

SANDEEP KRISHNAMURTHY

Professor and Director

Business Administration Program

University of Washington, Bothell

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EMPLOYMENT

Sept. 2008- present Professor, Business Administration Program, University of Washington
Bothell

July 2008- present Director, Business Administration Program, University of Washington
Bothell

January 2008- Associate Director, Graduate Programs
July 2008 Business Administration Program, University of Washington, Bothell

June 2005- MBA Academic Coordinator
January 2008 Business Administration Program, University of Washington, Bothell

Dec. 2004- Visiting Professor, Indian Institute of Management (IIM), Bangalore
Feb. 2005

2002-Present Associate Professor of Marketing and E-Commerce (with tenure)
University of Washington, Bothell

1996-2002 Assistant Professor of Marketing and E-Commerce
University of Washington, Bothell

EDUCATION

1996 Ph.D. in Marketing, University of Arizona, Tucson, Arizona
Minor in Economics

1990 M.B.A., Concentration in Marketing and Finance,
XLRI, Jamshedpur, India

1988 B.Tech in Chemical Engineering
Indian Institute of Technology (IIT), Bombay (now Mumbai), India

JOURNAL EDITORSHIPS

- 2008-present Book Review Editor, *Journal of Marketing*.
- 2008 Special Issue Editor on User-Generated Content (with Wenyu Dou)
Journal of Interactive Advertising, 8(2).
- 2006 Special Issue Editor on International E-Marketing (with Nitish Singh)
International Marketing Review, 22(6).
- 2003-2006 Associate Book Review Editor, *Journal of Marketing Research*.

JOURNAL PAPERS

Generic Advertising

1. Krishnamurthy, Sandeep, William P. Bottom and Ambar G. Rao (2003), "Adaptive Aspirations and Contributions to a Public Good: Generic Advertising as a Response to Decline", *Organizational Behavior and Human Decision Processes* (OBHDP), 92(1/2), 22-33.
2. Krishnamurthy, Sandeep (2001), "The Impact of Provision Points on Funding Generic Advertising Campaigns", *Marketing Letters*, 12(4), 315-325.
3. Krishnamurthy, Sandeep (2000), "Enlarging the Pie vs. Increasing One's Slice: An Analysis of the Relationship Between Product Class and Brand Advertising", *Marketing Letters*, 11(1), 37-48.

Open Source

4. Krishnamurthy, Sandeep and Arvind Tripathi (2009), "Monetary Donations to an Open Source Platform", *Research Policy*, 38(2), 404-414.
5. Krishnamurthy, Sandeep (2009), "CASE: Mozilla vs. Godzilla- The Launch of the Mozilla Firefox Browser", *Journal of Interactive Marketing*, 23(3), 259-271.
6. Krishnamurthy, Sandeep (2006), "On the Intrinsic and Extrinsic Motivation of Open Source Developers", *Knowledge, Technology & Policy*, 18(4), 17-39.
7. Krishnamurthy, Sandeep (2003), "A Managerial Overview of Open Source Software", *Business Horizons*, 46(5), September-October, 47-56.

Privacy

8. Miyazaki, Anthony and Sandeep Krishnamurthy (2002), "Internet Seals of Approval: Effects on Online Privacy Policies and Consumer Perceptions", *Journal of Consumer Affairs*, 36(1), Summer, 28-49.

Interactivity/Web 2.0

9. Krishnamurthy, Sandeep and Wenyu Dou (2008), "Advertising with User-Generated Content: A Framework and Research Agenda", *Journal of Interactive Advertising*, 8(2), Available at- <http://jiad.org/vol8/no2/krishnamurthy/index.htm>.
10. Dou, Wenyu and Sandeep Krishnamurthy (2007), "Using Brand Web Sites to Build Brands Online: A Product vs. Service Brand Comparison", *Journal of Advertising Research*, 47(2), 193-206.

