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# Saim Kashmiri, Ph.D.

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## Mr. and Mrs. James E. King Lecturer Associate Professor of Marketing

### Academic Background

Ph.D. University of Texas at Austin, 2012.

M.B.A. Lahore University of Management Science, 2002.

B.S. Massachusetts Institute of Technology, 1999.

### Academic Experience

Mr. and Mrs. James E. King Lecturer, University of Mississippi (January, 2019 - Present), University, Mississippi.

Associate Professor of Marketing, University of Mississippi (July, 2018 - Present), University, Mississippi.

Assistant Professor, University of Mississippi (August, 2012 - June, 2018), Oxford, Mississippi.

### Non-Academic Experience

Brand Manager, Nestle Pakistan Limited (February, 2006 - July, 2007), Lahore, Pakistan.

Assistant Brand Manager, Procter & Gamble Pakistan Limited (June, 2004 - January, 2006), Karachi, Pakistan.

Territory Sales Manager, Shell Pakistan Limited (July, 2002 - May, 2004), Islamabad, Pakistan.

Intern, Equity Research Department, Credit Suisse First Boston (June, 2001 - August, 2001), Singapore, Singapore.

Senior Finance Officer, NIMIR Chemicals Pakistan Limited (NCPL) (September, 1999 - June, 2000), Lahore, Pakistan.

### Refereed Articles

Whitler, K., Besharat, A., & Kashmiri, S. (in press, 2023). Adding insult to injured brands: When CEO pay becomes a marketing problem. *Journal of Business Ethics*.

Srivastava, C., Kashmiri, S., & Mahajan, V. (2022). Customer Orientation and Financial Performance: Women in Top Management Teams Matter! *Journal of Marketing*.

Gala, P., & Kashmiri, S. (2022). Exploring The Dark Side Of Integrity: Impact Of CEO Integrity On Firms' Innovativeness, Risk-Taking, and Proactiveness. *European Journal of Marketing*.

Newman, C., & Kashmiri, S. (2021). Can Information Base Rates Influence Risky Driving Intentions? The Mediating Role of Drivers' Risk Estimates. *International Journal of Advertising*.

Gligor, D., Newman, C., & Kashmiri, S. (2021). Does your skin color matter in buyer-seller negotiations? The

- implications of being a Black salesperson. *Journal of the Academy of Marketing Science*.
- Whitler, K., Besharat, A., & Kashmiri, S. (2021). Exogenous Brand Crises: Brand Infection and Contamination. *Marketing Letters*.
- Feng, C., Kashmiri, S., & Fay, S. (2021). The Value Relevance of Narrative R&D Disclosures. *Journal of Business Research*.
- Zhang, C., Kashmiri, S., & Cinelli, M. (2019). How Does Brand Age Influence Consumers' Attitudes to a Firm's Unethical Behaviors? *Journal of Business Ethics*.
- Kashmiri, S., Gala, P., & Nicol, C. D. (2019). Seeking Pleasure or Avoiding Pain: Influence of CEO Regulatory Focus on Firms' Advertising, R&D, and Marketing Controversies. *Journal of Business Research*.
- Kashmiri, S., Nicol, C. D., & Hsu, L. (2017). Birds of a feather: Intra-industry Spillover of the Target Customer Data Breach and the Shielding Role of IT, Marketing, and CSR. *Journal of the Academy of Marketing Science*.
- Kashmiri, S., Nicol, C. D., & Arora, S. (2017). Me, myself, and I: Influence of CEO narcissism on firms' innovation strategy and the likelihood of product-harm crises. *Journal of the Academy of Marketing Science*.
- Brower, J., Kashmiri, S., & Mahajan, V. (2017). Signaling Virtue: Does Firm Corporate Social Performance Trajectory Moderate the Social Performance–Financial Performance Relationship? *Journal of Business Research*.
- Kashmiri, S., & Mahajan, V. (2017). Values that Shape Marketing Decisions: Influence of CEOs' Political Ideologies on Innovation Proclivity, Shareholder Value, and Risk. *Journal of Marketing Research*.
- Kashmiri, S., & Brower, J. (2016). Oops! I did it again: Effect of Corporate Governance and Top Management Team Characteristics on the Likelihood of Product-Harm Crises. *Journal of Business Research*.
- Kashmiri, S., & Mahajan, V. (2015). The name's the game: Does marketing impact the value of corporate name changes? *Journal of Business Research*, 68 (2), 281-290.
- Kashmiri, S., & Mahajan, V. (2014). Beating the recession blues: Exploring the link between family ownership, strategic behavior, and firm performance during recessions. *International Journal of Research in Marketing*, 31 (1), 78-93.
- Kashmiri, S., & Mahajan, V. (2014). A rose by any other name: Are family firms named after their founding families rewarded more for their new product introductions? *Journal of Business Ethics*, 124 (1), 81-99.
- Kashmiri, S., & Mahajan, V. (2010). What's in a Name? An analysis of the strategic behavior of family firms. *International Journal of Research in Marketing*, 27 (3), 271-280.

