

**Rajeev Kohli**

506 Uris Hall, Graduate School of Business  
Columbia University, New York, NY 10027.

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**Personal information**

US citizen. Married to Urvashi Kohli. One child, Vikram, aged 14.

**Employment**

- 1991– Graduate School of Business, Columbia University  
Ira Rennert Professor of Business  
Chairman, Marketing Division, 2010-  
Professor since 1995. Associate professor 1991-1994
- 1984–1991 Graduate School of Business, University of Pittsburgh  
Associate professor 1988-1990. Assistant professor 1984-1987
- 1977–1978 Electrical Engineer, Association of Indian Engineering Industry

**Education**

- 1985 PhD., Applied Economics and Decision Sciences  
University of Pennsylvania
- 1980 MBA  
Northern Illinois University
- 1977 Bachelors of Electrical Engineering  
Birla Institute of Technology and Science, Pilani, India

**Research and teaching interests**

Preference/choice models, product design, emerging markets, emerging media,  
mathematical programming; design and analysis of algorithms.

## Editorial boards

2009–	<i>Management Science</i> , Guest Associate Editor (Marketing)
2008 – 09	<i>Operations Research</i> , Guest Associate Editor (Marketing)
1997–2004	<i>Journal of Interactive Marketing</i>
1986–2000	<i>Management Science</i> , Associate Editor (Marketing)
1992–1995	<i>Marketing Letters</i>

## Outside activities

- Member of advisory panel, NYC Media Labs, 2011–.
- Invited lectures on mathematical models in marketing in August 2009 at Kansai University, Osaka, Japan.
- Taught undergraduate course on marketing management in Summer 2007 at Singapore Management University, Singapore.

## Publications

Kohli, Rajeev and Jagdish Bhagwati (2012), “Organized Retailing in India: Issues and Outlook,” forthcoming in *Indian Economic Policies in the Twenty-First Century*, Jagdish Bhagwati and Arvind Panagariya (eds.), Cambridge University Press.

Koenigsberg, Oded, Rajeev Kohli and Ricardo Montoya (2011), “The Design of Durable Goods,” *Marketing Science*, 30 (1), 111–122.

Gaur, Daya, Ramesh Krishnamurti and Rajeev Kohli (2011), “Erratum to: The Capacitated Max  $k$ -Cut Problem,” *Mathematical Programming (Series A)*, 126 (1), 191.

Koenigsberg, Oded, Rajeev Kohli and Ricardo Montoya (2010), “Package Size Decisions,” *Management Science*, 56 (3): 485–494.

Gaur, Daya, Ramesh Krishnamurti and Rajeev Kohli (2009), “The Minimum Violation Problem in Commercial Scheduling,” *Operations Research*, 57 (5), 1098–1105.

Kohli, Rajeev and Kamel Jedidi (2008), “Inferring Latent Class Lexicographic Rules From Choice Data,” *Journal of Mathematical Psychology*, 52 (4), 241–249.

## Publications (contd.)

Iyengar, Raghuram, Kamel Jedidi and Rajeev Kohli (2008), “A Conjoint Approach to Multi-Part Pricing,” *Journal of Marketing Research*, 45 (2), 195–210. Finalist for the 2008 Paul Green Award for contributions to the practice of marketing research.

Gaur, Daya, Ramesh Krishnamurti and Rajeev Kohli (2008), “The Capacitated Max  $k$ -Cut Problem,” *Mathematical Programming* (Series A), 115, 65–72.

Kohli, Rajeev and Kamel Jedidi (2007), “Representation and Inference of Lexicographic Preference Models and Their Variants,” *Marketing Science*, 26 (3), 380–399.

Kohli, Rajeev and Ramesh Krishnamurti (2007), “Probabilistic Greedy Algorithms for Satisfiability Problems,” in *Approximation Algorithms and Metaheuristics*, T.F. Gonzalez (Ed.), New York: Kluwer.

Kohli, Rajeev and Raaj Sah (2006), “Some Empirical Regularities in Market Shares,” *Management Science*, 52 (11), 1792–1798.

Kohli, Rajeev, Ramesh Krishnamurti and Kamel Jedidi (2006), “Subset Conjunctive Rules for Breast-Cancer Diagnosis,” *Discrete Applied Mathematics*, 154 (7), 1100–1132.

Kohli, Rajeev and Kamel Jedidi (2005), “Probabilistic Subset Conjunction,” *Psychometrika*, 70 (4), 737–757.

Jedidi, Kamel and Rajeev Kohli (2005), “Probabilistic Subset-Conjunctive Models for Heterogeneous Consumers,” *Journal of Marketing Research*, 42 (3), 483–494.

Kohli, Rajeev, Ramesh Krishnamurti and Prakash Mirchandani (2004), “Average Performance of Greedy Heuristics for the Integer Knapsack Problem,” *European Journal of Operational Research*, 154 (1), 36–45.

Iyengar, Raghunath and Rajeev Kohli (2003), “Why Parrondo’s Paradox is Irrelevant for Utility Theory, Stock Buying and the Emergence of Life,” *Complexity*, 9 (1), 23–27.

## Publications (contd.)

Kohli, Rajeev (2001), "Infrastructure of E-Business," in *Digital Marketing*, Jerry Wind and Vijay Mahajan (eds.), New York: John Wiley.

Ansari, Asim, Skander Essegaier and Rajeev Kohli (2000), "Internet Recommendation Systems," *Journal of Marketing Research*, 37 (August), 363–375. Finalist for the 2005 O'Dell Award for the most significant, long-term contribution to marketing theory, methodology and/or practice.