Spam/Permission Marketing

11. Krishnamurthy, Sandeep (2001), "A Comprehensive Analysis of Permission Marketing", *Journal of Computer-Mediated Communication*, 6(2), Available at- <http://jcmc.indiana.edu/vol6/issue2/krishnamurthy.html>.
12. Krishnamurthy, Sandeep (2000), "Spam Revisited", *Quarterly Journal of Electronic Commerce*, 1(4), 305-321.

Consumer Power

13. Krishnamurthy, Sandeep and Umit Kucuk, "An Analysis of Anti-Branding on the Internet", *Journal of Business Research*, 62(11), 1119-1126.
14. Kucuk, Umit S. and Sandeep Krishnamurthy (2006), "An Analysis of Consumer Power on the Internet", *Technovation*, 27(1-2), 47-56.

E-Commerce/E-Marketing

15. Krishnamurthy, Sandeep (2006), "Introducing E-MARKPLAN- A Practical Methodology to Plan E-Marketing Activities", *Business Horizons*, 49(1), January-February, 51-60.
16. Krishnamurthy, Sandeep, Rahul Patel and Ajay Kaushal (2005), "Online Competition", *Marketing Research*, Winter, 20-25.
17. Krishnamurthy, Sandeep and Nitish Singh (2005), "EDITORIAL: The International E-Marketing Framework (IEMF)- A Guiding Template for Future Global E-Marketing Research", *International Marketing Review*, 22(6), 605-610.

18. Krishnamurthy, Sandeep (2001), "EDITORIAL: Viral Marketing- What Is It And Why Must Every Service Marketer Care?", *Journal of Services Marketing*, 15(6&7), 422-424.
19. Krishnamurthy, Sandeep (2001), "Person-to-Person Marketing: Marketing and the New Consumer Web", *Quarterly Journal of Electronic Commerce*, 2(2), 123-138.
20. Krishnamurthy, Sandeep (2000), "Deciphering the Internet Advertising Puzzle", *Marketing Management*, 9(3), 34-39.

Non-Profit Marketing

21. Krishnamurthy, Sandeep (2002), "The Washington Combined Fund Drive Case", *International Journal of Non-profit and Voluntary Sector Marketing*, 7(1), 45-55.
22. Krishnamurthy, Sandeep (2001), "The Microsoft Challenge Case", *International Journal of Non-profit and Voluntary Sector Marketing*, 6(2), 105-115.

PAPER PIPELINE

1. "Interactive Technologies and Retailing Strategy: A Review, Conceptual Framework and Future Research Directions." (With Rajan Varadarajan, Raji Srinivasan, Gautham Gopal Vadakkepatti, Manjit S.Yadav, Paul A. Pavlou, Tom Krause, Under Second Review at *Journal of Interactive Marketing*).
2. "Cooperating to Compete: Generic and Brand Advertising Strategies in an Inter-Industry Framework" (With Yuanfang Lin, Under First Review at *Management Science*).
3. "Acceptance of Monetary Rewards in Open Source Software Development" (With Arvind Tripathi and Shaosong Ou, Under First Review at *Information Systems Research*).

BOOKS (AS EDITOR)

1. Krishnamurthy, Sandeep (2005), *Contemporary Research in E-Marketing: Volume Two*, Idea Group Publishing, Hershey, PA.
2. Krishnamurthy, Sandeep (2004), *Contemporary Research in E-Marketing: Volume One*, Idea Group Publishing, Hershey, PA.

BOOKS (AS AUTHOR)

Krishnamurthy, Sandeep (2002), *E-Commerce Management: Text and Cases*, Southwestern College Publishing, Mason, OH, First Edition, 447 pages.

- Indian Edition released in October 2003.
- Chinese Edition (in association with Beijing University Press) released in December 2004.

- Boo.com case featured in *Multinational Management* by John Cullen.
- Second Edition being planned at this time.