## **Papers Under Review**

- Mollah, Muhammad M. M. & Kashmiri, S. (2022). "Vigilance Vs. Eagerness: Exploring the Role of CEO Regulatory Focus on Firms' International Diversification," Initial submission to *International Journal Of Research In Marketing*.
- Nicol, D., Kashmiri, S., & Gala, P. (2022). "The 'face' of marketing: Investigating the link between Chief Marketing Officers' facial masculinity and firms' strategic marketing behavior," Initial submission to *European Journal of Marketing*.
- Gligor, D. & Kashmiri, S. (2022). "The effect of female representation on the TMT on firms' supplier orientation and performance," 2nd revise and resubmit to *Production and Operations Management*.

## **Refereed Proceedings**

### **Abstract Only**

- Mollah, M. M., & Kashmiri, S. (2022). Vigilance Vs. Eagerness: Exploring the Role of CEO Regulatory Focus

on Firms' International Diversification. *AMA Educators' Conference (Summer)*.

Zhang, C., Kashmiri, S., & Cinelli, M. (2017). How does Brand Age Influence Consumers' Attitudes to Firms' Unethical Behavior? *AMA Educators' Conference (Winter)*.

Kashmiri, S., Gala, P., & Nicol, C. D. (in press, 2017). Seeking Pleasure or Avoiding Pain: Influence of CEOs' Regulatory Foci on Firms' Advertising, R&D, and Corporate Social Performance. An abstract. *Academy of Marketing Science Annual Conference*.

Kashmiri, S., Gala, P., & Nicol, C. D. (2016). Seeking Pleasure or Avoiding Pain: Influence of CEOs' Regulatory Foci on Firms' Advertising, R&D, and Corporate Social Performance. *Society for Marketing Advances Conference*.

Kashmiri, S., Nicol, C. D., & Arora, S. (2016). Me, myself, and I: Influence of CEO narcissism on firms' innovation proclivity and marketing controversies. *Academy of Marketing Science Annual Conference*.

Kashmiri, S., Nicol, C. D., & Arora, S. (2016). Me, Myself, and I: Influence of CEO Narcissism on Firms' Innovation Proclivity and Marketing Controversies. *AMA Educators' Conference (Winter)*.

Kashmiri, S., & Mahajan, V. (2016). Values That Shape Marketing Decisions: Influence of CEOs' Political Ideologies on Innovation Propensity, Shareholder Value, and Risk. *AMA Educators' Conference (Winter)*.

Kashmiri, S., Nicol, C. D., & Hsu, L. (2015). Protecting against contagion: Shielding Role of Marketing Factors in the Negative Spillover of the Target Customer Data Breach. *Academy of Marketing Science Annual Conference*.

Kashmiri, S., Nicol, C. D., & Hsu, L. (2015). Birds of a feather: Intra-industry Spillover of the Target Customer Data Breach and the Shielding Role of IT, Marketing, and CSR. *AMA Educators' Conference (Summer)*.

Zhang, C., Kashmiri, S., & Cinelli, M. (2015). How does Brand Age Influence Consumers' Attitudes to Firms' Unethical Behavior? *Academy of Marketing Science Annual Conference*.

