



### **Nagasimha Balakrishna Kanagal**

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#### **Position**

Professor (Marketing Area), Indian Institute of Management, Bannerghatta Road,  
Bangalore 560076.

#### **Education**

*Ph.D. - Management Science (1997).*

The University of Texas at Dallas, Texas, USA. Major:  
Marketing Management.

*MS - Master of Science in Management and Administrative Sciences (1996).*

The University of Texas at Dallas, Texas, USA. Major:  
Marketing Management.

*MA - Master of Arts in International Management Studies (1994).*

The University of Texas at Dallas, Texas, USA.

*PGDM – Post Graduate Diploma in Management (1986).*

The Indian Institute of Management, Ahmedabad Society, Ahmedabad, India.

*BE - Bachelor of Engineering (1984), Bangalore University, Bangalore, India.*

Major: Electronics Engineering.

## **Academic Experience**

- March 2018 to present: Professor (Marketing), Indian Institute of Management (IIMB), Bangalore, India.
- April 2017 to March 2019: Chairperson, Marketing Area, IIM Bangalore.
- August 2003 to March 2018: Associate Professor (Marketing), Indian Institute of Management (IIMB), Bangalore, India.
- September 2011 to March 2018: Chief Editor, IIMB Management Review.
- June 2005 – November 2009: Chairperson, Marketing Area, IIM Bangalore.
- June 2003-June 2005: Chairperson, Library, IIM Bangalore.
- September 1997 to July 2003: Assistant Professor (Marketing), Indian Institute of Management, Bangalore, India.
- Sep. 1992 - Aug. 1996: Teaching Assistant in the School of Management, The University of Texas at Dallas, Texas, USA.

## **Organizational Experience**

- AMCO Batteries Ltd. Bangalore, India; Feb. 1989 - Dec. 1991: Assistant manager.
- WIPRO Information Technology Ltd. Bangalore, India. Jan. 1988 - Feb. 1989: Senior marketing support executive.
- T.V.S. Electronics Ltd. Bangalore, India. Feb. 1987 - Jan 1988: Sales and service executive.
- Larsen and Toubro Ltd. Madras, India. May 1986 - Feb. 1987: Assistant engineer - marketing support.

## **Training Activities**

Conducted Guest Training and Lecture Sessions to the following organizations

1. M/S Infosys Technologies Ltd., Bangalore.
2. Hindustan Petroleum – Mittal Co. (HMEL), New Delhi.
3. Bapuji Institute of Management, Davangere, Karnataka.
4. M/S Kanazia Digital Systems, Bangalore.
5. Bangalore University (Canara Bank School of Management Studies).
6. National School of Insurance Education and Research, Bangalore.
7. LIC Agents, LIC Office, KG Road Branch, Bangalore.
8. TNT Courier Company, Bangalore.

## **Teaching Courses**

1. Marketing Management
2. Research for Marketing Decisions
3. Competitive Marketing Strategy
4. Executive Open Program on Competitive Marketing Strategy

## **Teaching at Other Institutes**

Invited and taught the elective course 'Strategic Marketing' to Post Graduate Programme (MBA) students at IIM Ranchi during December 2016 – February 2017.

