

Consortium Fellows



Sina Aghaie

University of South Carolina

I'm a Ph.D. candidate in Marketing at the University of South Carolina. My research interests are: Market Threat, Entry, and Exit in the context of the airline industry; Competitive Dynamics; Signaling Theory and Decision Making under Uncertainty. Prior to joining the Ph.D. program at Darla Moore, I obtained an MBA degree and a bachelor's degree in mechanical engineering both from the Sharif University of Technology, Tehran, Iran. I like cooking and shopping in a sense that I go shopping every day! My main hobby is driving and usually in the weekend I go to one dealership and test a couple of cars. I also have created my small airport in my cubical called Sina International Airport (SIA) and am planning to expand that as much as I can before graduation.



Julian Allendorf

University of Muenster, Germany

Julian Allendorf is a third year doctoral candidate in marketing at the University of Muenster, Germany. His research interests include personal selling, sales management, and marketing strategy. In one current project, he investigates motives and countermeasures of online shopping cart abandonment. In another stream of research, together with Manfred Krafft and Anne T. Coughlan, Julian studies focal drivers of retention and turnover among direct selling distributors and examines what predicts high performance of distributors. He won the best paper award at the Global Sales Science Institute Conference 2017. Julian holds an MSc in management from HHL Leipzig Graduate School of Management, Germany, a BA (Hons) in business administration from University of Portsmouth, UK, and a BA in business administration from Muenster University of Applied Sciences, Germany. Prior to joining the doctoral program, Julian has gained more than two years of industry experience in automotive and fast moving consumer goods.



Vivek Astvansh

Western University, Canada

Vivek is a marketing doctoral student at Ivey Business School, Western University, Canada. He will join the marketing faculty at Kelley School of Business, Indiana University Bloomington on July 1, 2018. How does marketing help firms recover from adversity? That is the central question Vivek's research seeks to answer. He relies on a rigorous integration of theory, computational linguistics, machine learning, and econometric methods to study firms' marketing informed responses to adversity across the following substantive areas: (a) product recalls, (b) firm bankruptcies, and (c) consumer complaints. Vivek's research is under review at the Journal of Marketing, Journal of Marketing Research, and Marketing Science.



Yashar Atefi

Louisiana State University

Yashar Atefi is an Assistant Professor of Marketing at E. J. Ourso College of Business, Louisiana State University. His research is focused on sales force management issues and quantitative strategy. He is also leading the research initiative at the Professional Sales Institute at LSU. His research is forthcoming or published at academic journals such as Journal of Marketing Research, Journal of the Academy of Marketing Science, and International Journal of Research in Marketing.



Zhiling Bei

University of North Carolina at Chapel Hill

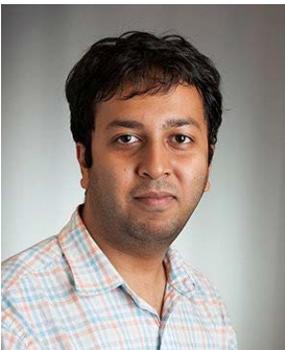
Zhiling Bei is a 4th doctoral student in marketing at The University of North Carolina at Chapel Hill and a graduate student in computer science (machine learning) at Georgia Institute of Technology. His research interests include retailing and channel management. Zhiling is studying a revolutionary channel, online marketplaces, in his dissertation. Specifically, as part of the first essay he studies whether and how online marketplaces can help manufacturers to tap new opportunities in emerging markets. In another essay, he looks at the halo effects of online marketplaces on entrenched brick-and-mortar stores. Prior to joining the doctoral program, he worked for Walmart and The Hershey Company. He holds a B.S. degree in chemistry from Nanjing University and a M.S. degree in marketing research from Michigan State University.



Manuel Berkmann

University of Cologne, Germany

Manuel Berkmann is a doctoral candidate in Marketing at the Institute for Retailing and Customer Management at the University of Cologne, Germany. His research interests are in the domain of business-to-business marketing and service and sales management. In particular, his current projects focus on customer engagement in B2B and the changing role of frontline employees in industrial markets. He received a Diploma (M.S. equivalent) in business administration from the University of Mannheim, Germany. Prior to starting his career in academia, he worked four years as a senior consultant for an international consulting firm specializing in marketing, sales and pricing. Besides research, he enjoys outdoor sports activities and daily life with his family.