Kashmiri, S., & Mahajan, V. (2014). Beating the Recession Blues: Exploring the link between Family ownership, Marketing Behavior, and Firm Performance during Recessions. *AMA Conference (Winter)*.

Kashmiri, S., & Brower, J. (2014). Oops! I did it again: Are some firms more likely to experience a product-harm crisis? *AMA Conference (Winter)*.

Newman, C., & Kashmiri, S. (2014). Can Information Base Rates Influence Risky Driving Intentions? The Mediating Role of Drivers' Risk Estimates. *Society for Marketing Advances Conference*.

Kashmiri, S., & Brower, J. (2014). Oops! I did it again: Are some firms more likely to experience a product-harm crisis? *Academy of Marketing Science Annual Conference*.

Kashmiri, S., & Brower, J. (2013). Oops! I did it again: Are some firms more likely to experience a product-harm crisis? *SMA*.

Kashmiri, S., & Mahajan, V. (2013). What's in a Name: Does Marketing impact the Value of Corporate Name Changes? *AMA Educators' Conference (Winter)*.

Kashmiri, S., & Mahajan, V. (2011). A Rose by any other Name: does a Family-based Firm Name Increase firms' rewards of New Product Introductions? *Marketing Meets Wall Street II Conference*.

Kashmiri, S., & Mahajan, V. (2011). A Rose by any other Name: does a Family-based Firm Name Increase firms' rewards of New Product Introductions? *AMA Educators' Conference (Winter)*.

Kashmiri, S., & Mahajan, V. (2010). The name's the game: Exploring the link between corporate name changes and firm value. *AMA Educators' Conference (Winter)*.

Kashmiri, S., & Mahajan, V. (2010). What's in a Name? An analysis of the strategic behavior of family firms. *AMA Educators' Conference (Winter)*.

## **Working Papers**

Dunn, T., Ramachandran, S., Holmes, E., Bentley, J., & Kashmiri, S. (2022). "The relationship between medical marijuana use and prescription pain reliever use among U.S. adults: a retrospective analysis utilizing the 2013–2018 National Survey on Drug Use and Health," targeted for Drug Information Journal.

Niknejad, M., Kashmiri, S., & Mahajan, V. (2022). "Do Leaks Spoil Announcements? The Impact of New Product Information Leakages on Firm Value," targeted for Journal of Marketing Research.

Zhang, C. & Kashmiri, S. (2022). "Timing Is Money: The Effect of Advertising Concentration on a Retailer's Market and Financial Performance," targeted for International Journal Of Research In Marketing.

Morgan, A. & Kashmiri, S. (2021). "Effect of Top Management Composition and Corporate Social Performance History on the Valuation Impact of Marketing Related Controversies," targeted for Journal of Business Research.

## **Presentation of Refereed Papers**

### **International**

Kashmiri, S. (2022). *Case Based Teaching: Tips & Techniques*. AMA-Sheth Doctoral Consortium, Austin, Texas.

Mollah, M. M. & Kashmiri, S. (2022). *Vigilance Vs. Eagerness: Exploring the Role of CEO Regulatory Focus on Firms' International Diversification*. AMA Educators' Conference (Summer), Chicago, Illinois.

Kashmiri, S. & Gala, P. (2021). *Exploring The Dark Side Of Integrity: Impact Of CEO Integrity On Firms' Entrepreneurial Orientation*. AMA Educators' Conference (Winter), Virtual, Virtual.

Nicol, C., Kashmiri, S., & Gala, P. (2021, May). *The impact of CEO extraversion on organizational proactiveness and corporate social responsibility*. Society for Marketing Advances, Orlando, Florida.

Feng, C., Kashmiri, S., & Fay, S. (2020). *Value Relevance of R&D Disclosure*. AMA Educators' Conference (Winter), San Diego, California.

Kashmiri, S. & Gala, P. (2020). *Exploring The Dark Side Of Integrity: Impact Of CEO Integrity On Firms' Entrepreneurial Orientation*. Academy of Marketing Science Annual Conference, Virtual, Virtual.

Nicol, D., Kashmiri, S., & Gala, P. (2018). *The "Face" Of Marketing: Using Facial Width-To-Height Ratio To Predict CMO Strategic Decision Making*. AMA Marketing Educators' Conference (Summer), Boston, Massachusetts.