## Research Publications

1. Kanagal, Nagasimha Balakrishna (2018). 'Building competitive edge.' *International Journal of Marketing Studies*, Canadian Center of Science and Education, vol. 10, no. 3, September.
2. Kanagal, Nagasimha Balakrishna (2018). 'An essay on strategic aspects of firm to market communications.' *Journal of Management and Marketing Research*, Academic and Business Research Institute, Ponte Vedra Beach, FL, USA, volume 22, September.
3. Kanagal, Nagasimha Balakrishna (2017). 'Development of market orientation for marketing strategy formulation. ' *International Journal of Marketing Studies*, Canadian Center of Science and Education, vol. 9, no. 4, August.
4. Kanagal, Nagasimha Balakrishna (2017). 'Strategic marketing issues for an emerging market firm to go global.' *International Business Research*, Canadian Center of Science and Education, volume 10, no. 6, June.
5. Kanagal, Nagasimha Balakrishna (2017). 'An essay on the realm of performance control in marketing strategy.' *Journal of Management and Marketing Research*, Academic and Business Research Institute, Ponte Vedra Beach, FL, USA, volume 20, March.
6. Kanagal, Nagasimha Balakrishna (2016). 'Issues in marketing strategy implementation.' *International Business Research*, Canadian Center of Science and Education, volume 9, no. 11, November.
7. Kanagal, Nagasimha Balakrishna (2016). 'An extended model of behavioural process in consumer decision making.' *International Journal of Marketing Studies*, Canadian Center of Science and Education, volume 8, no. 4, August.
8. Kanagal, Nagasimha Balakrishna (2015). 'Intent and capturing intent in marketing strategy.' *Academy of Taiwan Business Management Review*, volume 11, no.2, August.
9. Kanagal, Nagasimha Balakrishna (2015). 'Innovation and product innovation in marketing strategy.' *Journal of Management and Marketing Research*, Academic and Business Research Institute, Jacksonville, FL, USA, volume 18, February.
10. Kanagal, Nagasimha Balakrishna (2014). 'Conceptualizing objective setting and metrics in marketing strategy.' *Journal of Management and Marketing Research*, Academic and Business Research Institute, Jacksonville, FL, USA, volume 16, August.
11. Kanagal, Nagasimha Balakrishna (2014). 'An essay on aspects of probability in marketing strategy.' *Academy of Taiwan Business Management Review*, volume 10, no.2, August.
12. Kanagal, Nagasimha Balakrishna (2013). 'Cross section pooling as against time series pooling in market analysis.' *Academy of Taiwan Business Management Review*, volume 9, no.3, December.
13. Kanagal, Nagasimha Balakrishna (2013). 'Promotions as market transactions.' *Journal of*

*Management and Marketing Research*, Academic and Business Research Institute, Jacksonville, FL, USA, volume 12, May.

14. Kanagal, Nagasimha Balakrishna (2013). 'Conceptualization of perceived value pricing in strategic marketing.' *Journal of Management and Marketing Research*, Academic and Business Research Institute, Jacksonville, FL, USA, volume 12, February.

15. Kanagal, Nagasimha Balakrishna (2012). 'Customer value proposition and its linkages in marketing strategy.' *Academy of Taiwan Business Management Review*, volume 8, no.1, April.

16. Kanagal, Nagasimha Balakrishna (2011). 'Assessment of aggregate interaction effect and aggregate persistence effect in market share analysis.' *Academy of Taiwan Business Management Review*, volume 7, no.1, April.

17. Kanagal, Nagasimha Balakrishna (2010). 'Issues in internal analysis for competitive marketing strategy.' *Academy of Taiwan Business Management Review*, volume 6, no.3, August

18. Kanagal, Nagasimha Balakrishna (2009). 'Role of relationship marketing in competitive marketing strategy.' *Journal of Management and Marketing Research*, Academic and Business Research Institute, Jacksonville, FL, USA, volume 2, July.

19. Kanagal, Nagasimha Balakrishna and G Shainesh (2003). 'Interview: M S Zahed - The PSU in changing times.' *IIMB Management Review (Journal of Indian Institute of Management Bangalore)*, volume 15, no. 2, June.

20. Kanagal, Nagasimha Balakrishna (2002). 'Long run equilibrium and its impact on brand choice and market share analysis.'

Dissertation Chair: Dr. Frank M. Bass, The University of Texas at Dallas.

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Register of Copyrights, United States Copyright Office, USA.

Working Paper Series, Indian Institute of Management, August 20, 2002. Published in SSRN (Social Science Research Network, USA),

SSRN eJournal (December 16, 2002): *Managerial Marketing*,

SSRN eJournal (October 25, 2002): *Industrial Organization- Theory*,

SSRN eJournal (October 21, 2002): *Industrial Organization-Empirical Studies of Firms & Markets*.

21. Kanagal, Nagasimha Balakrishna (2000). 'The best mix for a market fix (High Technology Initiatives in Marketing Research).' *Strategic Marketing (An Economic Times Presentation)*, Jan / Feb.

