

CHIRANJEEV KOHLI, P.H.D.

EDUCATION

- Ph.D. (Marketing), Indiana University at Bloomington 1992
- MBA (Marketing), Indian Institute of Management at Ahmedabad 1987
- B.E. (Mechanical Engineering), Delhi University 1985

DISSERTATION

- "Signaling New Product Introductions: A Framework Explaining the Timing of Preannouncements"
- The dissertation received honorable mention in the 1992 International Doctoral Dissertation Competition

TEACHING INTERESTS

Marketing Strategy, Marketing Research, and Brand Management

SUPERVISION OF STUDENT PROJECTS

- "'Hub and Spoke' Carpooling System for CSUF: A Concept Evaluation," Fall 2008.
- "Market Segmentation, Messaging, and Promotions Plan," Fall 2007. Client: Native Foods.
- "Creating Effective Slogans. Evaluating Overall Liking, Image, Recall, and Recognition for Slogans Today," Fall 2006.
- "Evaluating Satisfaction of Undergraduate Students with College of Business and Economics," Fall 2005.
- "The New and Improved Textbook: A Research Study to Investigate Ways to Change the Way Textbooks are Used in Colleges," Spring 2005.
- "Buyer Behavior and Customer Satisfaction Measurement," Fall 2004. Client: Native Foods.
- "Evaluating Direct Mail and Online Promotion Strategy, Spring 2004. Client: University Extended Education.
- "Understand and Marketing to Today's College Age Students," Spring 2004, Mentor to Ms. Andrea Acevedo's Seniors Honors Project.
- "Assessing MBA Program Quality: Satisfaction Survey of Students," Fall 2003. Client: College of Business and Economics, CSUF.
- "Accessing Donors and Volunteers: What Motivates Philanthropic Work," Fall 2003. Client: Rebuilding Together Orange County.
- "New Product Concept Test for a Patented Hammer Design," Fall 2002. Client: Troy Smith, Entrepreneur.
- "Assessing the Needs of American Language Program Students at CSUF," Fall 2002. Client: Cal State Fullerton Extended Education.
- "Increasing Registrations for Titan Connection, a Service of Career Planning and Placement Services," Spring 2002. Client: Cal State Fullerton.
- "Assessing Customer Satisfaction for 'Verizon Yellow Pages' in West Los Angeles and Antelope Valley" Fall 2001. Client: Verizon Information Services.

