

Niket Jindal

Assistant Professor of Marketing and Marketing Doctoral Program Coordinator

Email: niket.jindal@missouri.edu
Office: 416 Cornell Hall
Phone: (573) 355-9151

Trulaske College of Business
University of Missouri
700 Tiger Avenue
Columbia, MO 65211

Education

Ph.D. Marketing, The University of Texas at Austin (McCombs)
M.B.A., Northwestern University (Kellogg)
M.S. Electrical Engineering, Columbia University
B.S. Electrical Engineering, University of Illinois at Urbana-Champaign

Research Interests

Substantive: Marketing's effect on firm value and risk; Marketing's role in the context of bankruptcy
Methodological: Econometrics, hazard models, natural experiments, machine learning

Publications and Recently Accepted Papers

1. Abhi Bhattacharya, Joseph Johnson, Ashkan Faramarzi, **Niket Jindal**, and Ross W. Johnson, "Marketing Capability and the Turnaround of Financially Distressed Firms," Accepted at *Journal of the Academy of Marketing Science*. [link](#)
2. **Niket Jindal** and Rebecca Slotegraaf, "Effects of Advertising and R&D on Spillovers From a Rival's Bankruptcy," Accepted at *Journal of the Academy of Marketing Science*. [link](#)
3. Vivek Astvansh and **Niket Jindal** (2022), "Differential Effects of Received Trade Credit and Provided Trade Credit on Firm Value," *Production and Operations Management*, 31(2), 781–798. [link](#)
4. **Niket Jindal** (2020), "The Impact of Advertising and R&D on Bankruptcy Survival: A Double-Edged Sword," *Journal of Marketing*, 84(5), 22–40. [link](#)
5. Leigh McAlister, Raji Srinivasan, **Niket Jindal**, and Albert A. Cannella (2016), "Advertising Effectiveness: The Moderating Effect of Firm Strategy," *Journal of Marketing Research*, 53(2), 207–224. [link](#)
6. **Niket Jindal** and Leigh McAlister (2015), "The Impacts of Advertising Assets and R&D Assets on Reducing Bankruptcy Risk," *Marketing Science*, 34(4), 555–572. [link](#)

Working Papers

1. **Niket Jindal**, "Receivables and Credit Rating: Differential Moderating Effects for Advertising and R&D," Reject and resubmit at *Journal of Marketing Research*.
2. **Niket Jindal** and Vivek Astvansh, "Does Trade Credit Mitigate or Exacerbate Firm Risks and Failure?," Reject and resubmit at *Production and Operations Management*.
3. **Niket Jindal**, "Marketing Spending: What Firms Report, Impact on Stock Returns, and Validity of Alternative Proxies"

4. Vivek Astvansh, **Niket Jindal**, Moyan Li, and Wenqian Ni, “How Does a Product’s Prior Value to its Parent Firm Impact the Firm’s Stock Price When the Product is Recalled?”
5. **Niket Jindal** and Leigh McAlister, “Receivables’ Effect on the Value of Advertising”

Selected Work in Progress

1. “Customer Bankruptcy Spillovers to Suppliers”
2. “Marketing Assets and Liquidation Value”
3. “Differential Effects of Advertising and Salesforce Spending”

Selected Coverage in Managerial Publications

“Bankruptcy: Which Companies Will Make It?,” *Harvard Business Review*, Jan–Feb 2021.
 Editor-written summary of my research on marketing and bankruptcy survival.

Honors and Awards

Faculty Mentor, Marketing Strategy Consortium, 2023

Early-Career Scholar Fellow, Marketing Strategy Consortium, 2018–2022

3M Junior Faculty Award, Indiana University, 2017–2019

Sauvain Teaching Award Finalist, Indiana University, 2019

“This award recognizes outstanding teaching in the undergraduate program over the past three calendar years.”

Mittelstaedt Symposium Faculty Representative, University of Nebraska, 2017

Brierley Institute for Customer Engagement Professors Institute Invitee, Southern Methodist University, 2017

Trustees Teaching Award Finalist, Indiana University, 2016

“This award recognizes outstanding teaching at Indiana University.” University-wide award. Finalists are among the top 5% of faculty on teaching outcomes.

Emerging Scholar Award, American Marketing Association, 2015

“This award honors a doctoral student scholar who displays exemplary scholarship and a bright future in the marketing discipline.”

