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ACADEMIC POSITIONS

Assistant Professor, Department of Marketing, GWSB, George Washington University, 2008 - present
Research Fellow, Center for Research in Technology and Innovation, Kellogg School of Management, Northwestern University, 2007–2008

INDUSTRY EXPERIENCE

F. Hoffmann La-Roche, Moscow Office, Patient Care Unit, Marketing Manager, 1998-1999.
Biochemie GmbH (Austria), Moscow Representative Office, 1996-1998.

EDUCATION

PhD, Marketing, University of South Carolina, 2007
MBA, Marketing, University of North Carolina, Charlotte, 2002
MD, Rostov State Medical University (Russia), 1999
B.S., Physics, Rostov State University (Russia), 1993

RESEARCH

A. Journal Articles

Rebyazina, Vera, Sergei Kouchtch, Alexander Krasnikov, and Maria. Smirnova (2011) "Innovation Activities of the Russian Companies: The Results of Empirical Study" *Russian Journal of Management*, 9(3).

Krasnikov, Alexander, Satish Jayachandran, and V. Kumar (2009), "The Impact of Customer Relationship Management on Cost and Profit Efficiencies: Evidence from US Commercial Banking Industry," *Journal of Marketing*, 73 (November), 61-76.

Krasnikov, Alexander, Saurabh Mishra, and David Orozco (2009), "Evaluating the Financial Impact of Brand Equity Using Trademarks: A Framework and Empirical Evidence," *Journal of Marketing*, 73 (November), 154-166.

Krasnikov, Alexander and Satish Jayachandran (2008), "The Relative Impact of Marketing, R&D, and Operations Capabilities on Firm Performance," *Journal of Marketing*, 72 (July), 1-11. (Lead Article).

Troyer, Jennifer and Alexander Krasnikov (2002), "The Effects of the Price Regulation on the Innovation in the Pharmaceutical Industry" *Journal of Applied Business Research*, 18(4,) 87-96.

B. Other Publications

Krasnikov, Alexander and Satish Jayachandran (2009), "Marketing Capabilities," in *Empirical Generalizations about Marketing Impact*, Dominique M. Hanssens, ed., Cambridge, MA: Marketing Science Institute, 3.

Krasnikov, Alexander (2011), "Commentary to Legends of Marketing, Volume 7" Raji Srinivasan, ed.

GRANTS

The Institute for Integrating Statistics in Decision Sciences, "The Impact of Brand Extensions on Shareholder Value: Data Mining of the USPTO Trademark Case Files" (with Wenjing Duan, GWSB), 2014. Amount \$5,000.

The Archival Data Subcommittee of the GWSB Research Committee, "Social Influence and Excessive Consumption in the Housing Market" (with Christo Pirinsky, GWSB), 2011. Amount \$5,936.

Russian Federal Agency of Science and Innovations, Primary Investigator, "Innovation Radar: Developing the Multifactor Measurement Tool to Assess the Innovation Activities of Russian Companies," (with Graduate School of Management (GSoM), St-Petersburg State University, Russia), 2010. Amount \$80,000.

The Archival Data Subcommittee of the GWSB Research Committee and Center for International Business Education Research (CIBER), "Transferring Global Brand Equity to Emerging Markets," 2010. Amount \$5,250.

American Consortium on European Union Studies (ACES)-EU GW Center, Seed Grant, "Growing Global Brands in Foreign Markets: A Brand Equity Perspective," 2010. Amount \$1,220.

Marketing Science Institute Research Grant Award #4-1468, Primary Investigator, "Measuring the Impact of Traditional and Nontraditional Trademarks on Firm Shareholder Value," (with Saurabh Mishra and David Orozco), 2007. Amount \$5,000.

HONORS AND AWARDS

Track chair, Customer Relationship Management, Summer Educators' American Marketing Association Conference, 2013

Best Teacher Nomination, Doctoral Students Association, GWSB 2012
Center for International Business Education Research (CIBER) research grants, 2005-2006
Excellence in Learning, Doctoral Student Association, 2006
Academy of International Business Award, 2005
Moore School Graduate Fellow, 2002-2005
Society for Marketing Advances Doctoral Consortium Fellow, 2004

CONFERENCE PRESENTATIONS

- “Impact of Influential Trademark Cases on Trademark Application Activity,” with James Conley and Peter Bican, Workshop on Empirical Studies of Trademark Data, Alexandria, VA 2013
- “Trademarks as Indicators of Marketing Innovation” with James Conley, Peter Bican, and Dipak Jain, Workshop on Empirical Studies of Trade Mark Data, Oxford, UK, 2012.
- “Adding to the “Missing Link” Perspective in Emerging Economy: The Role of Product Innovation in Russia,” with Maria Smirnova, Sergey Kousch, and Vera Rebyazina, St-Petersburg State University American Marketing Association Summer Educator’s Conference, Chicago, IL, 2012.
- “Exploring the Role of Social Status in the Housing Market: Insights from Subprime Lending” with Christo Pirinsky, GWSB, INFORMS Marketing Science Conference, Boston, MA 2012.
- “Does Intellectual Property Protection Really Matter For Branding Efforts In The Emerging Markets? Evidence from Trademark Registrations in Czech Republic And Russia” with Maria Smirnova, St-Petersburg State University, Brands and Branding in Law, Accounting, and Marketing: Integrating Strategies to Maximize Firm Value, Chapel Hill, NC, 2012.
- “Developing a Holistic View of Innovation: Marrying Academic and Practitioner Perspectives,” special session organized with Jiyao Chen, Oregon State University, American Marketing Association Summer Educator’s Conference, San Francisco, CA, 2011.
- “Impact of Culture on Brand Equity,” with Maria Smirnova, American Marketing Association Winter Educator’s Conference, Austin, TX, 2011.
- “Exploring the Drivers of Marketing Innovations by Firms,” with Demetrios Vakratsas and Saurabh Mishra, INFORMS Marketing Science Conference, Cologne, Germany, 2010.
- “Building Customer Relationships in Transition Economy: A Marketing Capabilities Perspective,” with Kelly Hewett, American Marketing Association Summer Educator’s Conference, Chicago, IL, 2009.

- “Measuring and Understanding the Strategic Impact of Brand and Customer Equity,” with Saurabh Mishra, American Marketing Association Winter Educator’s Conference, Tampa, FL, 2009.
- “Trademarks and Brand Equity: Conceptual Framework and Findings,” with Saurabh Mishra and David Orozco, Marketing Strategy Meets Wall Street, Emory University, Atlanta, GA, 2009.
- “Marketing Campaign Management Capability and Firm Performance,” with Saurabh Mishra and Mark Jeffery, American Marketing Association Winter Educator’s Conference, Austin, TX, 2008.
- “Customer Relationship Management and Firm Performance,” with Satish Jayachandran, American Marketing Association Winter Educator’s Conference, San Diego, CA, 2007.
- “Customer Relationships in Transition Economies: Evidence from the Pharmaceutical Industry in Russia,” with Kelly Hewett, American Marketing Association Summer Educator's Conference, Chicago, IL, 2006.
- “Liability or Asset of Foreignness: The Case of Western MNCs in Russia,” with Tatiana Kostova, Academy of International Business Conference, Quebec City, 2005.
- “The role of complementary assets in the incumbents’ retaliation during technological substitution,” Academy of Marketing Science Conference, Tampa, FL, 2005.
- “Incumbents’ reactions to radical technological innovations,” Academy of Marketing Science Conference, Vancouver, BC, 2004.