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PRESS RELEASE

SMU appoints Rajendra K. Srivastava as new Provost

Professor Srivastava, a renowned marketing faculty who hails from the Goizueta School of Business at Emory University, will also assume the position of Vice President for Academic Affairs at SMU.

Singapore, 21 May 2008 (Wednesday) – The Singapore Management University is pleased to announce the appointment of Professor Rajendra K. Srivastava as the University's new Provost and Vice President for Academic Affairs starting from July 1, 2008. Professor Srivastava (also known as 'Raj' amongst academic circles) is currently a senior faculty member at the Goizueta School of Business, Emory University where he holds the appointment of Roberto C. Goizueta Chair in e-Commerce and Marketing.

During his 30-year academic career, Professor Srivastava has served as Senior Associate Deans at both the Goizueta Business School at Emory University as well as the University of Texas at Austin. At the University of Texas at Austin, he also held the positions of George Kozmetsky Centennial Chair and Professor of Marketing and Management Science & Information Systems. He was a Visiting Professor at the London Business School, Indian School of Business and Helsinki School of Economics. He is also the founding director of both the Center for Customer Insight at the University of Texas at Austin and the Emory Marketing Institute at Goizueta Business School.

Professor Srivastava is widely considered a thought leader on issues related to strategic brand management, customer management and market-driving strategies. Recognized for his pioneering work linking marketing strategy to financial performance, Professor Srivastava is an "evangelist" on issues related to marketing metrics and has spoken extensively on the topic to international audiences. He has a prolific and outstanding body of research, having written, published and edited hundreds of papers in top journals and presenting many at leading international conferences. His current research focuses on the impact of marketing processes and market-based assets on corporate financial performance and shareholder value. Over the years, Professor Srivastava has garnered no less than 25 awards and nominations

for research and teaching excellence, and contributions to the pursuit of marketing studies.

Professor Srivastava graduated with a Bachelor of Technology (Honours) in Mechanical Engineering from the Indian Institute of Technology, Kanpur and a Master of Science in Industrial Engineering from the University of Rhode Island. His MBA and Ph.D. (Business Administration) degrees are from the University of Pittsburgh.

As Provost and Vice President for Academic Affairs, Professor Srivastava will occupy a key university position as SMU's Chief Academic Officer. He will have primary responsibility for the general conduct, coordination, quality and development of the University's academic programmes. His main duties will include overseeing undergraduate and postgraduate curriculum development and planning as well as driving research activity in SMU. Professor Srivastava will be third most senior in the SMU management team, working closely with Professor Howard Hunter, President of SMU and Professor Tan Chin Tiong who continues as Deputy President of SMU. The Deans of the six schools in SMU will report to Professor Srivastava.

Said Professor Howard Hunter, President of SMU: "We welcome Raj as our new member of the senior management team in SMU. The University has seen tremendous growth and development over the past eight years. It has become essential for a third senior academic leader to assist Chin Tiong and myself to steer the future directions of SMU. Raj, with his many years of experience in heading academic affairs and executive education at top American universities, and impressive track record in research, will be more than capable of taking charge of SMU's academic advancement. He will make it possible for Chin Tiong and myself to focus more time and energy on the long term strategic development of the University and our many relationships with external partners. I am confident he will make significant contributions to bring SMU to new levels of excellence."

Said Professor Rajendra K. Srivastava, Provost and Vice President for Academic Affairs, SMU: "I look forward to the new appointment and am excited to be a part of an iconic development in Asia that is SMU – a young, emerging university that prides itself in being cutting edge and different. SMU shares many similarities with leading American universities in educational pedagogy and grooming of young minds. It is a convergence of many talents – a top quality faculty pool and passionate students eager to embrace new challenges. I see great potential in SMU becoming a university of choice in the region and beyond."

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About the Singapore Management University

Incorporated on 12 January 2000, Singapore Management University (SMU) aims to groom outstanding business leaders and creative entrepreneurs capable of excelling in a rapidly changing and dynamic world. Today, SMU is home to 5,400 students and comprises six schools: Lee Kong Chian School of Business, School of Accountancy, School of Economics, School of Social Sciences, School of Information Systems and School of Law. SMU offers bachelor's, master's and PhD degree programmes in business and management-related areas, ranging from Accountancy, Economics, Finance, Wealth Management, Law, Information Systems and Social Science. It also has a dedicated Office of Research, a number of centres of excellence, and provides public and customized programmes through Executive Education. Collaborations with leading institutions, including The Wharton School, Carnegie Mellon, the University of Pennsylvania and the University of Chicago, allow SMU to draw on academic and research strengths across all major disciplines. The SMU campus is a state-of-the art facility located right in the heart of Singapore's civic and business district. www.smu.edu.sg

More about Professor Rajendra K. Srivastava

Professor Srivastava is widely recognized as a leading scholar in the area of performance driven marketing. One of the most cited scholars in marketing strategy, his outlook and approach to business research is multi-disciplinary. His background in operations, supply-chains and finance when coupled with marketing expertise reinforces a unique perspective on managing business processes and corporate performance, especially in technology-driven markets. Professor Srivastava has taught many marketing and branding management courses at the undergraduate, MBA, Executive MBA and Ph.D. levels.

His close relationship with SMU is evident from collaboration on many joint research and publications with senior members of the marketing faculty of SMU. He was also a keynote speaker at the Asian Brand Experience, a leading international branding conference organised by SMU in February 2006. His 1998 research paper, "Driving Shareholder Value Via Market-Based Assets" received both the Maynard Award as well as the Marketing Science Institute/Paul Root Award conferred by the American Marketing Association for a 1998 Journal of Marketing article judged to contribute most to the development of theory and practice of marketing respectively. This same paper went on to win the 2006 AMA/Sheth Foundation Award for long-term contributions to the discipline of marketing. More recently, he received the Mahajan Award for Career Contributions to Marketing Strategy.

Professor Srivastava is very active in consultancy and teaching in the executive education scene. He has widely consulted and delivered executive education programmes all over North and Latin America, Europe, Asia and Australia for more than 50 firms and corporate clients such as 3M, Coca Cola, IBM, Microsoft, Citigroup, Deutsche Bank, Du Pont, Hewlett-Packard, Nokia and Texas Instruments.

Born in India on June 17, 1951, Professor Srivastava is married with two sons and one daughter.