

Sreelata Jonnalagedda

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Profile

Sreelata Jonnalagedda is a Professor in the Marketing area at Indian Institute of Management Bangalore.

Professor Jonnalagedda teaches the *Strategy, Tactics, and Economics of Pricing* (STEP) and *Market Design* courses for MBA students. She also teaches *Marketing Management* for MBA students and *Marketing Models for doctoral students*.

Dr. Jonnalagedda's research interests are in the areas of market design, freemium pricing, and digital marketing. Through her research she aims to understand incentive structures that drive buyer/seller behavior and functioning of markets. Her recent work includes structuring and framing prices for digital, technology, and agri-markets.

Her work has been published in leading journals such as *Management Science*, *Manufacturing & Service Operations Management*, and the *IIM B Management Review*. Professor Jonnalagedda has worked on case studies/consulting engagements on pricing and marketing innovations, including pricing information products such as *InMobi*, *Red Force Labs*, and *Amable*. Most recently she has consulted with the Tea Board of India for restructuring tea auctions.

Professor Jonnalagedda holds a PhD from The University of Texas, Austin, Master of Science from the New Jersey Institute of Technology, and Bachelor of Technology from the Indian Institute of Technology, Madras. Prior to completing her Ph.D., she worked as a consultant with Supply Chain Consultants, Inc (now Arkieva).

Interests

Primary		Industries
innovation	product development	retail
pricing	durable products	e-commerce
auctions	information diffusion	textile
word-of-mouth	game theory	agri-commodities
incentives	electronic commerce	

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Research

1. “*Designing freemium and free trials for digital subscriptions,*” with Ian Weaver and Vineet Kumar, Preparing for submission
2. “*Impact of auction closing mechanism on price discovery: Evidence from teaAuctions in India,*” with Madhu Vishwanathan and Ravikanth Vazrapu. Preparing for submission
3. “*Can critics continue to be critical? Evidence from the movie industry,*” with Vedha Ponappan and Ashish Kumar. Preparing for submission
4. “*Response to entry in subscription markets for information Goods: A game-theoretic model.*” With Deepika Jain and Subodha Kumar. Revision invited at **Information Systems Research**
5. “*In–Out Algorithm for assortment planning under a ranking-based consumer choice model,*” with Honhon, D., and X. Pan. *Operations Research Letters* 48.3 (2020): 309-316.
6. “*To Adapt or Design: The Emerging Market Dilemma for Automakers,*” with Saranga, H. **POM Journal**, Vol. 28, No. 3, March 2019, pp. 550–569
7. “*Commonality Decisions when Designing for Multiple Markets,*” with Saranga, H., **European Journal of Operational Research**, 2017, 258, 902-911
8. “*Design for the Environment: Impact of Regulatory Policies on Product Development,*” with Gouda, S.K., and H. Saranga. **European Journal of Operational Research**, 2016, 248, 558-570
9. “*Optimal Algorithms for Assortment Selection under ranking based consumer choice models,*” with Honhon, D and X. Pan **Manufacturing & Service Operations Management**, Vol 14(2), 2012.
10. “*Durable Products, Time Inconsistency and Lock-in,*” with Gilbert, S.A. **Management Science**, Vol. 57. 2011.
11. “*Revenue Generation in the Information era: Opportunities and Challenges* ” **IIM B Management Review**, Vol. 23. 2010

Cases and Teaching Material

1. Satyajit Roy and **Jonnalagedda, S.** “*Business Model Innovation and Log9*” IIM B case, Jan 2025
 - Business model innovation at an EV deeptech company

- **Status: Distributed through HBS Press: IM053B-PDF-ENG**
- 2. B. Mahadevan and **Jonnalagedda, S.** “*Redesigning Tea Auctions in India*” IIM B case, Jun 2021
 - Auction design
 - **Status: Distributed through HBS Press: IMB853-PDF-ENG**
- 3. **Jonnalagedda, S.** and Ami S. “*Telma: Creating and Defending a Market Leader*” IIM B case, June 2021
 - Pharmaceutical marketing case
 - **Status: Distributed through HBS Press: IMB521-PDF-ENG**
- 4. Suhuruta K. and **Jonnalagedda, S.** “*Amable: Marketing Innovative Education*” IIM B case, Jul 2015
 - Marketing credence services
 - **Status: Distributed through HBS Press: IMB517-PDF-ENG**
- 5. **Jonnalagedda, S.** “*Tears with them, Tears without: Onion Prices Make India Cry*” IIM B Case, Jan 2015
 - Commodity pricing: the role of policy and regulation
 - **Status: Distributed through HBS Press: IMB487-PDF-ENG**
- 6. **Jonnalagedda, S.** “*Red Force Labs: Securing Online Transactions, at what Price?*” IIM B Case (Distributed through HBS Press: IMB377-PDF-ENG), Aug 2012
 - Case on entrepreneurial pricing, price structure
 - **Status: Distributed through HBS Press: IMB487-PDF-ENG**
- 7. Prakhya, S. and **Sreelata J.** “*Maxim Inc*” IIM B Case
 - Introductory marketing case that concerns understanding 5 C’s
 - **Status: Under review for Publication in HBSP**
- 8. **Jonnalagedda, S.** “*The Mother of all Challenges: Marketing Formula Milk*” IIM B Case
 - Ethical dilemmas in marketing
 - **Status: Completed (Used in Marketing Management core class)**
- 9. **Jonnalagedda, S** and enParadigm Learning Solutions “*Brand Quest: A product positioning and pricing game*”. A simulation exercise designed for MBA students.
 - Pricing and positioning simulation that concerns a new product introduction in a duopoly market
 - **Status: Completed and used in Pricing course (in 2011, 2012 and 2013)**