- "Assessing the Appeal of 'Summer Extreme Chevrolet' and Improving its Effectiveness" Spring 2001. Client: General Motors.
- "Developing a Promotional Program for Verizon Yellow Pages," Fall 2000. Independent Study for Adriana Chan.
- "Assessing the Current Image and 'Reintroducing' Cadillac, Fall 2000. Client: Cadillac.
- "Marketing Crestview Cadillac to Younger Audiences," Spring 2000. Client: Crestview Cadillac.
- "Marketing McLean Cadillac to Younger Audiences," Spring 2000. Client: McLean Cadillac.
- "Creating a Profile of Barcode Verifiers," Fall 1999. Client: RJS.
- "Viability Study of General Motors' Financial Incentive Program for Recent College Graduates." Fall 1999. Client: General Motors.
- "Market Study for Paper Shelves." Fall 1999. Client: Paper Solutions, Inc.
- "Predicting the Success of the Internet Using the Theory of the Diffusion of Innovations," Fall 1998. Independent Study for Samah Haggag, MBA candidate. The research manuscript from this project was published in the *Proceedings of 1999 Western Decision Sciences Institute*.
- "Creating a Long Term Strategic Plan, Based on the Research of the Fullerton Market." Fall 1998. Client: North Orange County of YMCA.
- "Marketing Kenwood Car Audio to Young Males: A Research Study." Spring 1998. Client: Kenwood USA.
- "New Product Test for Yow Breath Freshener." Fall 1997. Client: Wow Laboratories.
- "Selling Suzuki Sidekick Sport to College Students: A Research Investigation." Fall 1997. Client: American Suzuki Motor Company.
- "Evaluating Diversification Opportunities for Custom Designs: An Exercise in Marketing Research and Corporate Strategy," Spring 1997. Client: Spring Industries/Custom Designs.
- "Study of Buyer Behavior of Dentists for Hand Held Dental Instruments." Spring 1997. Client: Micro Motors.
- "Need Assessment Study for the Retail Market." Fall 1996. Client: Vista Paints Corporate Office.
- "Market Need and Viability for an Informative Program on Insurance Services to be Provided on Cable." Fall 1996. Client: Insurance Industry Executives.
- "Increasing Attendance at Cal State Fullerton Basketball Games: A Research Investigation." Fall 1996. Client: Athletic Director, Titan Sports.
- "What Do Incoming Students Look for in a Major? A Study of Students' Choice Process for a Business Major." Fall 1996. Client: Marketing Department, Cal State Fullerton.
- "Membership Satisfaction Survey." Spring 1996. Client: APICS, Orange County Chapter.
- "Need Assessment Study." Spring 1996. Client: Vista Paints Corporate Office.
- "Need Assessment Study for Small Manufacturers to Make California More Competitive." Fall 1995. Client: Small Manufacturers Institute.
- "Ideas for Improving the Extended Education's Inventory Control Certificate Program." Spring 1995. Client: CSUF Extended Education.
- "Marketing Hyundai Accent to University Students." Fall 1994. Client: Hyundai Motor America. Fall 1994.
- "Understanding the Needs of AQP Members in Southern California." Fall 1994. Client: Association for Quality Control.
- "Concept Testing for a New Accounts Payable Service." Summer 1994. Client: Ms. Teresa Hader.

- "Customer Satisfaction Measurement." Spring 1994. Client: MacPherson Enterprises (Chain of dealerships for Ford, Infiniti, Chevy, Mitsubishi, and Toyota).
- "Establishing Improvement Priorities for Home and Outdoors Living Show." Spring 1994. Client: Southex Exhibition, Inc.
- "Membership Satisfaction Survey." Spring 1994. Client: APICS, Orange County Chapter.
- "The Influence of the Type of Brand Name on Overall Liking, Recognition, and Recall." Spring 1994. Independent Study for Michael Oates, MBA candidate.
- "Critique of Marketing Research Projects." Fall 1992. Client: Maritz Marketing Research.
- "Marketing to Hispanics." Spring 1992. Client: Taco Bell.

RESEARCH INTERESTS

Creation, measurement, and management of corporate and brand identity.

RESEARCH AND PROFESSIONAL ACTIVITIES

Works Published (Journals)

- Thomas, Sunil and Kohli, Chiranjeev, "Can brand image move upwards after Sideways? A strategic approach to brand placements," *Business Horizons*, Forthcoming.
- Thomas, Sunil and Kohli, Chiranjeev, "A Brand is Forever! A Framework for Revitalizing Declining and Dead Brands," *Business Horizons*, 2009, (52), Number 4, pp. 305-404.
- Suri, Rajneesh, Kohli, Chiranjeev and Monroe, Kent, "The effects of perceived scarcity on consumers' processing of price information," *Journal of Academy of Marketing Science*, 2007 (35), Number 1, pp. 89-100.
- Kohli, Chiranjeev, Leuthesser, Lance, and Suri, Rajneesh, "Got Slogan? Guidelines for Creating Effective Slogans," *Business Horizons*, 2007 (50), Number 5, pp. 415-422.
- Kohli, Chiranjeev, Harich, Katrin, and Leuthesser, Lance, "Creating Brand Identity: A Study of Evaluation of New Brand Names," *Journal of Business Research*, 2005, Volume 58/11 pp 1506-1515.
- Leuthesser, Lance, Kohli, Chiranjeev, and Suri, Rajneesh, "2 + 2 = 5? A Framework for Using Co-Branding to Leverage Your Brand," *Journal of Brand Management*, 2003 (2), Number 1, pp. 35-47.
- Suri, Rajneesh, Manchanda, Rajesh, and Kohli, Chiranjeev, "Comparing Fixed Price and Discounted Price Strategies: The Role of Affect on Evaluations," *Journal of Product and Brand Management*, 2002 (11), Number 3, pp. 160-173.
- Kohli, Chiranjeev, Suri, Rajneesh and Thakor, Mrugank V., "Creating Effective Logos: Insights From Theory and Practice," *Business Horizons*, 2002 (45), Number 3, 58-64.
- Kohli, Chiranjeev and Leuthesser, Lance, "Brand Equity: Capitalizing on Intellectual Capital," *Ivey Business Journal*, 2001 (65), Number 4, pp. 74-81. **Invited article (not peer reviewed).**
- Kohli, Chiranjeev and Suri, Rajneesh, "Brand Names That Work: A Study of the Effectiveness of Different Types of Brand Names," *Marketing Management Journal*, 2000 (10), Number 2, pp. 112-120.
- Suri, Rajneesh, Manchanda, Rajesh, and Kohli, Chiranjeev, "Brand Evaluations: A Comparison of Fixed Price and Discounted Price Offers," *Journal of Product and*