Kohli, Rajeev (1999), "Lexicographic Systems," *Complexity*, 4 (4), 15–25.

Kohli, Rajeev, Donald R. Lehmann and Jae Pae (1999), "Incubation Time," *Journal of Product Innovation Management*, 16 (March), 134–144.

Jedidi, Kamel, Rajeev Kohli and Wayne DeSarbo (1996), "Consideration Sets in Conjoint Analysis," *Journal of Marketing Research*, 28 (August), 364–372.

Mirchandani, Prakash, Rajeev Kohli and Arie Tamir (1996) "Capacitated Location Problems on a Line," *Transportation Science* 30, 75–80.

Kohli, Rajeev, Ramesh Krishnamurti and Prakash Mirchandani (1995), "The Minimum Satisfiability Problem," *SIAM Journal on Discrete Mathematics*, 7 (2), 275–283.

Kohli, Rajeev and Ramesh Krishnamurti (1995), "Joint Performance of Greedy Heuristics for the Integer Knapsack Problem," *Discrete Applied Mathematics*, 56, 37–48.

Kohli, Rajeev and Heungsoo Park (1994), "Coordinating Buyer-Seller Transactions Across Multiple Products," *Management Science*, 40 (9), September, 1145–150.

Kohli, Rajeev and Ramesh Krishnamurti (1992), "A Total Value Greedy Heuristic for the Integer Knapsack Problem," *Operations Research Letters*, 12, 65–71.

Kohli, Rajeev and Vijay Mahajan (1991), "Erratum to: A Reservation Price Model for Optimal Pricing of Multiattribute Products in Conjoint Analysis," *Journal of Marketing Research*, 28 (November), 506.

### **Publications (contd.)**

Kohli, Rajeev and Vijay Mahajan (1991), “A Reservation Price Model for Optimal Pricing of Multiattribute Products in Conjoint Analysis,” *Journal of Marketing Research*, 28 (August), 347–354.

Gupta, Sunil and Rajeev Kohli, (1990), “Designing Products and Services for Consumer Welfare: Theoretical and Empirical Issues,” *Marketing Science*, 9 (3), Summer, 230–246.

Kohli, Rajeev and R. Sukumar (1990), “Heuristics for Product Line Design Using Conjoint Analysis.” *Management Science*, 36 (12), December, 1464–1478.

Kohli, Rajeev and Ramesh Krishnamurti (1989), “Average Performance of Heuristics for Satisfiability,” *SIAM Journal on Discrete Mathematics*, 2 (November), 508–523.

Kohli, Rajeev and Ramesh Krishnamurti (1989), “Optimal Product Design Using Conjoint Analysis: Computational Complexity and Algorithms,” *European Journal of Operational Research*, 40, 186–195.

Kohli, Rajeev and Heungsoo Park (1989), “A Cooperative Game Theory Model for Quantity Discounts,” *Management Science*, 35 (6), June, 693–707.

Kohli, Rajeev (1988), “Assessing Interaction Effects in Latin-Square Type Designs,” *International Journal of Research in Marketing*, 5, 25–37.

Kohli, Rajeev (1988), “Assessing Attribute Significance in Conjoint Analysis: Nonparametric Tests and Validation.” *Journal of Marketing Research*, 25 (May), 123–133.

Kohli, Rajeev and Ramesh Krishnamurti (1987), “A Heuristic Approach to Product Design,” *Management Science*, 33 (December), 1523–1533.

### **Manuscripts under review**

Jedidi, Kamel, Rajeev Kohli and Ricardo Montoya (2011), “Probabilistic Lexicographic Models,” under review with *Marketing Science*.

### **Working papers**

Kohli, Rajeev and Ricardo Montoya (2007), “Probabilistic Choice in Optimal Product Design.”

Kohli, Rajeev, Hitendra Wadhwa and Jim Christian (2007), “Integrating Engineering Design and Conjoint Analysis.”

Kohli, Rajev (2002), “Rational Approximations for  $\zeta(s)$ .”

Kohli, Rajeev (2001), “On the Evolution of Genetic Codes.”

### **Research in progress**

Kohli, Rajeev, “The Market for iGames.”

Kim, Yena and Rajeev Kohli, “Designing Freemium Goods.”

Kohli, Rajeev, Ramesh Krishnamurti and Naoki Katoh, “Keyword Buying.”

Kohli, Rajeev and Katsutoshi Yada, “RFID: How Japanese Consumers Shop in Supermarkets.”

### **Cases (Columbia Caseworks)**

Kohli, Rajeev (2009), Scrabulous on Facebook.

Kohli, Rajeev (2009), The Launch of the Indian Premier League.

### **Doctoral students**

Peter DeMeyer, *Essays on Media Planning*, Columbia University, 2001.

Jae Pae, *Incubation Time*, Columbia University, 1996.

Krishnakumar Srinivasan, *Noncompensatory Models of Preference and Choice*, University of Pittsburgh, 1987

Heungsoo Park, *Three Essays on Quantity Discounts, Product Bundling and Cooperative Buying*, University of Pittsburgh, 1986.

Served on several dissertation committees at Columbia University and University of Pittsburgh.

### **Recent University and School committees**

- 2004 – Committee on serious offenses by tenured faculty.
- 2010 – Executive committee.
- 2011 – Executive programs committee.
- 2009 – 10 Promotion and tenure committee.
- 2009 – Green committee.
- 2009 – 10 Recruiting committee, Marketing Division.
- 2008 – 09 Senior recruiting committee, Marketing Division (Chair).
- 2006 – 07 Recruiting committee, Marketing Division (Chair).
- 2005 – 06 South Asia taskforce (Chair).

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