Srivastava, C., Kashmiri, S., & Mahajan, V. (2018). *Balancing Act: Effect of Female Power in the Top Management Team on Investments in Marketing*. AMA Marketing Educators' Conference (Summer), Boston, Massachusetts.

Kashmiri, S., Gala, P., & Nicol, D. (2017). *Seeking pleasure or avoiding pain: Influence of CEOs' regulatory foci on firms' advertising, R&D, and corporate social performance*. Academy of Marketing Science Annual Conference, San Diego, California.

Kashmiri, S., Nicol, C. D., & Arora, S. (2016). *Me, Myself, and I: Influence of CEO Narcissism on Firms' Innovation Proclivity and Marketing Controversies*. AMA Educators' Conference (Winter), Las Vegas, Nevada.

Kashmiri, S., Gala, P., & Nicol, C. D. (2016, November). *Seeking Pleasure or Avoiding Pain: Influence of CEOs' Regulatory Foci on Firms' Advertising, R&D, and Corporate Social Performance*. Society for Marketing Advances Conference, Atlanta, Georgia.

Kashmiri, S., Nicol, C. D., & Arora, S. (2016, May). *Me, myself, and I: Influence of CEO narcissism on firms' innovation proclivity and marketing controversies*. Academy of Marketing Science Annual Conference, Orlando, Florida.

Kashmiri, S. & Mahajan, V. (2016, February). *Values That Shape Marketing Decisions: Influence of CEOs'*

*Political Ideologies on Innovation Propensity, Shareholder Value, and Risk.* AMA Educators' Conference (Winter), Las Vegas, Nevada.

Kashmiri, S., Nicol, C. D., & Hsu, L. (2015). *Protecting against contagion: Shielding Role of Marketing Factors in the Negative Spillover of the Target Customer Data Breach.* Academy of Marketing Science Annual Convention, Denver, Colorado.

Kashmiri, S., Nicol, C. D., & Hsu, L. (2015). *Birds of a feather: Intra-industry Spillover of the Target Customer Data Breach and the Shielding Role of IT, Marketing, and CSR.* AMA Educators' Conference (Summer), Chicago, Illinois.

Zhang, C., Kashmiri, S., & Cinelli, M. (2015). *How does Brand Age Influence Consumers' Attitudes to Firms' Unethical Behavior?* Academy of Marketing Science Annual Conference, Denver, Colorado.

Kashmiri, S. & Brower, J. (2014). *Oops! I did it Again: Are some firms less likely to encounter a product-harm crisis?* Academy of Marketing Science Annual Conference, Indianapolis, Indiana.

Newman, C. & Kashmiri, S. (2014). *Can Information Base Rates Influence Risky Driving Intentions? The Mediating Role of Drivers' Risk Estimates.* Society for Marketing Advances Conference, New Orleans, Louisiana.

Kashmiri, S. & Brower, J. (2014, February). *Oops! I did it Again: Are some firms less likely to encounter a product-harm crisis?* AMA Educators' Conference (Winter), Orlando, Florida.

Kashmiri, S. & Mahajan, V. (2014, February). *Beating the recession blues: Exploring the link between family ownership, strategic marketing behavior, and firm performance during recessions.* AMA Educators' Conference (Winter), Orlando, Florida.

Kashmiri, S. & Mahajan, V. (2013). *What's in a Name: Does Marketing Impact the Value of Corporate Name Changes?* AMA Educators' Conference (Winter), Las Vegas, Nevada.

Kashmiri, S. & Brower, J. (2013, October). *Oops! I did it Again: Are some firms less likely to encounter a product-harm crisis?* SMA, Hilton Head, South Carolina.

Kashmiri, S. & Mahajan, V. (2011). *Beating the Recession Blues: Exploring the link between Family Ownership, Strategic Behavior and Firm Performance during Recessions.* INFORMS Marketing Science Conference, Austin, Texas.

Kashmiri, S. & Mahajan, V. (2011, May). *A Rose by any other Name: does a Family-based Firm Name Increase firms' rewards of New Product Introductions?* Marketing Meets Wall Street II Conference, Boston, Massachusetts.

