Dr. Ashutosh Prasad
Professor of Marketing, Naveen Jindal School of Management, The University of Texas at Dallas

Product Bundling: Current Issues & Challenges

Abstract
We consider the theory and practice of bundling, the strategy of marketing multiple products in combination, which has received significant attention in the marketing, economics, psychology and operations disciplines. This talk will cover the contexts and methodology used for bundling research. It will highlight some creative uses of bundling, such as large bundles of digital products, bundling products with network externality, bundling in channels, user designed bundles such as pick K out of N products, opaque goods vs bundles, and bundling in dynamic settings. The future holds great promise for bundling research. Technological advances have improved the ways in which bundle choices can be offered to customers, and made their pricing easier. The increasing importance of brand alliances and technology platforms points to significant opportunities for new models of coopetition. Research in consumer behavior underscores the need to modify extant guidelines based on the strictly rational consumer.

Short Bio
Ashutosh Prasad is Professor of Marketing at the Jindal School of Management, UT Dallas. He has a PhD in Marketing and MS in Economics from UT Austin. His research interests include Pricing, Internet and Digital goods selling, Salesforce management, Channels and Retailing, and Advertising strategies. The work employs quantitative tools such as game theory and dynamic optimization to explore consumer and firm behavior. Professor Prasad has published over 40 papers in leading marketing and allied journals, including Marketing Science, POM, Management Science, IJRM, Journal of Retailing, JB, and JOTA. He has served on the editorial boards of Marketing Science, POM, Journal of Retailing and IJRM, and reviewed for leading business journals. He is an award-winning teacher who has taught the Marketing Management core and Marketing Research elective to undergraduate and MBA students and Pricing and Marketing Models electives to Masters and PhD students.