Success in Open Source Systems\*", *Management Science*, 52(7), 1043-1056.  
\* Equal Contribution.

### Manuscripts Under Review

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- Mallapragada Girish, Rajdeep Grewal, Raj mehta and Ravi Dharwadkar, "Virtual Interfirm Relationships: Examining Heterogeneity in the Effects of Dependence Structures on Relational Outcomes", invited for resubmission at *Journal of Marketing*.
- Mallapragada, Girish, Rajdeep Grewal and Gary Lilien, "How Project Founders' Network Position Affects Time-to-Release in the Open Source World", under review at *Management Science*, submitted September 2008.
- Grewal, Rajdeep and Girish Mallapragada, "Rudimentary Forms for the Effects of Dependence Structures on Relational Outcomes in Interfirm Relationships", under review at *Journal of Marketing Research*, submitted November 2008.

### Work in Progress

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- "The Evolution of Market Orientation: Exploring the Limits and Extending the Boundaries", with Jean Johnson and Rajdeep Grewal, draft in preparation, target journal: *Journal of Marketing*.
- "Efficacy of Channel Control Mechanisms in Foreign markets: The Role of Multinational Corporations' Global Strategies and the Host Country Environment", with Rajdeep Grewal and Amit Saini, draft in preparation, target journal: *Journal of Marketing Research*.
- "Stages in New product Development: A Hidden Markov Model of Product Evolution", with Barry Bayus and Srikant Vadali, target journal: *Management Science*.

- “Evolutionary Dynamics of Open Source Projects: A Study of a Large Firm Sponsored Open Source Projects”, with Rajdeep Grewal and Gary Lilien, second essay in dissertation, draft being prepared for submission to *Management Science* in Fall 2008.

### **Conference Presentations**

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- 2009 AMA Winter Educator’s Conference, February 2009, Alphas and the Betas: Tracing the Product Development Cycle”.
- 2009 PSI Conference, University of Utah, February 2009. “ Alphas and the Betas: Tracing the Product Development Cycle”.
- 2008 ISBM Bi-annual Academic Conference, August 2008. “Stages in New product Development: A Hidden Markov Model of Product Evolution”.
- 2008 INFORMS Marketing Science Conference, June 2008. “Efficacy of Channel Control Mechanisms in Foreign markets: The Role of Multinational Corporations’ Global Strategies and the Host Country Environment”.
- 2007 PDMA International Conference, September 2007. “Evolutionary Dynamics of Open Source Project Networks: A Study of Large Firm Sponsored Open Source Projects”.
- 2007 AMA Winter Educator’s Conference, February 2007. “When Elephants Dance: A Study of Large Firm Sponsored Open Source Projects”.
- 2006 Marketing Science Conference, June 2006. “Born to Win: Network Structure at Founding and Open Source Project Survival”.
- 2006 AMA Winter Educator’s Conference, February 2006. “Dependence Structures and Channel Relationship Quality for Multinational Corporations Subsidiary Operations”.
- 2005 Marketing Science Conference, Emory University, June 2005. “Location, Location, Location: How Structural Embeddedness Affects Project Success in Open Source Systems”, presented by Rajdeep Grewal, co-author.
- 2004 Haring Symposium, Indiana University, April 2004. “Contextualizing Virtual Interfirm Relationships: A Study of Dependence Structures Using Response Surface Analysis”.

### **University Presentations**

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- “Born to Win: Network Structure at Founding and Open Source Project Survival”
  - Singapore Management University, Fall 2006.
  - National University of Singapore, Fall 2006.
  - University of North Carolina at Chapel Hill, Fall 2006.
  - Emory University, Fall 2006.
  - London Business School, Fall 2006.
  - University of Illinois at Urbana-Champaign, fall 2006.
  - Michigan State University, Fall 2006.
  - University of Minnesota, Fall 2006.

### **Honors and Research Awards**

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- Smeal Doctoral Dissertation Award 2006.
- Peter Liberti and Judy D. Olian Scholarship 2006.
- ISBM Business Marketing Doctoral Fellow 2005.
- ISBM Doctoral Dissertation Award 2005.
- David T. Wilson Scholarship for the year 2005-2006.
- ISBM Scholarship, Penn State University, 2005-2007.
- AMA Doctoral Consortium Fellow, University of Connecticut, 2005.
- Paul F. Anderson Scholarship for the year 2004-2005.

- Haring Symposium Fellow, Indiana University, 2004.
- Smeal Small Research Grant from the Dean's Office, 2004.
- Best Candidacy Exam performance 2004, Penn State University.
- Smeal Scholarship 2002.

### **Teaching**

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- *Business Marketing*, UNC-Chapel Hill, Spring 2009.
- *Brand and Product Management*, UNC-Chapel Hill, Spring 2009.
- *Strategic Marketing*, UNC-Chapel Hill, Spring 2008.
- *Product Management*, BUSI 567, UNC-Chapel Hill, Spring 2008.
- *Sales Management*, Penn State University, Spring 2007
- *Business Marketing*, Penn State University, Summer 2004.

### **Industry Experience**

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- Pramati Technologies, Hyderabad, India, 2001-2002, Area Sales Manager.
- Coca-Cola India Pvt. Ltd., Surat, India, 2000, Graduate Summer Intern – Sales.

### **Service**

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- Editorial board member *Marketing Science*, 2007.
- Ad-hoc reviewer
  - *Marketing Science*, 2005 – current (FT 40)
  - *Management Science* (FT 40)
  - *Information Systems Research* (FT 40)
  - *British Journal of Management*
  - *Journal of Interactive Marketing*
  - *Journal of Service Science and Management*
- Invited Reviewer, ISBM Doctoral Dissertation Award Competition 2009.
- Invited Reviewer, ISBM Doctoral Dissertation Award Competition 2008.
- Invited Reviewer, PDMA Dissertation Proposal Competition.
- Invited Reviewer, Economics and Information Systems track, 5<sup>th</sup> IEEE/ACIS International Conference on Computer and Information Science.
- Member of INFORMS, AMA and Psychometric Society.