- Brand Management*, 2000, Volume 9, Number 3, pp. 193-206. **Winner of 2001 Literati Highly Commended Award.**
- Kohli, Chiranjeev, "Signaling New Product Introductions: A Framework Explaining the Timing of Preannouncements," *Journal of Business Research*, 1999, Volume 46, Number 2, 45-56.
 - LaBahn, Douglas and Kohli, Chiranjeev, "Maintaining Client Commitment in Advertising Agency - Client Relationships," *Industrial Marketing Management*, 1997, Number 6. **This article received ANBAR citation of excellence (highest rating of 4 stars).**
 - Leuthesser, Lance and Kohli, Chiranjeev, "Corporate Identity: The Role of Mission Statements," *Business Horizons*, 1997, Number 3. **This article received ANBAR citation of excellence (highest rating of 4 stars).**
 - Kohli, Chiranjeev and Thakor, Mrugank, "Branding Consumer Goods: Insights from Theory And Practice." *Journal of Consumer Marketing*, 1997, Number 3. **This article received ANBAR citation of excellence (highest rating of 4 stars).**
 - Kohli, Chiranjeev and LaBahn, Douglas, "Creating Effective Brand Names: A Study of the Naming Process," *Journal of Advertising Research*, 1997, Number 1.
 - Greene, Scott, Harich, Katrin, and Kohli, Chiranjeev, "The Strategic Relevance of Innovations: A Pedagogical Perspective," *Journal of Education for Business*, 1996, Number 5.
 - Thakor, Mrugank and Kohli, Chiranjeev, "Brand Origin: Conceptualization and Review," *Journal of Consumer Marketing*, 1996, Number 3. **This article received ANBAR citation of excellence (highest rating of 4 stars). This paper also received the Best Paper of the Year Award.**
 - Kohli, Chiranjeev and Hemnes, Thomas M. "A Corporation By Any Other Name...?" *Business Horizons*, 1995, November-December.
 - Leuthesser, Lance, Kohli, Chiranjeev, and Harich, Katrin, "Brand Equity: The Halo Effect Measure," *European Journal of Marketing*, 1995, Number 4.
 - Kohli, Chiranjeev and Leuthesser, Lance, "Brand Positioning: A Comparison of Perceptual Mapping Techniques," *Journal of Product and Brand Management*, 1993, Number 4.