BOOK CHAPTERS

1. Krishnamurthy, Sandeep and Arvind Tripathi (2006), “Bounty Programs in Free/Libre/Open Source Software(FLOSS): An Economic Analysis”, in *The Economics of Open Source Software Development*, Editors- Jurgen Bitzer and Phillip Schroeder, Elsevier Publications.
2. Krishnamurthy, Sandeep (2005), “An Analysis of Open Source Business Models”, Forthcoming in *Making Sense of the Bazaar: Perspectives on Open Source and Free Software*, Editors- Joseph Feller, Brian Fitzgerald, Scott Hissam and Karim Lakhani, MIT Press, Boston, MA.
3. Krishnamurthy, Sandeep (2003), “A Comparative Analysis of Amazon and eBay”, *Intelligent Enterprises Of The 21st Century*, Editors: Jatinder N. D. Gupta and Sushil K. Sharma, Idea Group Publishing, Hershey, Pennsylvania, USA.
4. Krishnamurthy, Sandeep (2002), “The Ethics of Conducting E-Mail Surveys”, *Readings in Virtual Research Ethics: Issues and Controversies*, Editor: Elizabeth A. Buchanan., Idea Group Publishing, Hershey, Pennsylvania, USA.
5. Krishnamurthy, Sandeep (2001), “Communication Effects In Public Good Games With And Without Provision Points”, *Research In Experimental Economics*, Volume Eight, Editor: Mark Isaac, JAI (An Imprint of Elsevier Science B.V, Amsterdam, The Netherlands).

BOOK REVIEWS

1. Krishnamurthy, Sandeep, “BOOK REVIEW: Review of 'Greater Good: How Good Marketing Makes for Better Democracy' by Quelch and Jocz (2008)”, *Journal of Non-Profit and Voluntary Sector Marketing*, Forthcoming.
2. Krishnamurthy, Sandeep (2005), “Review of Three Books on Data Mining”, *Journal of Marketing Research*, 42(3), 380-382.
3. Krishnamurthy, Sandeep(2003), “An Analysis of Power Law Phenomena on the Internet and World Wide Web”, *Journal of Marketing Research* , 41(1), 132-134.
4. Krishnamurthy, Sandeep (2000), Review of Seth Godin's “Permission Marketing: Turning Strangers into Friends and Friends into Customers”, 37(4), *Journal of Marketing Research*, 525-528.

PUBLICATIONS IN OPEN ACCESS ONLINE JOURNALS

1. Krishnamurthy, Sandeep (2005), "About Closed-door Free/Libre/Open Source (FLOSS) Projects: Lessons from the Mozilla Firefox Developer Recruitment Approach", *Upgrade*, Volume 6, Issue 3, Available at- <http://www.upgrade-cepis.org/issues/2005/3/up6-3Krishnamurthy.pdf> .
2. Bladow, Nicole, Cari Dorey, Liz Frederickson, Pavla Grover, Yvette Knudtson, Sandeep Krishnamurthy, and Voula Lazarou (2005), "What's the Buzz about? An empirical examination of Search on Yahoo!", *First Monday*, 10(1), Available at- http://firstmonday.org/issues/issue10_1/bladow/index.html. {*This paper was written with undergraduate students from Arts and Sciences. It was among the top 10 most read papers in the journal in Jan 2005.*}
3. Krishnamurthy, Sandeep (2005), "The Elephant and the Blind Men - Deciphering the Free/Libre/Open Source Puzzle", *First Monday*, Special Issue #2, Available at- http://firstmonday.org/issues/special10_10/krishnamurthy/index.html.
4. Krishnamurthy, Sandeep(2002), "Cave or Community? An Empirical Examination of 100 Mature Open Source Projects", *First Monday*, 7(6), Available at- http://www.firstmonday.org/issue7_6/krishnamurthy. {*This was among the top 10 most read papers in the journal in the year 2002. It was the most read paper in the journal in June 2002. It has been cited over 60 times.*}
5. Krishnamurthy, Sandeep (2001), "Understanding Online Message Dissemination: An Empirical Analysis of Send-This-Message-To-Your-Friend Data", *First Monday*, 6(5), http://www.firstmonday.org/issues/issue6_5/krishnamurthy/index.html.
6. Krishnamurthy, Sandeep (2001), "An Empirical Study of the Causal Antecedents of Customer Confidence in E-tailers", *First Monday* , 6(1), http://www.firstmonday.dk/issues/issue6_1/krishnamurthy/index.html.