Abhi Bhattacharya

University of Groningen, the Netherlands

Abhi Bhattacharya is an Assistant Professor in Marketing in the University of Groningen, Netherlands. His research interests, partly shared by his cats who occupy his home, overlap marketing strategy and empirical industrial organization with a focus on understanding how marketing strategies and actions explain differences in firm performance outcomes and shareholder wealth. Abhi's research has been presented at multiple conferences and is currently being reviewed at major journals in marketing. Before joining academia, Abhi has worked for many years as a plant manager in a chemical supplier firm in the United Kingdom.



Nick Bombaij

Tilburg School of Economics and Management, the Netherlands

Nick Bombaij is a PhD candidate in Marketing, at the Tilburg School of Economics and Management in the Netherlands. The focus of his research is on loyalty programs, which firms increasingly adopt to establish a loyal customer base. In his research, he covers a wide range of firms and countries, in order to generate empirical generalizations on effectiveness of relationship marketing and customer relationship management. He furthermore values close collaboration with various companies, in order to develop actionable insights based on empirical evidence acquired from these firms. In his spare time, he enjoys playing squash, watching Formula 1, and basically all blockbuster movies.



Melanie Bowen

Justus Liebig University, Germany

Melanie Bowen is a fifth year Ph.D. candidate at the Justus Liebig University, Gießen (Germany). She earned a bachelor's degree in communication and media management from the Business and Information Technology School, Iserlohn. In 2012, she graduated from Technische Hochschule Mittelhessen (University of Applied Sciences, Giessen) with an M.A. in International Marketing and from the Edinburgh Napier University with a M.Sc. in Marketing. Her research interests include sales management, relationship marketing, and digitalization in marketing. Currently, she works on the influence of new media/new technologies on the sales performance of business-to-business companies as well as the influence of customer participation in business model innovation.

Jing Chen

University of Texas, El Paso

(not pictured)



Brianna Choi

Georgia State University

Brianna Choi is a Ph.D. candidate at the Georgia State University. Her research focuses on empirical marketing strategies, in particular customer experience and innovation. She has received a Bachelor's degree in Marketing, Finance, and Marketing & Operations Management at the University of Pennsylvania, and worked as a consultant for two years. She will be joining the University of South Florida as an Assistant Professor in marketing this fall. Besides research, she enjoys practicing yoga.

Anwasha De

Indiana University

(not pictured)



Josh Egbuka

University of Missouri

Joshua Egbuka is a second-year doctoral student at the University of Missouri. A native of Cape Girardeau, Mo., Josh graduated from Southeast Missouri State University before earning his master's degree in marketing at the University of Tampa. His research interests focus primarily on behavioral issues, including corporate social responsibility and ethics, particularly those related to technology, and the destruction and rebuilding of trust. He is a member of the PhD Project Marketing Doctoral Student Association. In his free time, he enjoys gaming and playing team sports.



Larisa Ertekin

Texas A&M University

Larisa Ertekin is a PhD candidate in Marketing at Texas A&M University. Her research interests lie in the area of brand management, product innovation and interface between marketing, finance and law. Her dissertation examines the effect of different branding decisions on firm value and firm performance. In her first essay, Larisa analyzes firms' decision to launch a new brand, extend an existing brand, or create a sub-brand when introducing new products. In her second essay, Larisa examines trademark infringement threats that brands face in the marketplace and analyzes the financial consequences of firms' decision to protect their brands in legal courts.

She leverages an event study of trademark lawsuit filings to examine the short and long term consequences of defending brands from marketplace attacks.