Working Papers

- Essays on Slogans (with Sunil Thomas, Raj Suri, Piyush Kumar, Mayukh Dass)
- Brand and price interactions (with Raj Suri)

Book Chapters

- Samuel Broyles, Sunil Thomas, Chiranjeev Kohli, and Lance Leuthesser, "Brand Equity: Leveraging Brands in International Markets," in "International Business in the 21st Century, Volume II: Going Global: Implementing International Business Operations," Vijay Kannan, Editor. Praeger Publishing, forthcoming.
- Thomas, Sunil and Kohli, Chiranjeev, "Energizing Dying Brands: Insights from Theory and Practice," in *Superbrands Israel*, Eran Yasur, Editor. (www.superbrands.co.il).
- Leuthesser, Lance, Kohli, Chiranjeev, and Suri, Rajneesh (2005), "2 + 2 = 5? A Framework for Using Co-Branding to Leverage Your Brand," in "Creating Strategic Brand Alliances," Henrik Uggala, Editor. Sweden: Ph.D. Brand Management Publishing Group, 35-47.
- Kohli, Chiranjeev, LaBahn, Douglas W., and Thakor, Mrugank (1998), "Prozess der Namensgebung (Process of developing names)," in "Moderne Markenführung

(Perspectives of Modern Brand Management)," Franz-Rudolph Esch, Editor. Germany: Gabler, 451-474.

PROFESSIONAL PRESENTATIONS

- Critical Mass Radio, November 2009 (<http://www.latalradio.com/Critical.php>)
- "Gaining Strategic Edge for Your Business: A Branding Perspective," Keynote speaker, Executive Forum, Costa Mesa, CA, August 2009.
- "Brand Equity and Branding: A Primer," MCBE Dean's Executive Council, May 2009.
- "Using Co-branding to Enhance Your Brand," Royal Institute of Technology, Stockholm, Sweden, September 2005.
- "How to Enhance Your Product and Company Image," *New Mexico American Marketing Association*, November 1999.
- "Creating Effective Brand and Corporate Identity," *Excellence in Academia*, Young Presidents Organization of Southern California, May 1999.
- "How to Make a Name for Yourself," Seminar at a joint collaboration of CBE and Western Law School, April 1999.
- "Using Ice Breakers in Presentations," Faculty Development Center at CSUF during Summer 1999. Audience rating of 4.65 on a 5-point scale.
- "International Marketing Research: A Two Day Workshop," Organized by Chartered Management Associates for Management Executives, Hong Kong, July 1997
- "Customer Satisfaction Measurement: A Useful Management Tool?" Keynote Speaker at *American Marketing Association of Inland Counties*, February 1997.
- "The Value of Research in Brand Building," Seminar Speaker at *American Marketing Association of San Diego County*, January 1997.
- "Using Customer Service to Enhance Customer Satisfaction in the Building Industry," Keynote Speaker at *Builders Customer Service Council of Orange County*, September 1996.
- "Branding Strategies: International Considerations," Presentation with Katrin Harich, 1996 *Academy of International Business*, May 1996.
- "Relationship Marketing: Theory and Practice in Classroom," Panelist, *Western Marketing Educators Association*, April 1996.
- "Building Brand Identity For American Cancer Society: A Case For A Name Change," Panel Member, Presentation to the *American Cancer Society Board of Directors*, February 1996.
- "Branding Strategies in International Markets," Keynote Speaker at *Thunderbird American Graduate School of International Management*, February 1996.
- "Keeping Customers Satisfied," Keynote Speaker at *American Electronics Association of Orange County*, October 1995.
- "Brand Names: Enhancing Your Product's Image," Keynote Speaker at *CBE Dean's Executive Council*, September 1995.
- "What's in a Name? Branding Products in the High-Tech Industry," Keynote Speaker at *American Electronics Association of Orange County*, January 1995.
- "Using Brand Image to Compete on Non-Price Dimensions," Keynote Speaker at *American Marketing Association of Orange County*, April 1994.
- "Selecting a Successful Trademark: A Marketing Perspective," Keynote Speaker at *Beverly Hills Bar Association*, February 1993.