SHORT ARTICLES

1. Krishnamurthy, Sandeep (2003), "Is E-Commerce E-ssential? Results from a short E-Commerce Educators Survey", *Biz/Ed*.
2. Krishnamurthy, Sandeep (1999), "The Impact of the Internet on Student Plagiarism", *Marketing Educator*, 18(1), Winter.

INVITED KEYNOTES

August 2007

"Trends in E-Commerce", APEC OVOP Training Workshop on E-Commerce, Taipei, Taiwan.

May 2006

“Workshop on Computer Privacy in Electronic Commerce”, University of Montreal, Montreal, CA.

December 2005

“Trends in E-Commerce”, International Association for the Development of Information Systems (IADIS), Porto, Portugal.

INVITED TALKS

August 2007

“The Consumer as Marketer: The Web, Consumer Volition and Market Action”, University of Washington Undergraduate Research Series.

May 2005, “Communities as Marketing Agents: Theoretical Implications from the Launch of Mozilla Firefox”

Business Administration Faculty, UW, Bothell

March 2003, “A Theoretical Overview of Open Source Software”

Masters in Policy Studies Faculty, UW, Bothell.

July 2002, “Lessons from the First Wave of E-Commerce”

Confederation of Indian Industry, Bangalore, India

Greater Mysore Management Association, Mysore, India

Indian Institute of Management, Calcutta Alumni Association, Bangalore, India

PlanetAsia.com Management Team, Bangalore, India.

July 2002, “An Overview of Open Source Software”

Indian Institute of Management, Bangalore

Indian Institute of Information Technology, Bangalore.

April 2001, “A Critical Analysis of Permission Marketing”

PEI Conference presentation, Howard Jones Foundation, Seattle, WA.

February 2000, “Income Effects on Charitable Giving and Choice”

University of British Columbia, Marketing Faculty.

November 1998, “Does Organizational Efficiency Impact Charity Choice?”

Washington State Combined Fund Drive Organizing Committee.

CONFERENCE PROCEEDINGS AND PRESENTATIONS

Lin, Yuanfang and Sandeep Krishnamurthy (2008), “Optimal Generic Advertising Choices for Competing Industries”, Marketing Science Conference, Vancouver, British Columbia, Canada.

Krishnamurthy, Sandeep and Umit Kucuk (2006), "Yourbrandsucks.com: An Analysis of Anti-Branding on the Internet", Academy of Marketing Science Conference, San Antonio, TX.

Krishnamurthy, Sandeep (2005), "Spam: A Consumer Perspective", Direct Marketing Educational Foundation (DMEF) Educators Conference, Atlanta, GA.

Krishnamurthy, Sandeep (2000), "An Experimental Investigation of History Dependence and Cooperative Behavior", INFORMS Marketing Science Conference, Los Angeles, CA.

Krishnamurthy, Sandeep (1999), "Understanding Charity Choice", INFORMS Marketing Science Conference, Syracuse, NJ.

Krishnamurthy, Sandeep (1998), "The Impact of Organizational Efficiency on Charity Choice", INFORMS Conference, Seattle, WA.

Krishnamurthy, Sandeep (1998), "Leaky Buckets vs. Expanding Pies: The Effects of Positive and Negative Framing on Contributions to Generic Advertising Campaigns", Washington University Seminar on Bargaining and Learning.

Krishnamurthy, Sandeep (1997), "The Role of Communication in Improving Efficiency in Generic Advertising Campaigns", Marketing Science Conference, Chairs: Rashi Glazer and Russ Winer, Berkeley, CA.

Krishnamurthy, Sandeep and Ambar Rao (1997), "Effective Funding of Generic Advertising Campaigns Through Voluntary Mechanisms: Analytical and Experimental Results", Annual University of Washington and University of British Columbia Conference, Seattle, Washington.