Amy Fehl

Oklahoma State University

Amy Fehl is in her third year at Oklahoma State University, with a research focus in strategic marketing. She is studying a relatively neglected stakeholder group in B2B marketing, end users, and received a grant in 2017 from the Marketing Science Institute for this topic. She is also interested in services marketing, specifically variable aspects of service climate. Her professional experience includes eight years as a consultant in the healthcare industry, at Covance and Cerner in North America and JNB-Développement in Paris. In addition, she completed Honeywell's Six Sigma Blackbelt program in Sales and Marketing, with a project on service offerings for the aerospace industry. She has her MBA from the Georgia Tech and a BS in Science, Technology, and International Affairs from Georgetown University's Walsh School of Foreign Service.



Debashish Ghose

Temple University

Debashish is a 2nd year doctoral student at the Fox School of Business and his research interests lie primarily in the areas of digital marketing and personalization. He is currently investigating the effectiveness of location-based mobile targeting strategies and the impact of online content disclaimers on brand perceptions. Prior to joining the PhD program in Fall 2016, Debashish received an MS in Economics and Management of Innovation and Technology from Bocconi University, Italy in 2015, and MS in Management of Innovation from the Rotterdam School of Management, Erasmus University, Netherlands in 2014, and a BTech in Industrial Engineering and Management from the National Institute of Technology Kurukshetra, India in 2010.



Manpreet Gill

University of South Carolina

Manpreet Gill is an Assistant Professor of Marketing at the Darla Moore School of Business, University of South Carolina. He received Ph.D. (in Marketing) from the Penn State University. He is interested in assessing returns on firms' strategic marketing actions using econometrics and potential outcomes framework.



Valerie Good

Michigan State University

Valerie Good is a Doctoral Candidate in Marketing at Michigan State University, with research interests in Sales and Marketing Strategy. She presently serves as Managing Editor for the *Journal of Personal Selling and Sales Management*. Good has a wealth of both industry and higher-level teaching experience. She launched a marketing consulting firm *Good Impressions Marketing* in 2006 to help businesses with their writing, communications and strategic planning. Prior to this, Good was a manager for an advertising agency and a product manager for a financial institution. Good also served as an affiliated faculty member for two universities for over a decade. Since joining MSU, Good has received two awards for teaching excellence and has several papers at various stages in the publication process.

Kyuhong Han
Rice University
(not pictured)



Tushmit Hasan
University of Texas

Tushmit Hasan is a first-year doctoral student with the Marketing Strategy group in the Marketing Department of the McCombs School of Business. Her current research interest is in exploring the impact of political uncertainty in firms' marketing behaviors. She spent a brief time at Kellogg as both a student and a Marketing Research Assistant before deciding to pursue her Ph.D. at McCombs. She previously worked as a Market Research Associate at AlphaImpactRx. Before that, she received her B.S. in Engineering from the University of Pennsylvania.



Adam Hepworth
University of Tennessee — Knoxville

Adam Hepworth (MBA, University of Dallas; BS, Texas Christian University) is a fourth-year Marketing PhD Candidate at the University of Tennessee in Knoxville. Previously, he worked as the Program Director for a teacher certification program and as the Director of Account Management for Rentping Media. He currently sits on the Advisory Board for the athletic apparel company, Compete Every Day. His primary research interests lie at the intersection of the organization and its customers, or more specifically, in the frontline employee-customer interaction. Further research interests also include sales strategy, salesperson stressors, and frontline employee scripts.

Saeed Janani
Indiana University
(not pictured)



Niket Jindal

Indiana University

Niket Jindal is an assistant professor of marketing at Indiana University. His research, which focuses generally on marketing strategy and more specifically on econometric modeling and empirical analysis of marketing's influence on firm performance, has been published in *Journal of Marketing Research* and *Marketing Science*. Niket received the American Marketing Association's Mathew Joseph Emerging Scholar Award in 2015. He received his PhD in marketing from the University of Texas, MBA from Northwestern University, MS in electrical engineering from Columbia University, and BS in electrical engineering from the University of Illinois at Urbana-Champaign. Prior to joining academia, Niket worked in the semiconductor industry in marketing, strategy, and R&D roles.



