

Professor Shankar Ganesan

Professor Shankar Ganesan is the Office Depot Professor of Marketing in the Department of Marketing at the Eller College of Management, University of Arizona.

Professor Ganesan's research interests focus on the areas of interorganizational relationships, buyer-seller negotiations, service failure and recovery, product recalls and new product innovation. He is the author of several articles that have appeared in leading academic journals, including *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Retailing*, *Journal of Personal Selling and Sales Management*, *Journal of Academy of Marketing Science*, *Journal of Applied Psychology*, *Organizational Behavior and Human Decision Processes*, and *MIT Sloan Management Review*.

Professor Ganesan has received numerous awards and honors for his research and teaching including AMA's Louis W. Stern Award for the Best Article on Marketing Channels and Distribution, Robert D. Buzzell MSI Best Paper Award from the Marketing Science Institute, AMA's Best Dissertation Award, Craig and Lauri Forte Excellence Award, and Eller College BPA Student Council's Faculty Appreciation Award for teaching. He has also received awards from the *Journal of Marketing* and the *Journal of Retailing* for being an outstanding reviewer on the Editorial Review Board.

He is the editor of the *Journal of Retailing*, ranked among the top-business journals in terms of impact factor. He teaches Sales Management to the undergraduates, Customer Relationship Management to the MBAs, seminars on Marketing Strategy and Research Methods to the Ph.D. students and Customer Value Module to the Executive MBAs. Prior to his academic career, he worked as a sales manager for a computer company in India.