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Neeli Bendapudi is the H.D. Price Dean at the KU School of Business and professor of marketing. Her Ph.D. is from the University of Kansas and she has taught at Texas A & M and the Ohio State University. Her research has appeared in the Journal of Marketing, the Journal of Marketing Research, the Journal of Retail Marketing and the Harvard Business Review, among others. Her current research focuses on customer willingness and ability to maintain long-term relationships with firms and with the employers and brands that represent them.

Throughout her career, Dean Bendapudi has taught at the undergraduate, MBA, Executive MBA and Ph.D. level, and has received numerous college, university and national teaching awards. She has experience on public and private boards and served as Chief Customer Officer of Huntington National Bank.