Kashmiri, S. & Mahajan, V. (2011, February). *A Rose by any other Name: Does a Family-based Firm Name increase firms' rewards of New Product Introductions?* AMA Educators' Conference (Winter), Austin, Texas.

Kashmiri, S. & Mahajan, V. (2010, February). *The name's the game: Exploring the link between corporate name changes and firm value.* AMA Educators' Conference (Winter), New Orleans, Louisiana.

Kashmiri, S. & Mahajan, V. (2010, February). *What's in a Name? An analysis of the strategic behavior of family firms.* AMA Educators' Conference (Winter), New Orleans, Louisiana.

## **National**

Gala, P. & Kashmiri, S. (2020). *CEOs' Level of Confidence, Marketing Outcomes, and Role of Marketing Power.* Association of Marketing Theory and Practice Conference, San Antonio, Texas.

Morgan, A. & Kashmiri, S. (2017). *Effect of Top Management Composition and Corporate Social Performance History on the Valuation Impact of Marketing Related Controversies.* Society for Marketing Advances, Louisville, Kentucky.

Zhang, C., Kashmiri, S., & Cinelli, M. (2017). *How does Brand Age Influence Consumers' Attitudes to Firms' Unethical Behavior?* AMA Educators' Conference (Winter), Orlando, Florida.

## **Regional**

Morgan, A. & Kashmiri, S. (2018). *Effect of Top Management Composition and Corporate Social Performance History on the Valuation Impact of Marketing Related Controversies*. Southeast Marketing Symposium, Tuscaloosa, Alabama.

## **Presentation of Non-Refereed Papers**

### **Local**

Kashmiri, S. (2018). *Assistant Professor Research Panel*. Invited presentation at Marketing Department University of Mississippi, Oxford, Mississippi.

Kashmiri, S., Gala, P., & Nicol, D. (2017). *Seeking pleasure or avoiding pain: Influence of CEOs' regulatory foci on firms' advertising, R&D, and corporate social performance*. Invited presentation at University of Mississippi Department of Marketing, Oxford, Mississippi.

Kashmiri, S. (2016). *Assistant Professor Research Panel*. Marketing Department University of Mississippi, Oxford, Mississippi.

Kashmiri, S. & Brower, J. (2015). *Oops! I did it Again: Are some firms less likely to encounter a product-harm crisis?* University of Mississippi Marketing Department, Oxford, Mississippi.

Kashmiri, S. & Mahajan, V. (2011). *Beating the Recession Blues: Exploring the link between Family ownership, Marketing Behavior, and Firm Performance during Recessions*. Invited presentation at Singapore Management University, Singapore, Singapore.

Kashmiri, S. & Mahajan, V. (2011). *Beating the Recession Blues: Exploring the link between Family ownership, Marketing Behavior, and Firm Performance during Recessions*. Invited presentation at University of Hawaii, Manoa (Honolulu), Hawaii.

Kashmiri, S. & Mahajan, V. (2011). *Beating the Recession Blues: Exploring the link between Family ownership, Marketing Behavior, and Firm Performance during Recessions*. Invited presentation at University of Alabama (Huntsville), Huntsville, Alabama.

Kashmiri, S. & Mahajan, V. (2011). *Beating the Recession Blues: Exploring the link between Family ownership, Marketing Behavior, and Firm Performance during Recessions*. Invited presentation at University of Massachusetts (Amherst), Amherst, Massachusetts.

Kashmiri, S. & Mahajan, V. (2011). *Beating the Recession Blues: Exploring the link between Family ownership, Marketing Behavior, and Firm Performance during Recessions*. Invited presentation at Georgia Tech University, Atlanta, Georgia.

Kashmiri, S. & Mahajan, V. (2010, August). *What's in a Name? An analysis of the strategic behavior of family firms*. Invited presentation at Lahore University of Management Sciences, Lahore, Pakistan.

Kashmiri, S. & Mahajan, V. (2010, August). *What's in a Name? An analysis of the strategic behavior of family firms*. Invited presentation at Institute of Business Administration, Karachi, Pakistan.

