**Praveen Punia**

I am a fourth-year Ph.D. student in Marketing at the University of Houston, specializing in empirical modeling and sales force. As an empirical researcher, I employ a blend of empirical analysis and theoretical frameworks to investigate the dynamics of salesforce management and consumer behavior. By leveraging econometric methods and data analysis, I aim to provide actionable insights that can inform both academic discourse and practical applications in the field of marketing. My methodological approach involves the use of econometric models to analyze large datasets, allowing for the identification of key patterns and trends that impact salesforce effectiveness and consumer behavior.

In terms of academic contributions, I have actively participated in the Winter AMA conferences, serving as a reviewer in 2023 and 2024, and presenting my work in 2024. My presentations at these conferences have focused on the implications of livestreaming behavior for sales strategies and the impact of career transitions on salesforce performance. Additionally, I have taught the Introduction to Marketing Analytics course, where I integrated data-driven insights to enhance students’ understanding of marketing principles. My teaching philosophy centers on interactive learning, inclusivity, and relevance, ensuring that course materials are clear, concise, and relatable for all students.

Prior to joining the University of Houston, I worked as a Research Associate in Marketing at the Indian School of Business. In this role, I conducted research on various marketing topics, contributing to several academic publications and industry reports. I hold a Master’s degree in Financial Economics from the University of Hyderabad, India, where I developed a strong foundation in quantitative analysis and economic theory.

Praveen is a fourth-year Ph.D. student in Marketing at the University of Houston, with a passion for leveraging data-driven insights to understand organizational dynamics and enhance marketing effectiveness. His research interests are in the domain of Quantitative Marketing Strategy, with a focus on two research areas: Career Management and Creator Economy/Livestreaming. He specializes in using various methods for answering substantive questions, including econometric modeling, causal machine learning, and game theory, to generate actionable insights that bridge theory and practice.

His paper examining performance incentives and employee retention is currently invited for third-round revision at the Journal of Marketing Research and received the best paper award at the 2024 OFR Symposium. His dissertation has been recognized with the 2025 Sales SIG Best Doctoral Dissertation Proposal Award, with the first essay also published in the MSI Working Paper Series.

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