

# Niket Jindal

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Kelley School of Business  
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## 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, 2015  
McCombs School of Business, The University of Texas at Austin  
Dissertation: Essays on Marketing’s Impact on Financial Performance

M.B.A., 2003  
Kellogg School of Management, Northwestern University  
Majors: Marketing, Management & Strategy, and Technology Industry Management

M.S. Electrical Engineering, 2000  
Fu Foundation School of Engineering and Applied Science, Columbia University  
Concentration: Wireless and Mobile Communications

B.S. Electrical Engineering, *with honors*, 1996  
College of Engineering, University of Illinois at Urbana-Champaign  
Concentration: Semiconductors

## 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. Vivek Astvansh and Niket Jindal (Forthcoming), “Differential Effects of Received Trade Credit and Provided Trade Credit on Firm Value,” *Production and Operations Management*.
2. Niket Jindal (2020), “The Impact of Advertising and R&D on Bankruptcy Survival: A Double-Edged Sword,” *Journal of Marketing*, 84(5), 22–40.
3. 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.
4. 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.

## Working Papers

1. Abhi Bhattacharya, Joseph Johnson, Ashkan Faramarzi, and Niket Jindal, “The Differential Effects of Marketing and R&D Capabilities: How Distressed Firms Survive and Recover,” Revising for second round review at *Journal of the Academy of Marketing Science*.
2. Niket Jindal and Rebecca Slotegraaf, “Effects of Advertising and R&D on Spillovers From a Rival’s Bankruptcy,” Under review at *Journal of the Academy of Marketing Science*.
3. Niket Jindal and Vivek Astvansh, “The Impact of Outstanding Customer Payments on Credit Ratings: Contingent on Advertising and R&D,” Preparing for *Marketing Science*.
4. Niket Jindal and Leigh McAlister, “Receivables’ Effect on the Value of Advertising,” Preparing for *Marketing Science*.
5. Niket Jindal, “Marketing Spending: What Firms Report, Impact on Stock Returns, and Validity of Alternative Proxies,” Preparing for *Journal of Marketing Research*.

## Selected Work in Progress

1. “Do Investors’ Expectations Shape their Response to the Recall of an Innovation? Evidence from Medical Devices,” with Vivek Astvansh and Moyan Li.
2. “Brands and Marketing Efficiency,” with Neil Morgan and Lopo Rego.
3. “Who Wins When a Rival Fails?,” with Abhi Bhattacharya and Neil Morgan.
4. “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

Early-Career Scholar Fellow, Marketing Strategy Consortium, The University of Texas at Austin, 2020

3M Junior Faculty Award, Indiana University, 2017, 2018, 2019

Sauvain Teaching Award Finalist, Indiana University, 2019

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

Early-Career Scholar Fellow, Marketing Strategy Consortium, Indiana University, 2019

Early-Career Scholar Fellow, Marketing Strategy Consortium, University of Missouri, 2018

Mittelstaedt Symposium Faculty Representative, University of Nebraska, 2017

Invited to the Brierley Institute for Customer Engagement’s Professors Institute, 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 Arizona, online, 2021

Business Marketing Academy Board, Indiana University, Bloomington, IN, 2016

Harvard Business School, Boston, MA, 2014

University of Iowa, Iowa City, IA, 2014

University of Southern California, Los Angeles, CA, 2014

Texas A&M University, College Station, TX, 2014

Indiana University, Bloomington, IN, 2014

University of South Florida, Tampa, FL, 2014

## ***Conference Presentations and Participation***

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

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

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

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

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

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

EMAC Conference, Hamburg, Germany, 2019, “Marketing Capabilities and Firm Bankruptcy”\*

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

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

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

Theory & Practice in Marketing Conference, University of Virginia, Charlottesville, VA, 2017

Mittelstaedt Symposium, University of Nebraska, Lincoln, NE, 2017

AMA Winter Marketing Educators’ Conference, Orlando, FL, 2017, “The Value Relevance of a Supplier’s Trade Credit Period: A Signal of Customer Relationship Strength”

Brierley Institute for Customer Engagement’s Professors Institute, Southern Methodist University, Dallas, TX, 2017

AMA Summer Marketing Educators’ Conference, Chicago, IL, 2015

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

Marketing Science Conference, Atlanta, GA, 2014, “The Impacts of Advertising Assets and R&D Assets on Reducing Bankruptcy Risk”