## **Research Honors and Awards**

### **Award**

2016: Best paper in marketing strategy track, Society for Marketing Advances Conference.

2010: , AMA Winter Educators' Conference. Winner of Best Paper Award in Marketing Strategy Track.

## **Service to the University**

## **University Assignments**

### **Other Institutional Service Activities:**

2010-2011 – 2011-2012: University of Texas at Austin

## **University of Mississippi**

### **Department Assignments**

#### **Chair:**

2022: Co-Chair of Dissertation Committee of Jasmine Parajuli

2020-2021: Dissertation committee of Kexin Xiang

2020-2021: Dissertation committee of Ashley Morgan

2019-2020: Kexin Xiang

2019-2020: Ashley Morgan

2017-2018: Cameron Duncan Nicol (PhD student) Dissertation Co-Chair

2017-2018: Prachi Gala (PhD student) Dissertation Co-Chair

2016-2017: Prachi Gala (PhD student) Dissertation Committee Co-Chair

2015-2016 – 2016-2017: Cameron Duncan Nicol (PhD student) Dissertation Committee Co-Chair

#### **Coordinator:**

2021-2022: Marketing Department Presentation Series Coordinator

2019-2020: Marketing Department Presentation Series Coordinator

#### **Faculty Advisor:**

2018-2019: Faculty Advisor of Ashley Morgan

2017-2018: Ashley Morgan

2017-2018: Muhammad Mollah

#### **Member:**

2022: PhD students' comprehensive exam committee

2022: Dissertation committee of Jiangang Huang

2022-2023: Dissertation committee of Aisha Ghimire

2021-2022: Dissertation committee of Ashley Morgan

2020-2021: Dissertation committee of Tyler Dunn

2020-2021: Dissertation committee of Siddik Bozkurt

2020-2021: Dissertation committee of Kaushik Mukherjee

2020-2021: Dissertation committee of Jiangang Huang

2019-2020 – 2020-2021: PhD comprehensive exam

2019-2020: Dissertation committee of PhD student Siddik Bozkurt

2018-2019: Dissertation committee member for PhD student Vahid Ghomi  
2018-2019: PhD Comprehensive Exam Committee Member  
2018-2019: Recruitment committee for recruiting department chair  
2018-2019: Dissertation committee member for PhD student Siddik Bozkurt  
2015-2016 – 2016-2017: Chi Zhang (PhD student) Dissertation Committee Member  
2015-2016 – 2016-2017: Comprehensive Exam Committee Member  
2013-2014 – 2014-2015: Comprehensive Exam Committee

**Other Institutional Service Activities:**

2016-2017 – 2018-2019: Marketing Department Research Seminar Series Coordinator  
2015-2016 – 2017-2018: Marketing Policy Assessment Plan Coordinator  
2012-2013 – 2014-2015: Marketing Policy Assessment Plan coordinator

**School Assignments**

**Member:**

2022: Dissertation committee of Thamsanqa Jongile  
2022: Dissertation committee of Kaushik Mukherjee  
2022: Dissertation committee of Tyler Dunn  
2017-2018 – 2022-2023: MBA Committee  
2021-2022: SOBA Tenure and Promotion document revision committee  
2019-2020 – 2020-2021: SoBA Tenure & Promotion Standards Revision Committee  
2017-2018: Recruitment committee member for recruiting Assistant Professors

**University Assignments**

**Committee Member:**

2022: Taylor Medal Selection Committee  
2022-2023: University's Academic Freedom & Faculty Responsibility committee  
2018-2019: Taylor medal committee  
2017-2018: Honors Thesis reader for Hannah Carson

**Other Institutional Service Activities:**

2019-2020: Faculty Senator  
2018-2019: Faculty Senate (Senator representing Marketing Department)  
2016-2017 – 2017-2018: Croft Institute for International Studies Thesis reader for Walker Bobo  
2016-2017: Undergraduate Honors Thesis reader for Hannah Corson

**Writing Student Recommendations:**

2017-2018: Bridget Brouillette  
2017-2018: Sofia Idoyaga



2016-2017: Writing MBA admission recommendations for Victoria Hohlstein

2016-2017: Writing MBA admission recommendations for Gabriella Nuzzo

### **Dissertation Assignments**

#### **Faculty Advisor:**

2012-2013: Caitlan Eidt (Undergraduate Honors student)

#### **Member:**

2014-2015: Dissertation Committee (Robert King)

### **Service to the Profession**

#### **Board Member: PRJ Editorial Review Board**

2022: Marketing Education Review.