AWARDS

- Distinguished Faculty Award, Mihaylo College of Business, 2008-2009.
- Best Professor Award for Research and Scholarly Activities, Mihaylo College of Business, Fall 2007.
- Outstanding Faculty Recognition for "Service," 2005-2006.
- Outstanding Faculty Recognition for "Scholarly and Creative Activities," 2005-2006.
- Outstanding Faculty Recognition for "Innovative Teaching," 2005-2006.
- Outstanding Faculty Recognition for "Service to Students," 2004-2005.
- Best Professor Award for Innovation in Teaching in College of Business, 2004-2005.
- Outstanding Faculty Recognition for "Exceptional Teaching Effectiveness," 2004-2005.
- Outstanding Faculty Recognition for "Research Activities," 2003-2004.
- Best Professor Award from University's Associated Students, Inc., 2002-2003.
- Outstanding Faculty Recognition for "Service to Students," 2002-2003.
- Outstanding Faculty Recognition for "Collaborative Teaching," and "Sponsoring Student Research and Creative Activities," 2001-2002.
- Highly Commended Article Award for "Brand Evaluations: A Comparison of Fixed Price and Discounted Price Offers," *Journal of Product and Brand Management*, 2000, with Rajneesh Suri and Rajesh Manchanda.
- Outstanding Faculty Recognition for "Scholarship That Results in Highest Quality Journal Articles," CSUF 2000-2001.
- Outstanding Faculty Recognition for "Service to the Students," CSUF 1999-2000.
- Nominated for "Pattishall Medal for Teaching Excellence (of Trademark and Trade Identity Subjects)," sponsored by Brand Names Education Foundation, Jan 2000.
- Nominated for "Outstanding Professor" at CSUF.
- Distinguished Faculty Award, School of Business Administration and Economics, 1999/2000.
- Recognized as the "Best of the Best in Academia" by the Young Presidents Organization of Southern California, Cal Tech, May 1999.
- Outstanding Faculty Recognition for "Teaching Innovations with Electronic Technology," CSUF 1998-99.
- Best Professor Award, School of Business Administration and Economics, 1998/1999.
- ANBAR citation of excellence (highest rating of 4 stars) for "Maintaining Client Commitment in Advertising Agency-Client Relationships," *Industrial Marketing Management*, 1997, with Douglas LaBahn.
- Outstanding Faculty Recognition for "Accomplishments That Integrate Teaching, Scholarly, and Creative Activities," CSUF, 1997-98.
- Outstanding Faculty Recognition for "Work That Involves and Mentors Students in Faculty Scholarship and Creative Activities," CSUF, 1997-98.
- Outstanding Faculty Recognition for "Research and Grant Activity That Has Led to the Generation, Integration and Dissemination of Knowledge," CSUF, 1997-98.
- Junior/Senior Faculty Research Grant, CSUF, Summer 1998.
- ANBAR citation of excellence (highest rating of 4 stars) for "Brand Origin: Conceptualization and Review," *Journal of Consumer Marketing*, 1997, with Mrugank V. Thakor.
- ANBAR citation of excellence (highest rating of 4 stars) for "Corporate Identity: The Role of Mission Statements," *Business Horizons*, 1997, with Lance Leuthesser.
- ANBAR citation of excellence (highest rating of 4 stars) for "Branding Consumer Goods: Insights From Theory And Experience," *Journal of Consumer Marketing*, 1997, with Mrugank Thakor.
- Best Paper of the Year 1996 Award for "Brand Origin: Conceptualization and Review," *Journal of Consumer Marketing*, 1997, with Mrugank V. Thakor.

- Summer Academy Fellow, 1997. Developed an Indexed List of Data Sources Available on the WWW for Use by Business Students.
- Research Grant Award under Untenured Faculty Development Program, with Catherine Atwong.
- Research Grant through Undergraduate Research and Creativity Award with Katrin Harich and Gloria Garcia (Student).
- Junior/Senior Faculty Research Grant, CSUF, with Katrin Harich, Summer 1996.
- CIBER Fellow, Research Grant from Center for International Business Education and Research, with Catherine Atwong, 1995.
- CIBER Fellow, Research Grant from Center for International Business Education and Research, with Katrin Harich, 1995.
- Junior/Senior Faculty Research Grant, CSUF, Summer 1994.
- Minigrant Award, CSUF, Summer 1994.
- Research Support, Cahners Publishing and Institute for the Study of Business Markets, 1994.
- Nominated for Best Paper in the Track Award, Western Decision Sciences Institute, 1994.
- Selected Lead Consultant by CSUF Foundation for Customer Satisfaction Measurement Study for Southern California Edison, Fall 1993.
- Honorable Mention, Institute for the Study of Business Markets (headed by Professor Gary Lilien at Penn State University) International Doctoral Dissertation Competition, 1991.
- Indiana University Open Summer Research Grant, 1990.
- Finished on top of the class in the comprehensive exams for the doctoral program in marketing, 1990.
- Dissertation Grant, Department of Marketing, Indiana University, 1990.
- Dissertation Grant, Indiana University, 1990.