Theory & Practice in Marketing Conference, Northwestern University, Evanston, IL, 2014, “Advertising Effectiveness: The Moderating Effect of Firm Strategy”

MSI Spring Trustees Meeting, Boston, MA, 2014

AMA Winter Marketing Educators’ Conference, Orlando, FL, 2014, “Marketing in the Top Management Team”

Marketing Science Conference, Istanbul, Turkey, 2013, “Disclosure of Advertising Expenditure: An Indicator of Business Strategy”\*

Marketing Strategy Meets Wall Street III, Goethe University, Frankfurt, Germany, 2013, “Advertising Disclosure as Indicator of Advertising Effectiveness”\*

AMA Winter Marketing Educators' Conference, Las Vegas, NV, 2013

ISBM Academic Conference, University of Chicago, Chicago, IL, 2012

Marketing Science Conference, Boston, MA, 2012

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

University of Houston Doctoral Consortium, 2012

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

AMA Winter Marketing Educators' Conference, St. Petersburg, FL, 2012, "Marketing's Influence: Evidence from Financial Archives"\*

Marketing Science Conference, Houston, TX, 2011, "Advertising, R&D, and Corporate Bankruptcy"

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

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

AMA Winter Marketing Educators' Conference, New Orleans, LA, 2010

The Emergence and Impact of User-Generated Content Conference, University of Pennsylvania, Philadelphia, PA, 2009

ISBM Academic Conference, University of California San Diego, La Jolla, CA, 2008

International Wireless Industry Consortium, Washington, D.C., 2006, "Semiconductors in Automotive Radar Systems"

Frost & Sullivan Executive Congress on Corporate Growth, San Antonio, TX, 2006, "How to Sell Safety" (panel discussant)

South by Southwest (SXSW) Interactive Festival, Austin, TX, 2006, "Digital Convergence in the Automobile"

Institute of Electrical and Electronics Engineers (IEEE) Global Telecommunications Conference, Dallas, TX, 2004, "Passive Optical Networking (PON)"

\* Presented by co-author

## Teaching Experience

Marketing Analytics (undergraduate), Indiana University, 2015–2021

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

Digital System Testing and Design for Testability (masters engineering), Guest Lecturer, University of Illinois at Urbana-Champaign, 2001

## 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 Session Chair

Marketing Science Conference, online, 2021, “Negative Effects on Brand Equity”

AMA Winter Marketing Educators’ Conference, online, 2021, “B2B Marketing-Finance Interface”

AMA Winter Marketing Educators’ Conference, New Orleans, LA, 2018, “Marketing Effectiveness and Financial Performance”

Marketing Science Conference, Atlanta, GA, 2014, “Marketing and Financial Performance”

AMA Winter Marketing Educators’ Conference, Orlando, FL, 2014, “Marketing in the Top Management Team”

### *Department Service*

Dissertation Committee, Indiana University

Luciano Lapa

Marketing PhD Student Paper Evaluation Committee, Indiana University

Wenqian Ni, first-year paper, 2021

Luciano Lapa, second-year paper, 2020

Ben Lee, second-year paper, 2019

Anwasha De, second-year paper, 2018

John Bullock, second- and first-year papers, 2017

Hyejin Lee, first-year paper, 2015

Shekhar Misra, second-year paper, 2015

Doctoral Program Committee, Marketing Department, Indiana University, 2015–2021

Marketing Faculty Recruitment Committee, Indiana University, 2015–2021

### *School Service*

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

Barrett Wheeler (Accounting), 2016

Assurance of Learning Committee, Kelley School of Business, Indiana University, 2019–2021

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, Austin, TX, Chandler, AZ, 2004–2009

Freescale had the second largest technology IPO in 2004 (behind Google) and was bought by a group of private equity firms in 2006 (at the time, the largest ever technology private buyout).

Motorola, Systems Manager and Electrical Engineer, Chandler, AZ, Schaumburg, IL, 1996–2004

Motorola was a telecommunications company that held the largest market share in mobile phones, pagers, and cable TV equipment.

Digital Equipment Corporation, Engineering Intern, Hudson, MA, 1994–1995

Digital Equipment Corporation was a computer company acquired by Compaq (at the time, the largest ever merger in the computer industry).

Phillips Petroleum, Engineering Intern, Aberdeen, Scotland (U.K.), 1992

Phillips Petroleum was an oil company that merged with Conoco to become the third largest energy company.