Clayton Doctoral Dissertation Proposal Award Honorable Mention, Marketing Science Institute, 2013

“This annual competition is intended to encourage doctoral work on topics of importance to the marketing community.”

Doctoral Dissertation Award Finalist, Institute for the Study of Business Markets, 2012

University of Houston Doctoral Symposium Fellow, 2012

Marketing Science Doctoral Consortium Fellow, 2011, 2012, 2014

William W. and Ruth F. Cooper Fellowship, The University of Texas at Austin

Dean’s Fellowship, McCombs School of Business, The University of Texas at Austin

Graduate School Continuing Fellowship, The University of Texas at Austin

Graduate School Recruitment Fellowship, The University of Texas at Austin

Bonham Fund Scholarship, The University of Texas at Austin

Marrow Scholarship, The University of Texas at Austin

Distinguished Member of Technical Staff, Motorola
Edmund J. James Scholar, University of Illinois at Urbana-Champaign
Tau Beta Pi Engineering Honor Society, University of Illinois at Urbana-Champaign
Eta Kappa Nu Electrical Engineering Honor Society, University of Illinois at Urbana-Champaign

Research Presentations

Invited Presentations

University of Missouri, 2023
Kennesaw State University, 2022
University of South Carolina, 2021
University of Central Florida, 2021
University of Arizona, 2021
Business Marketing Academy Board, Indiana University, 2016
Harvard Business School, 2014
University of Iowa, 2014
University of Southern California, 2014
Texas A&M University, 2014
Indiana University, 2014
University of South Florida, 2014

Conference Presentations

2022 ISBM Academic Conference, University of Illinois at Chicago, “Do Outstanding Customer Payments Mitigate or Exacerbate Firm Risks and Failure?”*

2022 Theory & Practice in Marketing Conference, Emory University, “Do Outstanding Customer Payments Mitigate or Exacerbate Firm Risks and Failure?”

2022 AMA Winter Marketing Educators’ Conference, “Receivables’ Effect on the Value of Advertising”

2021 Marketing Science Conference, University of Rochester, “Differential Effects of Advertising and R&D on Investor Reaction to a Rival’s Bankruptcy”

2021 AMA Winter Marketing Educators’ Conference, “Outstanding Customer Payments and Firm Risk”

2021 AMA Winter Marketing Educators’ Conference, “Payables and Firm Value”*

2020 Marketing Strategy Consortium, The University of Texas at Austin, “Receivables and Firm Risk: The Moderating Effect of Customer Credit Quality”

2019 Marketing Strategy Meets Wall Street VI, “The Dual Role of Marketing: How Marketing Expenses, Investments, and Capabilities Balance Retained Earnings and Debt”*

2019 Marketing Strategy Consortium, Indiana University, “Marketing’s Impact on Bankruptcy Outcomes”

2019 EMAC Conference, University of Hamburg, “Marketing Capabilities and Firm Bankruptcy”*

2018 Marketing Strategy Consortium, University of Missouri, “Marketing Assets and Liquidation Value”

2018 AMA Winter Marketing Educators’ Conference, “Surviving the Storm and Riding the Wave: How Marketing Investments Enable Firms to Weather a Rival’s Bankruptcy”

2017 Marketing Strategy Meets Wall Street V, “The Impacts of Advertising and R&D on Investor Reaction to Rival Bankruptcies”

2017 AMA Winter Marketing Educators' Conference, "The Value Relevance of a Supplier's Trade Credit Period: A Signal of Customer Relationship Strength"

2015 Theory & Practice in Marketing Conference, Georgia State University, "The Financial Value of Trade Credit Sales Versus Cash Sales: Perspectives from Finance and Marketing"

2014 Marketing Science Conference, Emory University, "The Impacts of Advertising Assets and R&D Assets on Reducing Bankruptcy Risk"

2014 Theory & Practice in Marketing Conference, Northwestern University, "Advertising Effectiveness: The Moderating Effect of Firm Strategy"

2013 Marketing Science Conference, Ozyegin University, "Disclosure of Advertising Expenditure: An Indicator of Business Strategy"*

2013 Marketing Strategy Meets Wall Street III, "Advertising Disclosure as Indicator of Advertising Effectiveness"*

2012 Theory & Practice in Marketing Conference, Harvard Business School, "Advertising, R&D, and Firm Survival"

2012 Brands and Branding in Law, Accounting and Marketing, University of North Carolina, "Business Strategy, Marketing's Influence, Brands and Firm Performance"*