22. Kanagal, Nagasimha Balakrishna (2000). 'Power of the e-commerce brand.' *Indian Management, Journal of the All India Management Association*, February.

23. Kanagal, Nagasimha Balakrishna (1999). 'Forming strategic alliances: Issues in conceptualization.' *IIMB Management Review (Journal of Indian Institute of Management Bangalore)*, December.

24. Kanagal, Nagasimha Balakrishna (1999). 'Public image and marketing strategy.'

*Indian Management, Journal of the All India Management Association*, Jan/Feb.

25. Kanagal, Nagasimha Balakrishna (1999). 'Win, and then win.' *Economic Times* (Leading Indian Business Daily), February.

26. Kanagal, Nagasimha Balakrishna (1999). 'Serve the right dish, the right way.' *Economic Times* (Leading Indian Business Daily), March 8.

27. Kanagal, Nagasimha Balakrishna (1998). 'Marketing strategy and game theory.' *IIMB Management Review (Journal of Indian Institute of Management Bangalore)*, July-Sep.

28. Kanagal, Nagasimha Balakrishna and Ramesh Kumar (1998). 'Customer-Product Interfacing. A strategy for consumer durables.' *The Hindu* (Leading South Indian Daily), July 15.

### **Conferences with Proceedings**

1. Kanagal, Nagasimha Balakrishna (2025). 'An essay on aspects of competitive dynamics.' Accepted for presentation and to be in the *Proceedings of the 2025 American Marketing Association Summer Academic Conference*, Chicago, Illinois, USA, August 22-24 (forthcoming).

2. Kanagal, Nagasimha Balakrishna (2025). 'Meaning in Marketing.' Accepted for Presentation and to be in the *Proceedings of the 12<sup>th</sup> AIM-AMA Sheth Foundation International Marketing Conference, held at Management Development Institute, Gurgaon, India, July 15-17 (forthcoming)*.

3. Kanagal, Nagasimha Balakrishna (2023). 'Cutting-edge Product Strategy.' Presenter and in the *Proceedings of the 2023 American Marketing Association Winter Academic Conference*, Nashville, Tennessee, USA, February 9-12.

4. Kanagal, Nagasimha Balakrishna (2020). 'The service/ services impetus to marketing strategy and its trade-offs.' Presenter, Session Chair, and in the *Proceedings of the 2020 American Marketing Association Summer Virtual Academic Conference*, Chicago, USA, August 18-20.

5. Kanagal, Nagasimha Balakrishna (2011). 'Cross section pooling as against time series pooling in market analysis.' Paper presented and in the proceedings at the *8th Global Marketing Dynamics Conference* on the Theme of Transformative Marketing sponsored by The China India Consumer Insights Program at the Yale Center for Customer Insights, Yale School of Management, Yale University, Georgia State University and Marketing Science Institute, July.

6. Kanagal, Nagasimha Balakrishna (2010). 'Assessment of aggregate interaction effect and aggregate persistence effect in market share analysis.' Paper presented and in the proceedings at the *First International Conference on Analytics: The way forward*, organized by Kotler-Srinivasan Center for Research in Marketing, Great Lakes Institute of Management, Chennai, July.

7. Kanagal, Nagasimha Balakrishna (2009). 'Issues in marketing strategy implementation.' Paper presented and in the proceedings at the *8th International Marketing Trends Congress*

at European School of Management (ESCP-EAP), Paris, France, January.

8. Kanagal, Nagasimha Balakrishna (2006). 'Competitive marketing strategies through competitive advantages.' Paper presented and in the proceedings at the *XII Asia Pacific Management Conference*, November.

9. Kanagal, Nagasimha Balakrishna (2006). 'Role of relationship marketing in competitive marketing strategy.' Paper in the proceedings of the *Sixth Annual Hawaii International Conference on Management*, May.

10. Kanagal, Nagasimha Balakrishna (2006). 'Creating customer value: Successful competitive marketing strategies.' Paper presented and in the proceedings at the *Third All India Management Scholars International Conference on Management*, January.

11. Kanagal, Nagasimha Balakrishna and D V Jagadish (2000). 'Obtaining sustainable competitive advantages: The route of electronic commerce.' Paper presented and in the proceedings at the *National Conference on E-Commerce*, organized by Institute of Public Enterprise, Hyderabad, February.

