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A Model of Consumer Learning for Service Quality and Usage

Sunil Gupta is Edward W Carter Professor of Business Administration, Harvard Business School, Harvard University (e-mail: sgupta@hbsedu) This article is based on the first author's doctoral dissertation at Columbia University The two coauthors are ...

Managing Churn to Maximize Profits - Harvard Business School

Sunil Gupta Harvard Business School Forthcoming at Marketing Science Please do not copy or distribute without explicit permission of the authors Aurélie Lemmens (corresponding author) is Associate Professor of Marketing at the Rotterdam School of Management (lemmens@rsm.nl) Sunil Gupta is the Edward W Carter Professor of Business

The Value of a Free Customer - Fuqua School of Business

The Value of a "Free" Customer Sunil Gupta Carl F Mela Jose M Vidal-Sanz1 March 30, 2009 1Sunil Gupta (sgupta@hbsedu) is the Edward W Carter Professor of Business Administration, Harvard Business School, Soldiers Field, Boston, Massachusetts 02163

Customer Metrics and Their Impact on Financial Performance

Customer Metrics and Their Impact on Financial Performance Sunil Gupta Harvard Business School, 179 Morgan, Soldiers Field, Boston, Massachusetts 02163, sgupta@hbsedu Valarie Zeithaml Kenan-Flagler School of Business, University of North Carolina at Chapel Hill, 4207 McColl, North Carolina 27599, Harvard Business 739

Driving Digital Strateg Digital Strategy

Sunil Gupta is the Edward W Carter Professor of Business Administration at Harvard Business School He is also Cochair of the Executive Program on Driving Digital Strategy Gupta advises and speaks to companies around the world on issues related to digital transformation Representative clients

include Adidas, IBM, Franklin

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Customer Metrics and Their Impact on Financial Performance

Customer Metrics and Their Impact on Financial Performance Sunil Gupta Harvard Business School, 179 Morgan, Soldiers Field, Boston, Massachusetts 02163, sgupta@hbs.edu Valarie Zeithaml Kenan-Flagler School of Business, University of North Carolina at Chapel Hill, 4207 McColl, North Carolina 27599, valariez@unc.edu Marketing Science

APPLE PAY A Case Study Analysis

Tim Cook's Vision to "Replace the Wallet" via Apple Pay Credit & Debit transactions account for \$12 billion in spend every day, which is over 200 million transactions per day

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Sunil Gupta, Professor of Business Administration, Harvard Business School email: sgupta@hbs.edu Michael I Norton Professor of Business Administration, Harvard Business School email: mnorton@hbs.edu Acknowledgements: The authors are grateful for Evan Robinson's ingenious programming skills and for Marina Burke's help with data collection

Managing Churn to Maximize Profits

Sunil Gupta is the Edward W Carter Professor of Business Administration at Harvard Business School The first author received financial support from the NWO under a VENI and VIDI grants Part of the work has been carried out while she was visiting Harvard Business School Finally, we are deeply indebted to Prof Dr Christophe

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Gupta et al: Introduction to the Special Section 2 Marketing Science 33(1), pp 1-5, ©2014 INFORMS the Harvard Business School began informal conversations about the lack of relevant research and the overemphasis on sophisticated methods in our field They coined the term "TPM" (for "Theory C Practice

Do Friends Influence Purchases in a Social Network?

Marketing at the Sung Kyun Kwan University, Korea; and Sunil Gupta (sgupta@hbs.edu) is the Edward W Carter Professor of Business Administration

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In Pursuit of Enhanced Customer Retention Management ...

In Pursuit of Enhanced Customer Retention Management: Review, Key Issues, and Future Directions¹ Eva Ascarza Sunil Gupta Harvard Business School sgupta@hbs.edu Bruce GS Hardie In Pursuit of Enhanced Customer Retention Management

Modeling Customer Lifetime Value - Semantic Scholar

Modeling Customer Lifetime Value Sunil Gupta Harvard University Dominique Hanssens University of California, Los Angeles; Marketing Science Institute Bruce Hardie London Business School William Kahn Capital One V Kumar University of Connecticut Nathaniel Lin IBM Nalini Ravishanker S Sriram University of Connecticut

Hulu: An Evil Plot to Destroy the World?

Professors Anita Elberse and Sunil Gupta prepared this case HBS cases are developed solely as the basis for class discussion posted, or transmitted, without the permission of Harvard Business School ANITA ELBERSE SUNIL GUPTA Hulu: An Evil Plot to Destroy the World? Alec Baldwin: Hello Earth! I'm Alec Baldwin, "TV star" You know

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Committee: Z John Zhang (co-advisor), Sunil Gupta (co-advisor), Kyle Bagwell (Economics), Rajiv Lal (Harvard), Oded Koenigsberg MA in Business Management, June 1998 Fudan University, Shanghai, China BS in Transportation Engineering, June 1995 Shanghai Tiedao University, Shanghai, China Academic Positions

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