Teaching

- Strategy, Tactics, and Economics of Pricing taught across PGP/PGSEM/ePGP programs/EEP
- Market Design for GNAM students
- Marketing Management – Core Course for PGP(MBA) & EGMP(Executive) Students
- Marketing Models: Course for Doctoral Students

Research Presentations

1. *“Can critics continue to be critical? Evidence from the movie industry,”* Presented at Indian School of Business, July 2023
2. *“Can critics continue to be critical? Evidence from the movie industry,”* Presented at University of Leeds, May 2023
3. *“Impact of Auction Closing Mechanism on Price Discovery: Evidence from Tea Auctions in India,”* with Madhu Vishwanathan and Ravikanth Vazrapu. Presented at EMAC 2023, Denmark
4. *“Can critics continue to be critical? Evidence from the movie industry.”* Presented at Chicago Booth-Quantitative Marketing conference, Dec 2018
5. *“Pricing in the Information Era: Opportunities and Challenges.”* Invited talk at ISB’s Service Science Workshop, Sep 2013
6. *“Targeting using Word-of-Mouth Agents.”* Presented at Marketing Science 2013, Istanbul
7. *“Targeting using Word-of-Mouth Agents.”* Invited talk at SMU Marketing Conference, Singapore, Jan 2013

Service

- **Student Advising:** Thesis advisor of Ravikanth Vazrapu (faculty member at Mahindra University), DAC member of Srikanth K (now faculty at IIM Kozhikode), DAC member of Vedha Ponappan (now faculty at IIM Udaipur), Thesis Advisor of Deepika Jain (IIM Rohtak, initial placement), DAC Member of Prashant Baliga(defended), Aruna Divya T(now faculty at Norwegian School of Economics), Sirish Kumar Gowda (now faculty at IIM Trichy).
- **Administration/Service at IIM B:**
 - Board Member, IIM Bangalore (2025-)
 - ePGP Program committee (2025 -)

- Area Chair, Marketing (2020 – 2023)
- IMR Doctoral Conference Chair (2014, 2015)
- Post Graduate Program Committee (2014 - 15)
- Post Graduate Program in Enterprise Management Committee (2014 - present)
- **Awards and Grants:**
 - IIMB Chair of Excellence, 2016 - 2019
 - Dean's Fellowship, McCombs School of Business, 2005-2009
 - William W. and Ruth F. Cooper Fellowship, McCombs School of Business, 2004
 - Bonham Fellowship for research and travel, McCombs School of Business, University of Texas at Austin, 2007-2009
- **Referee:** Management Science, POM, TOPM, Omega, Decision Support Systems, IIE Transactions.
- **Consulting & Training Projects:** Tea Board of India, Verb Studio, Purna Organics, Maxim Inc, InMobi, Amable, Genpact
- **Interviews/Videos:**
 - "Prof. Sreelata Jonnalagedda conducts workshop on 'Pricing Experiments in Retail' at the one-day AI conference 'Target MultiplAI' on July 12 | IIM Bangalore." *IIM Bangalore*, 27 July 2022, <https://www.iimb.ac.in/prof-sreelata-workshop-target-multiplai>.
 - "Prof. Sreelata Jonnalagedda discusses Experiments For Digital Businesses: Designing For Scale." *Jagdish Sheth School of Management*, <https://jagsom.edu.in/isdsi2022/dr-sreelata-jonnalagedda/>.
 - "PhD Programme at IIMB: Chairperson Prof. Sreelata Jonnalagedda, Marketing area." *YouTube*, 23 Dec. 2022, <https://www.youtube.com/watch?v=jNTzgSgtCOY>.
 - "CAA, NRC and the idea of India, under the aegis of the Centre for Public Policy (CPP) at IIMB. Members of Parliament M.V. Rajeev Gowda and Swapan Dasgupta shared their views, and the dialogue was moderated by Prof. Sreelata Jonnalagedda, faculty from the Marketing area, at IIMB." 21 January 2020. *Suvada @ IIMB*. YouTube. Retrieved from <http://www.youtube.com/watch?v=pCcow4QixPk>
- **Media Mentions**
 - Deccan Herald, 17 June 2020, "[A relook into alcohol policy.](#)" Jonnalagedda, S., & A. Prahalad.
 - Forbes India, 28 May 2020, "[Invoking Gandhi for business strategy in the post-Covid-world.](#)" Jonnalagedda, S., & Saranga, H.
 - Forbes India, 29 Apr 2020, "[Making social distancing work.](#)"
 - [indiabusinesstrade.in](#), 21 May, 2020, [Marketing Post-COVID: Be Mindfully Digital & Practise Cautious Hibernation](#)
 - Forbes India, 18 May 2017, "[Product dealerships and service providers: The standard problem with their frontlines.](#)"
 - Economic Times, 25 June 2015, [Newest Discount on E-Shopping: Etailers, Mobile Wallets to Offer Cashback to Retain Customers](#)

- Economic Times, 24 June 2015, [Startups use cashback service to woo customers](#)
- Economic Times, 10 July 2015, [Seller's Carnival](#)