

Praveen Punia

Doctoral Candidate, University of Houston
Phone: (832) 929-5366, email: ppraveen@bauer.uh.edu

Education

C.T. Bauer College of Business, University of Houston	2021 – Present
Doctor of Philosophy, Empirical Marketing	
Advisor: Prof. Michael Ahearne	
University of Hyderabad, India	2014 – 2019
Integrated Program in Financial Economics (MS)	

Research Interests

Substantive:	Better Marketing for Better World, Sales Force Management, Sales Incentives, Live Streaming, Online Gaming
Methodological:	Causal Modelling, Machine Learning, Survival Modelling, Time Series, Text Analysis

Doctoral Dissertation

Topic:	Career Management in the Sales Force
Committee:	Michael Ahearne (Chair), Johannes Habel, Jim Hess, Thomas J Steenburgh

Papers Under Review

So Near Yet So Far: The Impact of Near Misses on Salesperson Turnover

with Michael Ahearne, Arpit Agrawal, Yashar Atefi, and Johannes Habel – *invited for 3rd round revision at the Journal of Marketing Research*

- Won the best paper award at 2024 OFR Symposium, Sales Management Track at 2024 AMA Winter Academic Conference

How Does Sales Experience Affect Life Satisfaction?

with Michael Ahearne, Arpit Agrawal, and Johannes Habel – *under review at the Journal of Marketing Research*

- Conference Presentations: 2024 AMA Winter Academic Conference, 2024 University of Houston Doctoral Symposium
- Accepted at MSI Working Paper Series

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Papers Preparing for Submission

Freedom Isn't Free: How Self-Employment Reshapes Work, Health, and Happiness

with Michael Ahearne and Johannes Habel – *preparing for submission to the Journal of Business Venturing by Spring 2025*

Build vs. Acquire: The Impact of Internal vs. External Sales Hiring on Firm Performance

with Michael Ahearne, Johannes Habel, and Jim Hess – *preparing for submission to the Marketing Science by Summer 2025*

A Predictive Framework for Forecasting Long-Term Video Game Performance Using Key Launch Period Metrics

with Sam Hui and Rahul Suhag – *working on the model specification; data collection completed*

Awards & Honors

AMA – Sheth Foundation Doctoral Consortium Fellow	2025
Sales SIG Doctoral Dissertation Proposal Award Winner	2025
University of Houston Symposium Fellow (Presenter)	2024
President Fellowship, University of Houston	2021 – 2023
Bauer Doctoral Fellowship, Bauer College of Business, University of Houston	2021 – 2026

Teaching Experience

Instructor, MARK3338: Introduction to Marketing Analytics	Summer 2024
Instructor Ratings: 4.64/5.00	

Research Experience

C.T. Bauer College of Business, University of Houston, Houston	2019 – Present
Graduate Assistant to Prof. Michael Ahearne	
Indian School of Business, Hyderabad	2019 – 2021
Research Associate with Prof. S. Arunachalam	

Industry Experience

Academic Consultant, Xactly Corporation	2023 – Present
Transform and analyze large, structured data into actionable business insights and solutions	
Work directly with industry professionals to present and discuss actionable insights	
Participate in regular meetings with executives across the organization	

Computer Skills

R, Python, STATA, MATLAB

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Relevant Coursework

Marketing Courses

Seminar in Quantitative Marketing (Dr. Sriram Venkataraman)	Spring 2020
Marketing Research Methods (Dr. Ed Blair)	Fall 2021
Marketing Management and Strategy (Dr. Mike Ahearne)	Spring 2022
Marketing Models (Dr. Kachuen Sam Hui)	Fall 2022
Organizational Behavior and Management Theory (Dr. Derek Avery)	Spring 2023

Methods Courses

Mathematical Optimization Techniques for Economics	Fall 2017
Game Theory	Spring 2018
Time Series Modeling	Fall 2018
Financial Modelling	Spring 2019
Probability	Fall 2019
Linear Algebra	Fall 2019
Data Analytics for Marketing	Fall 2018
Econometrics – Cross Sectional Data	Fall 2019
Econometrics – Panel Data	Spring 2020
Quantitative Economic Analysis	Fall 2021
Microeconomics Theory	Fall 2021
Applied Econometric Analysis	Spring 2022
Data Science and Machine Learning	Spring 2022
Northwestern Advanced Causal Inference Workshop	Fall 2022
Advanced Topics in Econometrics	Spring 2023

Additional Information

Languages known: Hindi (Native), English (Fluent), Urdu (Fluent), Telugu (Basic)

Institutional and Professional Service

AMA DocSIG Assistant Vice Chair of Productivity Research	2021 – 2023
AMA DocSIG Vice Chair of Productivity Research	2023 – 2024
University of Houston 41 st Marketing Doctoral Symposium Organizer	2023 – 2024
Thought Leadership on the Sales Profession Conference Coordinator	2023 – 2025
AMA Winter Academic Conference Reviewer	2024
AMA Summer Academic Conference Reviewer	2024

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References

Michael Ahearne

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Jim Hess

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Thomas J Steenburgh

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