PROFESSIONAL AFFILIATIONS

- American Marketing Association
- Academy of Marketing Science
- United States Trademark Association
- Beta-Gamma-Sigma Scholastic Honor Society

SELECT INDEPENDENT CONSULTING ASSIGNMENTS

- Corporate Identity and Brand Architecture Consultant, Spherion, September 2009
- Brand Identity Consultant, Taco Bell, June 2009.
- Brand Identity Consultant, KFC, June 2008.
- Brand Identity Consultant, Taco Bell, May 2008.
- Lead Consultant, Marketing Research, Convergys, March 2008.
- Brand Identity Consultant, Taco Bell, December 2007.
- Brand Identity Consultant, Lucent Technologies, November 2007.
- Brand Identity Consultant, Taco Bell, September 2006.
- Brand Identity Consultant, Taco Bell, December 2006.
- Identifying and Establishing Motivating Factors for Employees, Spherion, April 2006.
- Focus Group Moderator and Product Concept Consultant, Daka International, March, 2005.
- Brand Identity Consultant, Bionutrics, November, 2004.

- New Service Concept Test, Spherion, Inc., April 2004.
- Customer Satisfaction Consultant, Beryl Companies, October 2003.
- Brand Identity Consultant, Taco Bell, January 2003.
- Brand Identity Consultant, Taco Bell, April 2002.
- Corporate Identity and Brand Equity Consultant, Spherion, November 2001.
- Corporate Identity Consultant, TheBEAST, November 2001.
- Lead Consultant, Marketing Research, California Chamber of Commerce, August 2001.
- Corporate Identity Consultant, Verizon, Mar 2001.
- Brand Identity Consultant, Verizon, December 2000.
- Brand Identity Consultant, Autodesk, January 2000.
- Brand Identity Consultant, Bell Atlantic, September 1999.
- Corporate Identity Consultant, Interim, Inc., August 1999.
- Brand Identity Consultant, Autodesk, October 1998.
- Brand Identity Consultant, Canon USA, August 1998.
- Brand Identity Consultant, Quaker Oats, April 1998.
- Brand Identity Consultant, Bell Atlantic, January 1998.
- Brand Identity Consultant, Transamerica, December 1998.
- Customer Satisfaction Measurement, Odetics, December 1998.
- Brand Identity Consultant, Bell Atlantic, March 1997.
- Brand Identity Consultant, TV/COM, February 1997.
- Brand Identity Consultant, St. Mary's Hospital, January 1997.
- Customer Satisfaction Measurement, General Monitors, Spring 1996.
- Brand Identity Consultant, Samwon International, February 1996.
- Corporate Identity Consultant, American Cancer Society, January 1996 (pro bono).
- Corporate Identity Consultant, Bank of San Bernardino, October 1995.
- Brand Identity Consultant, Dow Brands, September 1994.
- Brand Identity Consultant, Hunt Wesson, September 1994.
- Consultant, Customer Satisfaction Measurement for Regency Health Services, Fall 1994.
- Brand Identity Consultant, Eagle Picher Industries, August 1994.
- Brand Identity Consultant, Mission Foods, August 1994.
- Corporate Identity Consultant, Beckman Industrial, January 1994.
- Lead Consultant, Customer Satisfaction Measurement for Southern California Edison, (through Social Sciences Research Center, CSUF Foundation), Fall 1993.