

Ravi Shanmugam

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Education

Ph.D. Haas School of Business, University of California, Berkeley (Marketing), 2010
M.B.A. Haas School of Business, University of California, Berkeley, 2004
B.S. Harvard University (Computer Science), 1998

Academic appointments

2015-present University of Kansas School of Business
Assistant Teaching Professor (2020-present)
Lecturer (2015-2020)

2014-2015 Anderson School of Management, UCLA
Visiting Adjunct Assistant Professor of Marketing

2010-2014 Leavey School of Business, Santa Clara University
Assistant Professor of Marketing

Teaching experience

<i>Course title</i>	<i>University (program)</i>	<i>Dates</i>	<i>Total sections</i>
Business Policy & Strategy	KU (Undergrad BBA: online)	2025-present	2
Advanced Leadership Principles	KU (Undergrad BBA: online)	2025-present	1
Principles of Management*	KU (Undergrad)	2021-present	9
Leadership in Business Organizations*	KU (Undergrad)	2020-2024	9
Introduction to Management	CIMBA** (Undergrad)	2019	1
Business Policy & Strategy	KU (Undergrad)	2016-present	39
Organizational Behavior	KU (Undergrad)	2015-2020	21
New Product Development	UCLA (MBA)	2014	3
Marketing Analysis	Santa Clara (Undergrad)	2014	1
Marketing Analysis & Decisions	Santa Clara (MBA)	2010-2013	13
Principles of Marketing	Santa Clara (Undergrad)	2011-2013	7
Marketing	UC Berkeley (Undergrad)	2006-2010	9

* - Wrote a set of 14 full-length cases with teaching notes for use in these classes

** - Study abroad program in Paderno del Grappa, Italy

Publications

“How online reviews create social network value: the role of feedback versus individual motivation” with Edward McQuarrie and Shelby McIntyre. *Journal of Strategic Marketing*, issue 24.3-4 (2016), pp. 295-310

“How to make online reviews work for you” with Mario Capizzani, Edward McQuarrie, and Shelby McIntyre. *IESE Insight*, issue 20 (2014).

“Anchor store quality in malls: an economic analysis” *International Journal of Retail & Distribution Management*, vol. 41, issue 2 (2013), pp. 90-112.

Invited presentations

“Developing role-playing exercises about ethics” KU Center for Teaching Excellence Summit, Lawrence, KS, August 2025

“Developing engaging case studies for your classroom” Academy of Management, Copenhagen, Denmark, July 2025

“How improvisational role-playing exercises can improve active learning in management classes” Management & Organizational Behavior Teaching Society Conference, Salem, MA, June 2024

“So what do you really think? Using technology to get candid feedback from students” International Management & Organizational Behavior Teaching Society Conference, Maynooth, Ireland, June 2018

“What motivates consumers to produce online reviews? Solidarity, status, and the soapbox effect” Association of Consumer Research North American Conference, Chicago, IL, October 2013

“The social construction of consumption in a virtual society” INFORMS Marketing Science Conference, Boston, MA, June 2012

“Anchor store quality in malls: an economic analysis”
INFORMS Marketing Science Conference, Houston, TX, June 2011
Santa Clara University, Santa Clara, CA, October 2009
Fordham University, New York, NY, October 2009
National University of Singapore, Singapore, October 2009
Darden School of Business, University of Virginia, Charlottesville, VA, October 2009
Georgia Institute of Technology, Atlanta, GA, October 2009

“Negative advertising and voter choice”
London Business School Doctoral Conference, London, UK, 2007
University of Houston Doctoral Symposium, Houston, TX, 2007

Awards & Honors

Beedles-Joy Undergraduate Teaching Award, University of Kansas, 2018

Outstanding Graduate Student Instructor Award, University of California, Berkeley, 2006

Corporate/consulting experience

Netopia, marketing intern, Emeryville, CA, 2003.

Bay Area Video Coalition, strategy consultant, San Francisco, CA, 2003.

Digitas, programmer/analyst, New York, NY, 2000-2002.

LivePerson, software developer, New York, NY, 1999-2000.

PricewaterhouseCoopers, package software consultant, Los Angeles, CA, 1998-1999.

Professional memberships

Academy of Management