

Name: Professor Murali Chandrashekar
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Introduce yourself in a brief paragraph:

Murali Chandrashekar lives in Sydney, Australia, where he is a Professor of Marketing and the Academic Director of the AGSM MBA Programs at the Australian School of Business, University of New South Wales. He earned his PhD in Marketing from Arizona State University and his B Tech in Electrical Engineering from the Indian Institute of Technology, Madras, India. His research on topics including modeling consumer and managerial conviction, customer satisfaction, and innovation generation and diffusion has appeared in leading marketing journals including Journal of Marketing Research, Marketing Science, Journal of Consumer Research, Journal of Consumer Psychology, and Journal of Marketing. He has consulted widely in the areas of customer satisfaction and new product development. He is currently working on a customer-based analysis of M&As, as well as a better understanding how the architecture of customer satisfaction influences lost business and shareholder value.