Desiree Jost

Justus Liebig University, Germany

I grew up in a small town in Germany and after spending some time abroad-doing an internship in Online Marketing and studying my Master's degree- I moved back to Germany to start my PhD program and a position as teaching assistant at the Justus-Liebig-University in Giessen. I am in my 4th year of my PhD program and hoping to finish my dissertation within the next two years. My research interests are in Sales and Entrepreneurship specifically in the behavior of salespeople. I am currently working on integrating findings from entrepreneurship into sales research. Besides working on research projects, I like to go swimming, salsa dancing and travelling. I am also a collector of books and vinyl records.



Preetinder Kaur

Iowa State University

Preetinder Kaur is a first-year doctoral student in Marketing at Ivy College of Business, Iowa State University. Before joining the Ph.D. program, she worked in Dubai, UAE as an educational instructor for 2 years and prior to that, she worked in India as an educational instructor and operations manager for a number of franchisors such as The Princeton Review and Kaplan. Throughout her professional experience of more than 8 years, she has taught more than 15,000 students online and in classrooms. Additionally, her early work experience with Dell and Dish Network placed her in direct customer-facing and sales roles. As a result, her research interests are aligned with firm strategies, customer centricity, customer relationship management, and salesforce management.



Mohammad Kayed

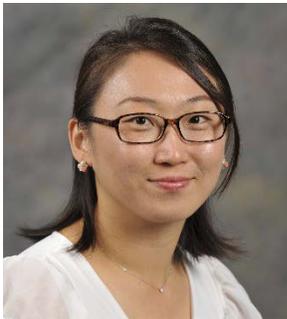
McMaster University, Canada

Mohammad is a doctoral candidate at the DeGroote School of Business, McMaster University. His research interests lie primarily in the areas of marketing strategy, brand equity, distribution channels, and hi-tech & marketing. His research was accepted and/or presented at the premier conferences in the field such as The American Marketing Association Conference (Winter AMA), Theory + Practice in Marketing (TPM) Conference, and The European Marketing Academy Conference (EMAC). Mohammad holds the highly coveted *Joseph-Armand Bombardier Canada Doctoral Award* (\$105,000). Prior to academia, Mohammad worked in the automotive and financial services sectors for around ten years. He held various managerial positions, and oversaw several projects at international level for leading corporations such as Audi, Volkswagen, Mercedes Benz, and Mazda.



Jerry Kelly
University of Memphis

Jerry is a Ph.D. Candidate in the Business Administration program, with a Marketing concentration, at The University of Memphis – Fogelman College of Business & Economics. Jerry’s research interests are the importance of personal communications to business-to-business relationship marketing process in the digital age; the effects of technology on traditional relationship management, including generational differences. He brings more than 30 years of business experience with him, including entrepreneurial ventures, consulting, and corporate experience in sales, marketing, and management. He received his M.B.A., Business Administration, Binghamton University – State University of New York and his B.S., Marketing, at State University of New York – College at Plattsburgh. Jerry’s personal hobbies include weightlifting, mountain biking, and spending time with his dog.



Shinhye Kim
Washington State University

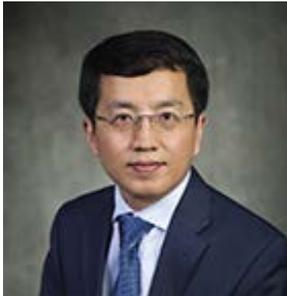
Shinhye Kim is a 5th year Ph.D. candidate at Washington State University. She is originally from Korea and came to the U.S. in 2009. Before starting the Ph.D. program, she worked at a CRM consulting firm in Chicago as an analyst. Her main research area is customer relationship management and customer engagement. In particular, she studies firm strategies to improve customer value contribution such as upsell, cross-sell, and customer win-back in her dissertation.



