

Girish Mallapragada

Associate Professor of Marketing at Indiana University, Kelley School of Business
Bloomington, IN, US

Girish Mallapragada is expert in the areas of open innovation, social networks, new product development and inter-firm relationships.

Biography

Girish's research interests include open innovation, social networks, new product development, and inter-firm relationships. His research has appeared in Journal of Marketing, Marketing Science, Journal of Marketing Research, Management Science and The Journal of the Academy of Marketing Science. He is an editorial review board member at The Journal of Marketing Research, The Journal of the Academy of Marketing Science and Customer Needs and Solutions. He teaches the MBA Marketing Core course at the Kelley School of Business. Before joining academia, he worked as an Customer Relationship Manager at Pramati Technologies Pvt. Ltd., an enterprise infrastructure software vendor, setting up and managing their sales office in Bangalore, India. He was a graduate summer intern at Coca Cola India Pvt. Ltd., in Surat, India.

Industry Expertise

Education/Learning, Market Research

Areas of Expertise

Technology Management, Social Networks, Open Innovation, Marketing Strategy

Education

The Pennsylvania State University, Smeal School of Business
Ph.D. Business Administration

Indian Institute of Management
Post Graduate Diploma Business Administration

Osmania University
B.S. Mechanical Engineering

Accomplishments

Smeal Doctoral Dissertation Award
2006

3M Faculty Fellowship

2014 - Present

Peter Liberti and Judy D. Olian Scholarship

2006

ISBM Business Marketing Doctoral Fellow

2005

ISBM Doctoral Dissertation Award

2005

David T. Wilson Scholarship

2005 - 2006

ISBM Scholarship, Penn State University

2005 - 2007

AMA Doctoral Consortium Fellow, University of Connecticut

2005

Paul F. Anderson Scholarship

2004-05, 2010

Haring Symposium Fellow, Indiana University

2004

Smeal Small Research Grant from the Dean's Office

2004

Best Candidacy Exam Performance, Penn State University

2004

Smeal Scholarship

2002

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