Krishnamurthy, Sandeep and Ambar Rao (1996), "Modeling the Organization of Generic Advertising Campaigns", INFORMS Conference, Atlanta, GA.

Krishnamurthy, Sandeep, Praveen Kopalle and Kapil Jain (1996), "Investigating the Inter-relatedness of the Stage of Market Entry and Brand Extension Decisions", Marketing Science Conference, Chairs: Steve Shugan and Bart Weitz, Gainesville, Florida.

Krishnamurthy, Sandeep (1996), "An Analytical Investigation of Product Class and Brand Advertising and their Relation to Pricing Strategies Under Different Market Structures", Marketing Science Conference, Chairs: Steve Shugan and Bart Weitz, Gainesville, Florida.

Krishnamurthy, Sandeep (1995), "Enlarging the Pie vs. Increasing One's Slice: A Game Theoretic Analysis of the Tradeoffs Between Product Class and Brand Advertising." Presented at the 13th University of Houston Doctoral Symposium.

Krishnamurthy, Sandeep and Deborah MacInnis (1995), "A Contingency Framework of Want Formation: The Role of the Felt Deprivation Construct", Proceedings of the 1995 AMA Winter Conference, Editors: Dave W. Stewart and Naufel J. Vilcassim, American Marketing Association, Chicago, IL, 6, 96-101.

POSTER SESSION

2008 Using Blogs to Enhance Classroom Learning, University of Washington, Teaching and Learning Symposium.

TEACHING EXPERIENCE

Courses taught at UW, Bothell

Undergraduate

Marketing Management

Consumer Marketing

E-Marketing (Developed course)

Internet Business Model Laboratory (Developed course)

Search and the World Wide Web (Developed course)

Graduate

Marketing Management (Developed course)

E-Commerce (Developed course)

DISSERTATION

Title: An Analytical and Experimental Investigation of Issues in the Organization of Generic Advertising Campaigns.

Committee: **Co-chairs:** Ambar Rao, Marketing, Washington University
Mark Isaac, Economics, University of Arizona
Members: Praveen Kopalle, Marketing, Dartmouth College
James Ratliff, Economics, University of Arizona

Ph.D STUDENTS

Chair, Dissertation Committee, Joliene Rutter, Tourou University.

HONORS/AWARDS

2002- Graduate Faculty, University of Washington

2000 Paper on permission marketing chosen for the 2nd INFORMS "Marketing Science and the Internet" conference at USC.

- 2000 Featured on Catalyst for innovative use of technology in teaching (See-
http://depts.washington.edu/catalyst/profiles/pp_krishna.html)-only person
from UW, Bothell campus to date.
- 1999 AMA Chapter Performance Award, UW, Bothell (Faculty Advisor)
- 1995 Selected to attend National Direct Marketing Institute for Professors
- 1995 Nominated as presenter for the 13th Houston Doctoral Symposium
- 1994 Nominated as discussant for the 12th Houston Doctoral Symposium
- 1993/1994 Awarded the Graduate Registration Scholarship
- 1984-88 Andhra Pradesh State Scholarship

GRANTS

- 2000 Grant to conduct E-Commerce Research from the Herbert Jones
Foundation, \$8,000.
- 1998 Grant to conduct comprehensive marketing research from the American
Gem Traders Association and the Jewelers of America, \$10,000.
- 1997 Grant to analyze potential for generic advertising from the American Gem
Traders Association, \$500.

COLUMNIST

Columnist, iMediaConnection.com
 Monthly Columnist, Digitrends.net., April 2001-August 2002

PRESS APPEARANCES

Microsoft Word Grammar Check Story, March/April 2005
 TV- *MSNBC(national live), CNN(national live), KING5 News(Seattle NBC
 affiliate)*
 Radio- *KOMO 1000, Associated Press Radio Network*
 Print- *Seattle Post Intelligencer (Front-page cover story), The Chronicle of
 Higher Education, UW's The Daily*
 Web- *MSNBC.com, Slashdot.org*

Toyo-Keizai (September 2003)
 Marketing Computers
 Direct Magazine
 Wired.com
 Medialifemagazine.com
 Oracle's Profit Magazine
 Washington Post

WRITING IN THE BUSINESS PRESS

[Why Advertising-Based Models Failed](#), Marketingprofs.com.

