

# Sarang Sunder

Department of Marketing  
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## PROFESSIONAL EXPERIENCE

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<b>Associate Professor of Marketing</b> Kelley School of Business, University	2022 – present
<b>Associate Professor of Marketing</b> Neeley School of Business, Texas Christian University	2021 – 2022
<b>Assistant Professor of Marketing</b> Neeley School of Business, Texas Christian University	2015 – 2021

## EDUCATION

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<b>Ph.D. Business Administration (Marketing)</b> Robinson College of Business, Georgia State University, Atlanta-GA	2015
<b>MS (Marketing)</b> Robinson College of Business, Georgia State University, Atlanta-GA	2009
<b>Bachelor of Engineering (Mechanical)</b> Anna University, Chennai- India	2007

## RESEARCH

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### Areas of Interest

Substantive:	Customer Relationship Management (CRM), Salesforce Management, Peer/Social influence, Marketing Strategy
Method:	Causal inference, Econometric methods, Bayesian models

### Published works

#### *Peer Reviewed*

1. Shankar, Venkatesh, Dhruv Grewal, Sarang Sunder, Beth Fossen, Amit Agarwal, and Kay Peters (2021). “Digital Marketing Communication in Global Marketplaces: A Review of Extant Research, Future Directions, and Potential Approaches”. *International Journal of Research in Marketing* forthcoming

2. Jo, Wooyong, Sarang Sunder, Jeonghye Choi, and Minakshi Trivedi (2020). “Protecting Consumers from Themselves: Assessing Consequences of Usage Restriction Laws on Online Game Usage and Spending”. *Marketing Science* 39 (1), pp. 117–133
3. Sunder, Sarang, Kihyun Hannah Kim, and Eric A. Yorkston (2019). “What Drives Herding Behavior in Online Ratings? The Role of Rater Experience, Product Portfolio, and Diverging Opinions”. *Journal of Marketing* 83 (6), pp. 93–112
4. Sunder, Sarang, V. Kumar, Ashley Goreczny, and Todd Maurer (2017). “Why Do Salespeople Quit? An Empirical Examination of Own and Peer Effects on Salesperson Turnover Behavior”. *Journal of Marketing Research* 54 (3), pp. 381–397  
*SEF/Neil Rackham Research Grant*
5. Sunder, Sarang, V. Kumar, and Yi Zhao (2016). “Measuring the Lifetime Value of a Customer in the Consumer Packaged Goods Industry”. *Journal of Marketing Research* 53 (6), pp. 901–921  
*John A. Howard/AMA Award*  
*Mary Kay/AMS Award*  
*Don Lehmann Award*
6. Kumar, V., Sarang Sunder, and Amalesh Sharma (2015). “Leveraging Distribution to Maximize Firm Performance in Emerging Markets”. *Journal of Retailing* 91 (4), pp. 627–643
7. Kumar, V., Sarang Sunder, and Robert P. Leone (2014). “Measuring and Managing a Salesperson’s Future Value to the Firm”. *Journal of Marketing Research* 51 (5), pp. 591–608
8. Kumar, V., Sarang Sunder, and B. Ramaseshan (2011). “Analyzing the Diffusion of Global Customer Relationship Management: A Cross-Regional Modeling Framework”. *Journal of International Marketing* 19 (1), pp. 23–39

### Other

1. Kumar, V., Sarang Sunder, and Robert P. Leone (2015). “Who’s Your Most Valuable Salesperson?” *Harvard Business Review* 96 (4), pp. 62–68
2. Kumar, V. and Sarang Sunder (2016). “Customer Lifetime Value and Its Relevance to the Consumer Packaged Goods Industry”. In: *Accountable Marketing: Linking Marketing Actions to Firm Performance*. Ed. by Stewart, David J. and Craig T. Gugel. New York, NY: Routledge

### Working Papers

1. Zhao, Yi and Sarang Sunder (2021). “A Bayesian Solution for Incomplete Data”
2. Jo, Wooyong, Sarang Sunder, Jeonghye Choi, and Minakshi Trivedi (2021). “The Influence of Strangers: Evidence and Mechanisms”
3. Cao, Zixia (Summer), Sarang Sunder, Minakshi Trivedi, and Kehan Xu (2021). “Nudging the Financially Distressed: (Repeated) Payment Reminders in Payday Lending”. *Under Review*
4. Sunder, Sarang, Agata Leszkiewicz, Chekitan S. Dev, and V. Kumar (2021). “Third-Party Acquisition Channels”. *Under Review*

