

Srinivas K. REDDY

Research Interest:

- Branding Innovation and New Product Development, Online Auctions and Bidder Behaviour

Selected Journal Articles (Refereed)

- "A Network Bidder Behavior Model in Online Auctions: A case of Fine Art Auctions", by Mayukh DASS, Srinivas K. REDDY, and Dawn IACOBUCCI, 12/2014, 90, 4, Journal of Retailing, 445-462
- "Social Networks among Auction Bidders: The Role of Key Bidders and Structural Properties on Auction Prices", by Mayukh DASS, Karempudi Srinivas REDDY, and Dawn IACOBUCCI, 05/2014, 37, Social Networks, 14-28
- "Ratings Lead You To The Product, Reviews Help You Clinch It : The Dynamics and Impact of Online Review Sentiments on Products Sales", by Nan HU, Noi Sian KOH, and Karempudi Srinivas REDDY, 01/2014, 57, Decision Support Systems, 42-53
- "Spillover Effects of Ingredient Branded Strategies on Brand Choice: A Field Study", by Swaminathan VANITHA, Karempudi Srinivas REDDY, and Sara Loughran DOMMER, 2011, Marketing Letters (2012), 23, 237-251
- "Art for Reward's Sake: Visual Art Recruits Ventral Striatum", by Simon LACEY, Henrik HAGVEDT, Vanessa PATRICK, Amy ANDERSON, Randall STILLA, Gopikrishna DESHPANDE, Hu XIAOPING, Joao SATO, Karempudi Srinivas REDDY, and Krish SATHIAN, 2011, 55, NeuroImage, 420-433
- "An Investigation of Value Updating Bidders in Simultaneous Online Art Auctions", by Mayukh DASS, Lynne SEYMOUR, and Srinivas K. REDDY, 2010, Journal of Probability and Statistics
- "An interview with Vinita Bali, MD and CEO of Britannia India Ltd", by Karempudi Srinivas REDDY, 2010, 2,2, Marketing Intelligence Review, 52-60
- "An Analysis of Price Dynamics, Bidder Networks and Market Structure in Online Art Auctions", by Mayukh DASS and Karempudi Srinivas REDDY, 2008, Statistical Methods in e-Commerce Research, 105-129
- "Viewing Art Images Activates Reward and Affective Circuitry", by K SATHIAN, Simon LACEY, Amy ANDERSON, Randall STILLA, Randall STILLA, Henrik HAGVEDT, Vanessa PATRICK, and Karempudi Srinivas REDDY, 2008, Society for Neuroscience Abstracts 189.10
- "Consumer Evaluations of Corporate Brand Deployments", by Anupam JAJU, Christopher JOINER, and Srinivas K. REDDY, 2006, 34, 2, Journal of the Academy of Marketing Science, 206-215
- "Modeling Online Art Auction Dynamics Using Functional Data Analysis", by Mayukh DASS and Karempudi Srinivas REDDY, 05/2006, 21, 2, Statistical Science, 179-193
- "The Impact of Brand Extension Introduction on Consumer Choice", by Swaminathan VANITHA, Richard J FOX, and Karempudi Srinivas REDDY, 10/2001, 65, 4, Journal of Marketing, (Lead Article) 1-15
- "The Impact of Parent Brand Attribute Beliefs and Affect on Brand Extension Evaluation", by Reddy SRINIVAS and Bhat SUBODH, 09/2001, 53, 3, Journal of Business Research, 111-122 (Lead Article)

- "Affinity Partnering: Conceptualization and Issues", by Swaminathan VANITHA and Karempudi Srinivas REDDY, 2000, Handbook of Relationship Marketing, 381-406
- "Measuring and Modeling the Effects of Buyer/Seller Relationships in Corporate Financial Services Markets", by Karempudi Srinivas REDDY and John CZEPIEL, 1999, 46, Journal of Business Research, 235-244
- "Symbolic and Functional Positioning of Brands", by Bhat SUBODH and Karempudi Srinivas REDDY, 1998, 15, 1, Journal of Consumer Marketing, 32-43
- "Determinants of the Success of Broadway Shows", by Karempudi Srinivas REDDY, Swaminathan VANITHA, and Carol MOTLEY, 08/1998, 35, Journal of Marketing Research, 370-383
- "SPOT: Scheduling Programs Optimally for Television", by Karempudi Srinivas REDDY, Jay ARONSON, and Atonie STAM, 01/1998, 44,1, Management Science, 83-102
- "Exploring the social geography of the marketplace: A study of relationships in corporate banking", by John CZEPIEL and Karempudi Srinivas REDDY, 1997, 13, Research in Marketing, 19-32
- "Modeling Response to Repetitive Marketing Stimuli", by Richard J FOX, Karempudi Srinivas REDDY, and Bharat RAO, 1997, 25, 3, Journal of the Academy of Marketing Science, 242-255
- "Measurement Errors in Probability Judgments", by Chezy OFIR and Karempudi Srinivas REDDY, 09/1996, 42,9, Management Science, 1308-1325
- "A Dynamic Approach to the Analysis of Strategic Alliances", by Bharat RAO and Karempudi Srinivas REDDY, 1995, 4,4, International Business Review, 499-518