[Is Viral Marketing Right For You?](#), Digitrends.net.

[The Main Problem With Personalization](#), Digitrends.net.

[The Evolution of Email Marketing](#), www.allbusiness.com.

"Is Viral Marketing All That it is Cracked up to be?", www.clickz.com.

"Whom, Exactly, Do You Work For?", www.clickz.com.

"DoubleClick Case Could Change E-Business", Guest Editorial, *Eastside Business Journal*.

"Beyond Permission Marketing: Introducing Partnership Marketing", www.clickz.com. This was also featured on the website of the [Advertising Educational Foundation](#), the [Web Marketing Info Center](#) and [Web Improvement](#).

"Are Paid Advertising Models All That They Are Cracked Up To Be?", www.clickz.com. This was also featured on the website of the [Advertising Educational Foundation](#), the [Web Marketing Info Center](#) and [Web Improvement](#).

EXPERT WITNESS

2008 Expert Witness in Patent Litigation Trial on E-Mail Marketing, Carey, Rodriguez Greenberg & Paul, LLP, Miami, Florida.

BUSINESS EXPERIENCE

1991-1992 RELIANCE INDUSTRIES LIMITED(www.ril.com), Bombay, India.

India's only Fortune 500 company in the private sector. It is an industrial conglomerate which is completely integrated vertically- from refining petroleum up to manufacturing textiles.

Marketing executive responsible for a portfolio of liquid petrochemicals with target annual domestic sales of Rs. 100 million and exports of Rs. 50 million.

1990-91 THE UB GROUP, Petrochemicals Division, Madras, India.

A well diversified conglomerate whose product lines included liquor, ammonium based fertilizers, computer services and petrochemicals.

Marketing executive responsible for annual domestic sales of Rs. 40 million.

SERVICE

Discipline

2008	Co-Chair, IADIS E-Commerce Conference
2008	Editorial Board Member, <i>International Journal of Open Source Software & Processes</i> .
2007	Vice-Chair, Direct Marketing Educator's Conference
2006	Co-Chair, IADIS E-Commerce Conference Member, Direct Marketing Educator's Conference Program Advisory Committee Program Committee, Second International Conference on Open Source Software

Ad-hoc reviewer for journals such as (dates of review withheld to avoid compromising review blindness)-

Economic Inquiry
IEEE Software Magazine
IEEE Transactions on Knowledge and Data Engineering
Journal of Academy of Marketing Science
Journal of Advertising
Journal of Business Communication
Journal of Business Research
Journal of Computer-Mediated-Communication
Journal of Database Management
Journal of Electronic Commerce and Research
Journal of Interactive Marketing
Journal of Product Innovation Marketing
JITTA
New Media and Society
Marketing Science
Management Science
Sloan Management Review

2005, 2006, 2007, 2008 Reviewer for the *John A. Howard Dissertation Competition*.

Reviewer for conferences such as-

American Council of Consumer Interests (ACCI)
AMA Winter Educator's Conference
AMA Summer Educator's Conference
Direct Marketing Educational Foundation Conference
ECIS

Institution

Chair, Operations Management Search Committee, 2007-2008.

Member, Marketing Search Committee, 2007-2008.

Chair, Promotion and Tenure Committee, 2007-2008.

Member, Promotion and Tenure Committee, 2007-2008.

Chair, General Faculty Organization, 2003-2004.

Member, Search Committee for Vice-Chancellor (Academic Affairs), 2003-2004.

Vice-Chair, General Faculty Organization, 2002-2003.

Department

Co-founder, Management Information Systems (MIS) concentration.

PROFESSIONAL ASSOCIATIONS

INFORMS, American Marketing Association, American Economic Association,
Association of Internet Researchers

REFERENCES AVAILABLE UPON REQUEST