

Niket Jindal

jindal@iu.edu

<https://gokelley.iu.edu/jindal>

(512) 529-9128

Academic Employment

Kelley School of Business, Indiana University
Assistant Professor of Marketing, 2016–present
3M Faculty Fellow, 2017–2019
Acting Assistant Professor, 2015

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

1. Niket Jindal and Rebecca Slotegraaf (2023), “Effects of Advertising and R&D on Spillovers From a Rival’s Bankruptcy,” *Journal of the Academy of Marketing Science*. [link](#)
2. 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](#)
3. 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](#)
4. 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](#)
5. 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. Abhi Bhattacharya, Joseph Johnson, Ashkan Faramarzi, and Niket Jindal, “The Capability to Recover: Marketing Capability and the Turnaround of Financially Distressed Firms,” Minor revision at *Journal of the Academy of Marketing Science*.
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,” Preparing for *Journal of Marketing Research*.

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?,” Preparing for *Management Science*
5. Niket Jindal and Leigh McAlister, “Receivables’ Effect on the Value of Advertising,” Preparing for *Marketing Science*.

Selected Work in Progress

1. “Brands and Marketing Efficiency,” with Neil Morgan and Lopo Rego.
2. “Who Wins When a Rival Fails?,” with Abhi Bhattacharya and Neil Morgan.
3. “Marketing Assets and Liquidation Value”

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.”

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

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

Sauvain Teaching Award Finalist, 2019

Trustees Teaching Award Finalist, 2016

Business-to-Business Marketing (executive education)

Marketing and Firm Performance (doctoral), Guest Lecturer, Indiana University, 2018

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

Service

Marketing Discipline Service

Reviewer for *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *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”

Department Service

Dissertation Committee, Indiana University

Luciano Lapa, 2023 (placement: Penn State University)

Marketing PhD 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

Anwesha 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 Program Committee, Marketing Department, Indiana University, 2015–2022

Marketing Faculty Recruitment Committee, Indiana University, 2015–2022

School Service

Dissertation Proposal Examination Committee, Kelley School of Business, Indiana University

Barrett Wheeler (Accounting), 2016 (placement: Tulane University)

Assurance of Learning Committee, Kelley School of Business, Indiana University, 2019–2022

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, Kelley School of Business, Indiana University, 2018

Doctoral Programs Orientation Speaker, McCombs School of Business, The University of Texas at Austin, 2012

University Service

Student-Athlete Faculty Sponsor, Indiana University, 2016–2020

Industry Experience

Freescale Semiconductor, Strategy and Marketing Manager

Motorola, Systems Manager and Electrical Engineer

Digital Equipment Corporation, Engineering Intern

Phillips Petroleum, Engineering Intern