

# **Ganesh Iyer**

**Professor | Marketing Group Chair | Edgar F. Kaiser Chair in Business Administration at Haas School of Business, University of California, Berkeley**

Berkeley, CA, US

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## **About**

Ganesh Iyer is the Edgar F. Kaiser Professor of Business Administration at Berkeley Haas. He received his PhD from the University of Toronto, and he was previously on the faculty at Olin Business School, Washington University in St. Louis. He is currently a Senior Editor for Marketing Science and has been an Associate Editor for Marketing Science, Management Science, and Quantitative Marketing and Economics. He was also a member of the Board of the Informs Society for Marketing Science as Secretary of the Board from 2012-2016. He has served as the Associate Dean for Academic Affairs and Chair of Faculty of Berkeley Haas from 2008-2010, Member and Chair of the Berkeley Haas Policy and Planning Committee from 2012-2014, and Chair of the school's Marketing Group from 2010-2011. Iyer's research uses economic theory to study marketing strategy problems. He has written extensively on various areas of marketing strategy, including the coordination of product distribution, marketing information, internet strategy, strategic communication, and bounded rationality in marketing strategy. His research has won the Little Award in 2000 for the best paper published in Management Science and Marketing Science, and he has been a finalist for this best paper award on four other occasions (1998, 2003, 2005 and 2012). His papers have also been finalists for the Informs Society of Marketing Science Long Term Impact Award in 2012, 2013 and 2014.

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## **Areas of Expertise**

Competitive Marketing Strategy, Internet Strategy and E-Commerce, Information Design, Distribution Channels, Advertising and Communication, Bounded Rationality

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## **Selected External Service & Affiliations**

Senior Editor, Marketing Science, Associate Editor, Management Science, Area editor, Marketing Science, Associate Editor, Quantitative Marketing and Economics, Editorial Board Member, Journal of Marketing, Review of Marketing Science, Ad hoc reviewer, American Economic Review, Management Science, Journal of Marketing Research, Rand Journal of Economics, Operations Research, Naval Research Logistics, Journal of Economics and Management Strategy

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## **Positions Held**

### **At Haas since 2000**

2007 ? present, Edgar F. Kaiser Professor of Business Administration 2003 ? 2006, Associate Professor, Haas School of Business 2000 ? 2003, Assistant Professor, Haas School of Business 1996 ? 2000, Assistant Professor, John M. Olin School of Business, Washington University

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## **Education**

**University of Toronto**  
PhD Marketing

**University of Bombay**  
MA Management Studies

**University of Bombay**  
BEng Electrical Engineering

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## **Honors & Awards**

### **Finalist for the John D.C Little Best Paper Award**

Awarded for the paper "Competition in Consumer Shopping Experience," published in Marketing Science. 2012

### **Finalist for the 2012 Informs Long-Term Impact Award**

Awarded for two papers published in Marketing Science, ("The Targeting of Advertising," and "Internet Shopping Agents: Virtual Colocation and Competition?") 2012

**Honorable Mention for the Earl F. Cheit Outstanding Teaching Award**  
2008

**Informs Society for Marketing Science Doctoral Consortium, Faculty Fellow**  
2015, 2017, 2018, 2019, 2021

**AMA-Sheth Doctoral Consortium, Faculty Fellow,**  
2006, 2010, 2012, 2014, 2015

### **Finalist for the John D.C. Little Best Paper Award for 2005**

Awarded for the paper "The Targeting of Advertising," Published in Marketing Science

**Marketing Science Institute's Young Scholars Program**  
January, 2005

### **Finalist for the John D.C. Little Best Paper Award for 2003**

Awarded for the paper "Internet Shopping Agents: Virtual Colocation and Competition?" published in Marketing Science

**Schwabacher Fellowship, Haas School of Business**  
2002-03

**Marketing Science Institute's Young Scholars Program**

January, 2001

**Winner of the John D.C. Little Best Paper Award for 2000**

Awarded for the paper "Markets for Product Modification Information" published in Marketing Science

**Finalist for the John D.C. Little Best Paper Award for 1998**

Awarded for the paper "Coordinating Channels under Price and Non-price Competition" published in Marketing Science

**University of Toronto Representative to the Doctoral Consortium**

AMA Santa Clara, CA, 1994

**Social Sciences and Humanities Research Council of Canada Doctoral Fellowship**

1994-1995

**Ontario Graduate Scholarship (OGS)**

1993-1996

**William Twaits Scholarship**

1992-1993

**University of Toronto Open Scholarship**

1991-1995

**Finalist for the 2014 and 2015 Informs Long-Term Impact Award**

Awarded for the "The Targeting of Advertising," 2005, published in Marketing Science

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