5. Dastidar, Ayan, Sarang Sunder, and Denish Shah (2021). “Positive Spillovers of Advertising: Social Distancing during a Pandemic”. *Under Review*
6. Sunder, Sarang and Sriram Thirumalai (2021). “Portfolio Composition and Healthcare Demand”. *Under Review*
7. Heldt, Rodrigo, Sarang Sunder, and Fernando Luce (2020). “Brands, Categories, and ... Customers Metrics”

## Work in Progress

1. Sunder, Sarang, V. Kumar, and Robert P. Leone (2019). “Supporting the Salesforce”
2. Heldt, Rodrigo, Cleo Schmitt Silveira, Fernando Luce, and Sarang Sunder (2020). “A Portfolio Approach to Customer Management”

## HONORS & AWARDS

<i>Favorite Professor</i> by TCU Graduate Programs	2022, 2020, 2019, 2018
Poets & Quants Best 40-Under-40 Professors– <a href="#">Link</a>	2021
Lourdes S. Casanova Best Applied Paper Award, Business Association of Latin American Studies (BALAS) Annual conference	2020
Faculty Fellow, Marketing Strategy Consortium, McCombs School of Business, University of Texas- Austin, TX	2020
Faculty Fellow, AIM-AMA Sheth Doctoral Consortium, BIMTECH – Noida, India	2020
Faculty Fellow, Marketing Strategy Consortium, Kelley School of Business, Indiana University- Bloomington, IN	2019
Outstanding Reviewer <i>Journal of Marketing</i>	2019
Faculty Fellow- AMA Sheth Doctoral Consortium, Leeds University- UK	2018
Faculty participant, <i>Professors Institute</i> , SMU- Dallas, TX	2018
MRSIG Don Lehmann Award Best Dissertation-based article published in the <i>Journal of Marketing</i> or <i>Journal of Marketing Research</i> .	2017
WCAI research proposal winner	2016
Mary Kay/AMS Doctoral Dissertation Award	2016
John Howard/AMA Doctoral Dissertation Award	2015
WCAI research proposal winner	2015
SEF/Neil Rackham Research grant (\$5,000)	2015

ISMS Doctoral Consortium fellow	2014
GTA Teaching Excellence Award - Robinson College of Business, Georgia State University	2014
AMA-Sheth Foundation Doctoral Consortium Fellow	2012
ISBM PhD Student Camp for Research, nominee and participant	2012
MSI/ACR Research Proposal Competition Winner	2010

## MEDIA

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AMA Highlights (October 2019): “What Drives Herding Behavior in Online Ratings” – [Link](#)

Harvard Business Review (July-August 2017): “How to Predict Turnover on Your Sales Team” – [Link](#)

SaportaReport (June 2017): “I Quit!” Predicting When And Why Employees Quit – [Link](#)

AMA Snapshot (June 2016): “Measuring the Lifetime Value of a Customer in the Consumer Packaged Goods Industry”

EurekAlert (October 2015): Finding the markets in emerging markets- Toward a formula for navigating complex distribution patterns – [Link](#)

## PRESENTATIONS AND INVITED TALKS

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### Research

*Social Influence from Unknown Peers: Evidence and Potential Mechanisms*

- Virtual Seminar (2021), University of Illinois- Chicago, IL

*Performance Implications of Salesperson Support*

- Winter AMA (2019) – Austin, TX
- ISBM B2B Conference (2018) – MIT, Boston, MA
- Theory+Practice in Marketing conference (2018)- UCLA, Los Angeles, CA
- WCAI (June 2017)- Philadelphia, PA

*Herding in Online Ratings– The Role of Rater Experience, Product Portfolio, and Diverging Opinions*

- Emory Hightower Speaker (April 2019), Goizueta Business School, Emory University– Atlanta, GA
- Indian Institute of Management (June 2018)- Bangalore, India
- Winter AMA (2018)- New Orleans, LA
- INFORMS Marketing Science Conference (2017)- Los Angeles, CA

*Third party acquisition channels*

- Expedia Inc (November 2017)
- Cornell Hospitality Research Summit (CHRS), Cornell University (October 2017)– Ithaca, NY

*Linking Credit and Cash transactions through Bayesian Imputation*

- INFORMS Marketing Science Conference (2017)- Los Angeles, CA
- WCAI (January 2017)- Philadelphia, PA

*Unintended Consequences of Policy Interventions. Assessing the Impact of Usage Restriction on Online Game Usage and Spending*

- INFORMS Marketing Science Conference (2017)

*Distribution Dynamics and Brand Performance: The Interplay Between Market Type, Macroeconomy and Retail Format*