Xiao Ling

McMaster University, Canada

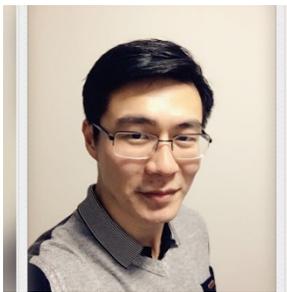
Xiao Ling joined the PhD program at DeGroote School of Business, McMaster University in 2014. His research interest lies in pricing, specifically in retail pricing, price rigidity and pricing strategy. He received his M.B.A. from Lingnan College, Sun Yat-Sen University, and his B.S., Marketing from Beijing International Studies University. Before coming to McMaster, Ling worked in an industry administration agency in China, Guangzhou Administration of Industry and Commerce, for over seven years. Prior to that, he had been a research executive at the Retail Measurement Department in ACNielsen Marketing Research Co. Ltd. He had also worked as client manager in TCL Group, Air-conditioning Division, in charge of overseas sales to South Asia region.



Zhi Lu

University of Victoria, Canada

Dr. Zhi Lu is an assistant professor of marketing and innovation at the Peter B. Gustavson School of Business at the University of Victoria. He earned his Ph.D. in marketing from The Pennsylvania State University in 2016. His research focuses on the judgment and decision-making by managers and consumers, with substantive interests in service innovation and design, creativity, new product development, pricing, and the management of marketing assets (brands, sales, and customers). Zhi has published in several marketing and management journals, including *the California Management Review* and *the Asia-Pacific Journal of Innovation and Entrepreneurship*.



Yunqing Ma

Monash University, Australia

Yunqing Ma obtained his BA and Honors Degree in Marketing at Monash University, Melbourne, Australia. He is currently a second year PhD candidate in the Department of Marketing at Monash University. His research interests centre around retailing competition, where he is currently conducting an empirical investigation on the price competition between supermarkets across different regions in the U.S.



Suyun Mah

Indiana University

Suyun Mah is a 2nd-year doctoral student in Marketing at the Kelley School of Business at Indiana University. Her research interests include innovation, brand management, and marketing capabilities. She received a BA in Applied Statistics at Yonsei University and a MA in Economics at the University of Pittsburgh.



Masoud Moradi

Texas Tech University

Masoud Moradi is a Doctoral Candidate at Texas Tech University, Rawls College of Business, expecting to complete my degree by June 2018. My main research interests are Marketing Strategy, Digital Marketing, Online Marketing, and Empirical Modeling. Before starting my Ph.D., I worked for two companies as a marketing expert and data analyst. After joining Texas Tech University, I started research in areas of my personal interests, especially digital marketing and data analytics which both closely relate to my academic expertise and professional experience. My experience studying in a strong Computer Engineering program helped grow my capabilities in mathematics and programming and further explains my passion for working on big data and applying quantitative techniques to ongoing research in digital and online marketing.



Irene Nahm

University of Houston

Irene Nahm is pursuing her PhD in Marketing at Bauer College. She received her Masters in Business Administration with concentration in marketing research from Seoul National University and Bachelor in Science in Industrial Engineering and Economics from Northwestern University. She has experience in nonprofit organization and research firms. Her research interest includes using quantitative skills to solve marketing strategy problems. She is currently working on addressing dynamics in sales process.



Dionne Nickerson

Georgia Institute of Technology

Dionne Nickerson is a fourth-year doctoral candidate at the Scheller College of Business, Georgia Institute of Technology. Her research examines the impact of sustainability and corporate social responsibility (CSR) on marketing strategy and firm outcomes. In her dissertation, she takes a multimethod approach to understanding how, contingent on brand reputation, different types of CSR affect brand sales. She also explores the mediating role of CSR in the relationship between the chief marketing officer and firm financial performance. Dionne received an A.B. in engineering from Brown University and an MBA from Providence College. Prior to joining the doctoral program, she worked in technology consulting, advising clean technology start-ups funded through the EPA's Small Business Innovation Research (SBIR) program and taught English in France.



Mitch Olsen

University of Notre Dame

Mitch Olsen is an assistant professor of marketing at the University of Notre Dame's Mendoza College of Business. His research seeks to leverage empirical models that most appropriately investigate strategic marketing issues in three substantive areas: (1) innovation and new product development, (2) branding, and (3) "green" marketing strategies. Within these areas, he is particularly interested in how brand managers' new product-related actions impact the brand itself. For instance, an article that he published in the *Journal of Marketing* demonstrates how "green" new products impact consumers' attitude toward the brand. He earned his B.S., M.S., and Ph.D. from Indiana University. Prior to entering academia, he worked in Customer Business Development at Procter & Gamble.