2012 AMA Winter Marketing Educators' Conference, "Marketing's Influence: Evidence from Financial Archives"*

2011 Marketing Science Conference, Rice University, "Advertising, R&D, and Corporate Bankruptcy"

2011 Marketing Strategy Meets Wall Street II, "The Impact of Marketing Strategy on Bankruptcy Risk"

2011 AMA Winter Marketing Educators' Conference, "The Impact of Marketing Strategy on Bankruptcy Risk"

International Wireless Industry Consortium, "Semiconductors in Automotive Radar Systems"

Frost & Sullivan Executive Congress on Corporate Growth, "How to Sell Safety" (panel discussant)

South by Southwest (SXSW) Interactive Festival, "Digital Convergence in the Automobile"

Institute of Electrical and Electronics Engineers (IEEE) Global Telecommunications Conference, "Passive Optical Networking (PON)"

* Presented by co-author

Teaching Experience

Business-to-Business Marketing (executive education)

Current Topics in Marketing (Ph.D.), University of Missouri, 2023

Marketing Analytics (undergraduate), Indiana University, 2015–2023

Marketing and Firm Performance (Ph.D.), Guest Lecturer, Indiana University, 2018

Marketing Strategy (Ph.D.), University of Missouri, 2023

Principles of Marketing (undergraduate), The University of Texas at Austin, 2012

Service

Ph.D. Program

Doctoral Program Coordinator, Marketing Department, University of Missouri, 2023

Ph.D. Program Committee, Marketing Department
Chair, University of Missouri, 2023

Member, Indiana University, 2015–2022
Ph.D. Policy Committee, Trulaske College of Business, University of Missouri, 2023
Dissertation Committee

Luciano Lapa, Indiana University, 2023 (placement: Penn State University)
Dissertation Proposal Examination Committee
Barrett Wheeler (Accounting), Indiana University, 2016 (placement: Tulane University)
Ph.D. Student Paper Evaluation Committee, Indiana University

Wenqian Ni, first- and second-year papers, 2021, 2022
Luciano Lapa, second-year paper, 2020
Ben Lee, second-year paper, 2019
Anwasha De, second-year paper, 2018
John Bullock, first- and second-year papers, 2017
Hyejin Lee, first-year paper, 2015
Shekhar Misra, second-year paper, 2015

Doctoral Programs Orientation Speaker
University of Missouri, 2023
The University of Texas at Austin, 2012

Marketing Discipline Service

Reviewer for *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *International Journal of Research and Marketing*, *Journal of the Academy of Marketing Science*, and *Production and Operations Management*

Marketing Strategy Consortium Program Committee, Indiana University, 2019

Conference Track Chair

2023 AMA Winter Marketing Educators' Conference, Marketing Strategy track (with Nooshin Warren)
2022 AMA Summer Marketing Educators' Conference, Advertising, Promotion, and Marketing Communications track (with Thomas Allard)

Conference Session Chair

2021 Marketing Science Conference, “Negative Effects on Brand Equity”
2021 AMA Winter Marketing Educators' Conference, “B2B Marketing-Finance Interface”
2018 AMA Winter Marketing Educators' Conference, “Marketing Effectiveness and Financial Performance”
2014 Marketing Science Conference, “Marketing and Financial Performance”
2014 AMA Winter Marketing Educators' Conference, “Marketing in the Top Management Team”

Other Service

Faculty Recruitment Committee, Marketing Department, Indiana University, 2015–2022
Assurance of Learning Committee, Kelley School of Business, Indiana University, 2019–2022
Student-Athlete Faculty Sponsor, Indiana University, 2016–2020
MBA Case Competition Judge, Kelley School of Business, Indiana University, 2018–2019
MBA Case Competition Coach, Kelley School of Business, Indiana University, 2019
National Diversity Case Competition Faculty, Indiana University, 2018

Prior Academic and Industry Experience

Indiana University, Assistant Professor of Marketing

Freescale Semiconductor, Strategy and Marketing Manager

Motorola, Systems Manager and Electrical Engineer

Digital Equipment Corporation, Engineering Intern

Phillips Petroleum, Engineering Intern