- Summer AMA (2016)- Atlanta, GA
- 8<sup>th</sup> Global Marketing Dynamics Conference (2011)- Jaipur, India

*Measuring the Lifetime Value of a customer in the Consumer Packaged Goods (CPG) industry*

- AMS Annual Conference (2016)- Lake Buena Vista, FL
- INFORMS Marketing Science Conference (2014)- Atlanta, GA
- Winter AMA (2014)- Orlando, FL
- Singapore Management University (2014)
- Syracuse University (2014)
- University of Tennessee (2014)
- University of Notre Dame (2014)
- University of South Carolina (2014)
- Texas Christian University (2014)
- Texas A&M University (2014)
- University of Miami (2014)
- Tulane University (2014)

*Is Quitting Contagious? A Spatiotemporal Model of Salesforce Turnover with Competing Risks*

- Winter AMA (2016)- Las Vegas, NV
- UT Arlington Marketing Research Conference (2016)- Arlington, TX

*Why do Salespeople Quit? An Empirical Examination of Own & Peer Effects on Salesperson Churn Behavior.*

- Mary Kay Cosmetics Inc. (November 2016)- Dallas TX
- Culverhouse Analytics Speaker Series, University of Alabama (September 2016)- Tuscaloosa, AL
- 5<sup>th</sup> Biennial Sales Productivity Conference (2016)- Las Vegas, NV
- GSU Sales Roundtable Speaker, Georgia State University (November 2015)- Atlanta, GA

*Maximizing Firm Performance in an Emerging Market: Optimizing Distribution Strategies across Brands, Product Forms, and Store Formats*

- Theory+Practice in Marketing conference (2014), Kellogg School of Management, Northwestern University- Evanston, IL
- Winter AMA (2014)- Orlando, FL

## Other

Invited panelist, Dean's Research Seminar Series (September 2020)- Neeley School of Business, TCU

Rotary Club Guest Speaker (August 2016)- Chennai India

University of Leeds, LUBS Marketing Research Camp (July 2016)– Leeds, UK

TCU Dig Data Club (October 2015)– Fort Worth TX

## SERVICE

### Reviewing

#### *Editorial board member*

2020 – present *Journal of the Academy of Marketing Science*

#### *Ad-hoc Reviewer*

Journals *Journal of Marketing,*  
*Journal of Marketing Research,*  
*Journal of the Academy of Marketing Science,*  
*Journal of Retailing,*  
*International Journal of Research in Marketing,*  
*Journal of International Marketing,*  
*Journal of Business Research,*  
*PLOS One.*

Conferences and Competitions *AMS/Mary Kay Doctoral Dissertation Competition,*  
*RMSIG Small Research Grants Competition,*  
*Summer AMA Conference.*

### Thesis Committees and Mentorship

Ayan Dastidar (PhD., Georgia State University)– Ongoing

Amit Agarwal (PhD., Georgia State University)– Ongoing

Rodrigo Heldt Silveira (PhD., Universidade Federale do Rio Grande do Sul [UFRGS])– 2020

Christian Flick (BA [Honors], TCU)– 2020

Rebecca Buck (BA [Honors], TCU)– 2018

Ashley Goreczny (PhD., Georgia State University)– 2018

## Organization and Planning

Conference Co-chair	Neeley Analytics Conference (2021)
Track Chair	Summer AMA (2018).
Session Chair	ISBM B2B Conference (2018), Winter AMA (2018), Marketing Science conference (2014, 2017), Summer AMA (2016).

## Other Service - to discipline, college, and department

Vice Chair for Strategy – AMA Relationship Marketing SIG.	2018 – present
Neeley Analytics Initiative (NAI) task force	2020 – present
Neeley Database committee	2018 – present
Department-level graduate program subcommittee	2019 – present
Faculty recruitment committee for the Department of Marketing	2018 & 2019

## Professional Associations

American Marketing Association (AMA)  
 Institute For Operations Research and the Management Sciences (INFORMS)

## TEACHING

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### Texas Christian University

- Customer Relationship Management (CRM)– Undergraduate, MBA, and MSBA
- Marketing Issues and Problems– MBA
- Marketing Management– Undergraduate
- New Product Innovation & Branding– Undergraduate

### Georgia State University

- Principles of Marketing– Undergraduate
- Teaching Assistant for “Customer Relationship Management”- MBA(2010), “Strategic Marketing Management”- EMBA (2011, 2012, & 2013), “Marketing and Branding”– Executive Education (2011 & 2012)