Yang Pan
University of Iowa

Yang Pan is a Ph.D. candidate in marketing primarily interested in shopping goals, basket/multi-category analysis, and marketing analytics at the product-marketplace level. Fourth year in the program, she is currently writing a dissertation on uncovering shopping goals from consumer purchase histories. She graduated with an MSc in Applied Economics and a BSc in Statistics, Yang has developed a passion for building and applying economical and statistical models to real-world business problems. Having majored in Finance during her master's studies, she is also interested in developing and analyzing marketing metrics that drive firm performance at the financial-accounting or shareholder wealth level. Besides doing research, Yang enjoys hiking, cooking, and teaching. She has taught Marketing Analytics and developed an online course of Marketing Research for Tippie College of Business in University of Iowa.

Anita Pansari
Michigan State University
(not pictured)



Nandini Ramani
University of Texas – Austin

Nandini Ramani is a PhD student in Marketing at the University of Texas, Austin. She is an empirical researcher who uses causal modeling tools to answer relevant marketing questions. Her main research areas include foreign competition, emerging markets, and corporate social responsibility. She received a BS in Computer Science Engineering from Visveswariya Technological University and an MBA from the Indian Institute of Management. Prior to joining the doctoral program, she worked in the telecommunication industry in sales and marketing roles.



Audun Reiby

BI Norwegian Business School, Norway

Audun Reiby is a doctoral student in marketing at BI Norwegian Business School in Oslo, Norway. His research interests include cognitive distance, mentalizing, social network analysis, and use of machine learning for text analysis. In his projects, integrating insights from psychology and economics, he notes that individuals often need to cooperate with other individuals that are cognitively different from themselves. In arguing that cognitive distance makes cooperation more difficult, he then argues that this negative effect of cognitive distance is moderated by efforts to understand how the other thinks –i.e. so-called mentalizing. He studies the impact of cognitive distance and mentalizing at both the individual and the interorganizational level. In another project, Audun incorporates machine learning techniques to summarize and analyze research on interorganizational relationships.



Argha Sen

University of Nebraska-Lincoln

I am a fourth year PhD student at University of Nebraska-Lincoln. My research interests are in digital marketing, relationship marketing, and business to business channels. In my dissertation, I am exploring governance mechanisms that platforms adopt in two-sided B2B electronic marketplaces (e.g., Amazon). These markets are triadic as compared to conventional dyadic ones (e.g., buyer-seller) and offer novel insights and avenues for research. My teaching interests are in Marketing Principles, Marketing Channels, and Marketing Management. Prior to this, I have done my engineering and MBA (marketing) and have worked with multi-national companies, spear heading their sales and marketing operations.

Huanhuan Shi

University of Nebraska – Lincoln

(not pictured)



Kimberly A. Whitley
University of Virginia

Kimberly A. Whitley is an Assistant Professor of Business at the University of Virginia's Darden School of Business. She has published in the *Academy of Management Journal*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Journal of International Marketing*, *Harvard Business Review*, and *The Marketing Science Institute*. Whitley's research regarding the impact of marketers on the board of directors won the 2017 Robert D. Buzzell Marketing Science Institute's Best Paper of the Year Award. Whitley attended the U.S. Air Force Academy, received a B.A. in Psychology and Business Administration from Eureka College, an MBA from the University of Arizona, and an MS in Marketing and PhD from Indiana University.



Serdar Yayla
Rutgers Business School

I am a Ph.D. candidate at Rutgers Business School. Prior to joining Rutgers, I earned my MBA in Marketing from the Krannert School of Management, Purdue University. My work experience includes commercial specialist at Garanti Bank and ELI member at Evonik Industries. My research interests are branding, innovation, and international business. I also compose music in my home recording studio.