### **Conference Presentations**

1. Kanagal, Nagasimha Balakrishna (2025). 'Become Customer Centric for Marketing Strategy.' Paper accepted for Contributed Presentation at the *2025 ISMS Marketing Science Conference* to be held at Washington DC, USA, June 13-15, 2025 (Forthcoming)
2. Kanagal, Nagasimha Balakrishna (2023). 'Aspects of Marketing Strategy for Start-Ups.' Paper accepted but not presented at the *12<sup>th</sup> International Conference on Restructuring of the Global Economy (ROGE) 2023 Towards Sustainability*, University of Oxford, UK; 7-8<sup>th</sup> August 2023.
3. Kanagal, Nagasimha Balakrishna (2021). 'Market-based strategies.' Presentation at the *15<sup>th</sup> NASMEI (North American Society for Marketing Educators in India) Conference 2021*, organized by the Great Lakes Institute of Management, India, December 21-22.
4. Kanagal, Nagasimha Balakrishna (2020). 'Brand resonance for marketing strategy.' Presenter, Session Chair at the *42<sup>nd</sup> ISMS Marketing Science Conference (Virtual Conference)*, June 10-13.
5. Kanagal, Nagasimha Balakrishna (2019). 'Digital initiatives as a vehicle of strategic market management.' Presentation at the *7th AIM-AMA Sheth Foundation Doctoral Consortium*, Ahmedabad, India, January 2019.
6. Kanagal, Nagasimha Balakrishna (2003). 'Strategic marketing: Issues for an Indian firm to go global.' Paper presented at the *NIRMA International Conference on Management*, January.
7. Kanagal, Nagasimha Balakrishna (2001). 'Extension of stimulus response model: A model of behavioral process of consumer decision making.' Paper accepted at the *Hawaii Business Conference, Honolulu, Hawaii*, June.

8. Kanagal, Nagasimha Balakrishna and S Ramesh Kumar (2000). 'Global brands - Implications for multinational companies in the Indian context.' Paper accepted at the *New England Business Administration Association of Southern Connecticut University, USA*, April.
9. Kumar, Ramesh S and Nagasimha Balakrishna Kanagal (1999). 'Marketing of interface services.' Paper presented at the *American Marketing Association (AMA) conference on 'Frontiers of Services'* at Vanderbilt University, Nashville, Tennessee, October.
10. Kanagal, Nagasimha Balakrishna (1999). 'Presentation and experience sharing of curriculum design and development on Competitive Marketing Strategy.' *Second National Strategic Management Conference: Strategic Management Forum of India* and Indian Institute of Management Bangalore, May.
11. Kanagal, Nagasimha Balakrishna (1998). 'Marketing strategy and game theory.' *NASMEI-IIMB Marketing Faculty Conference* (NASMEI is North American Society for Marketing Education in India and IIMB is Indian Institute of Management Bangalore), Paper presented and joint coordinator for conference, July.
12. Kanagal, Nagasimha Balakrishna (1998). Participated in the 'Round Table on Indian Brands.' Organized by the *Indian Institute of Management Bangalore*. Discussions published in The Economic Times - a leading Indian Business Daily.

### **Poster Acceptances**

1. Kanagal, Nagasimha Balakrishna (2024). 'A latent variable path for customer satisfaction and competitive loyalty.' Poster Acceptance, American Marketing Association 2024 Summer Academic Conference, St. Pete Beach, Florida, USA, February.
2. Kanagal, Nagasimha Balakrishna (2023). 'Aspects of investments for marketing strategy.' Poster Acceptance at the 2023 American Marketing Association Summer Academic Conference, San Francisco, CA, USA, August.

### **Working Papers**

1. Kumar, Ramesh S and Nagasimha Balakrishna Kanagal (2001). 'Empirical study on consumer decision making for consumer products.' *Working paper series 173, Indian Institute of Management Bangalore*.
2. Kanagal, Nagasimha Balakrishna (2024). 'An essay of aspects of competitive dynamics,' *Working Paper, Indian Institute of Management Bangalore*.