2022: Journal of Business Research.

2018 – 2019: Journal of Business Research.

2016 – 2019: Marketing Education Review.

2014: Marketing Education Review.

#### **Reviewer: Ad Hoc Reviewer for a Journal**

2022: Journal of Business Ethics.

2022: International Journal of Research in Marketing.

2022: Journal of Academy of Marketing Science.

2022: Journal of Marketing Research.

2022: Journal of Marketing.

2018 – 2019: Journal of Marketing.

2017: Journal of Public Policy and Marketing.

2016 – 2017: Journal of Business Research.

2016 – 2017: Asian Case Research Journal.

2013 – 2017: International Journal of Research in Marketing.

#### **Reviewer: Conference Paper**

2017: Academy of Marketing Science Annual Conference, San Diego, California.

2015: AMA Educators' Conference (Summer).

2014: AMA Educators' Conference (Winter).

2013 – 2014: AMA Educators' Conference (Winter).

2012 – 2013: AMA Educators' Conference (Winter).

2009 – 2011: AMA Conference (Winter), Unknown, Unknown.

### **Service Honors and Awards**

2009: , AMA Winter Educators' Conference. Winner of the Best Reviewer Award.

## Other Honors and Awards

- 2011 – 2012: , The University of Texas at Austin. Tuition Fellowship, Office of Graduate Studies
- 2011: , Rice University. Doctoral Fellow, ISMS Marketing Science Doctoral Consortium, Houston, TX.
- 2011: , University of Illinois at Chicago. Doctoral Fellow, Inaugural PDMA-UIC Doctoral Consortium.
- 2010 – 2011: , The University of Texas at Austin. University Continuing Fellowship
- 2010: , Texas Christian University. Doctoral Fellow, AMA Sheth Foundation Doctoral Consortium.
- 2009 – 2010: , The University of Texas at Austin. Dean's Fellowship, McCombs School of Business
- 2008 – 2009: , The University of Texas at Austin. Tuition Fellowship, Office of Graduate Studies
- 2007 – 2008: , The University of Texas at Austin. Tuition Fellowship, Office of Graduate Studies
- 2002: , LUMS University. Gold Medal for the Best Student of MBA in Commercial Banking.
- 2002: , LUMS University. Gold Medal for the Best Student of MBA in Entrepreneurship.
- 2002: , LUMS University. Recipient of Silver Medal for the 2nd Best Student of MBA.
- 1994: , Cambridge University Syndicate. Best result in 'A' levels Higher School Certificate Exams amongst all students in Pakistan.
- 1994: , Aitchison College Lahore.
- 1994: , Aitchison College Lahore. Recipient of President of Pakistan Gold Medal for best graduating student in Science.
- 1994: , Aitchison College Lahore. Recipient of President of Pakistan Gold Medal for best graduating High School student in Academics.
- 1992: , Cambridge University Syndicate. Best result in 'O' levels Secondary School Certificate Exams amongst all students.

## Teaching Honors and Awards

### Award

- 2011: , The University of Texas at Austin. Recipient of the Fred Moore Teaching Excellence Award for the Best Teacher amongst Doctoral students from all departments of McCombs Business School..

## Memberships

- Academy of Marketing Science, 2013-2022
- American Marketing Association, 2007 - 2022

## References

Dr. Vijay Mahajan Professor, Department of Marketing John P. Harbin Centennial Chair in Business The University of Texas at Austin, Austin, TX 78712 Phone: (512) 471-0840 Fax: (512) 471-1034 Email: vijay.mahajan@mcombs.utexas.edu

Dr. Raji Srinivasan Professor, Department of Marketing The University of Texas at Austin, Austin, TX 78712 Phone: (512) 471-5441 Fax: (512) 471-1034 Email: raji.srinivasan@mcombs.utexas.edu