

PREETHIKA SAINAM

Academic Resume

Updated February 2023

Department of Global Marketing
Thunderbird School of Global Management at ASU
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EDUCATION

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

- PhD in Quantitative Marketing
- Masters in Economics

THE UNIVERSITY OF TEXAS AT DALLAS

Master of Science in Management Sciences

THE UNIVERSITY OF TEXAS AT DALLAS

Master in Business Administration

PURDUE UNIVERSITY

Bachelor of Science

POSITIONS HELD

2008-2011	THE KELLEY SCHOOL OF BUSINESS, INDIANA UNIVERSITY, BLOOMINGTON, IN Assistant Professor of Marketing (tenure track).
2011-2015	THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT, PHOENIX, AZ Non-tenure track position (Clinical Professor), due to personal reasons.
2016-Now	THUNDERBIRD AT ASU Assistant Professor of Global Marketing. Restarted tenure track in 2016 when Arizona State University acquired Thunderbird.

PUBLICATIONS (Reverse Chronological Order)

1. **Preethika Sainam**, Seigyoung Auh, Richard Ettenson, Yeon Sung Jung “How Well Does Your Company Use Analytics?” **Harvard Business Review** (2022).

Selected interview mentions:

- Editor-in-Chief of the **Rotman School of Management (University of Toronto) Magazine** for their Spring 2023 edition under the Quantitative Marketing and Analytics section.
 - Director of Marketing at Castelazocontent.com for the Faculty Insights column at **Thunderbird Magazine**
2. Seigyoung Auh, Bulent Menguc, **Preethika Sainam** and Yeon Sung Jung (2021), “The Missing Link between Analytical Readiness and Service Firm Performance.” **The Service Industries Journal**.¹
 3. **Preethika Sainam**, William P. Putsis Jr, Zauberman Gal (2018), “What I think I will do versus what I say I do: Mispredicting Marijuana use among teenage drug users.” **Journal of Business Research** (85) pp. 317-324.
 - This article was featured by several news and popular media outlets including Kenan-Flagler School of Business Magazine, NotmyKid.org & Thunderbird Magazine
 4. Fernando Machado, T. S. Raghu, **Preethika Sainam** and Rajiv Sinha (2017), “Software Piracy in the Presence of Open-Source Alternatives.” **Journal of the Association for Information Systems**² (18) pp. 1-21.
 5. **Preethika Sainam**, Sridhar Balasubramanian, Barry L. Bayus (2015), “Consumer Forwards: Concept and Empirical Analysis of a Sports Ticket Market.” **International Journal of Sports Finance** (10) pp. 103-121.
 6. Desai, S. Preyas, Anand Krishnamoorthy, **Preethika Sainam (Equal authorship, alphabetical order)** (2010), “Call for Prices: Strategic Implications of Raising Consumer Costs.” **Marketing Science** (29) pp. 158-174.
 7. **Preethika Sainam**, Sridhar Balasubramanian, Barry L. Bayus (2010), “Consumer Options: Theory and Empirical Analysis of a Sports Ticket Market.” **Journal of Marketing Research** (47) pp. 401-414.

PAPERS UNDER REVIEW

1. **Preethika Sainam**, Sridhar Balasubramanian, Shantanu Bhattacharya and Lin Ong, “Forward Pricing: Concept, Experimental and Analytical Evidence.” **Currently under second round review at the Journal of Business Research.**
2. **Preethika Sainam**, Anand Krishnamoorthy “Pricing Cues and Retail Competition” Modeling and empirical work completed. **Second round revision request from the Journal of Retailing.** Working to get it back under review by Summer 2023.

¹ 2021 Impact Factor [IF] for SIG was 9.405. 5-year IF is 6.396. Source:

<https://www.tandfonline.com/action/journalInformation?show=journalMetrics&journalCode=fsij20>

² Premier Journal in the Management Information Systems (MIS) department Journal List at WP Carey School of Business at ASU.

3. “Modeling network relationships between apps”, with Ziru Li, Pei-Yu Chen, Michael Shi, **Preethika Sainam** and Raghu Santanam. **Currently under First Round Review at Management Science.**
4. **Preethika Sainam**, Cem Bahadir “Culturally Motivated Pricing: Impact on Strategic International Entry” Modeling complete, positioning and paper writing in progress. **First round revision request from the Journal of International Marketing.** Working to get it back under review by Summer 2023.

WORKING PAPERS

1. **Preethika Sainam**, Sajeesh Sajeesh, “Service vs. Price Cues: Retailers’ Strategic Choice in the Face of Consumer Heterogeneity”. Modeling and data estimation in progress. Will be submitted to the **Production and Operations Management Journal** by Fall 2023.
2. **Preethika Sainam**, Seigyoung Auh, Richard Ettenson, Bulent Menguc “Don’t Overlook Alignment in Your Data and Analytics Journey” Analyses done, paper writing in progress. Will be submitted to **Harvard Business Review** by Fall 2023.
3. “How COVID-19 disrupted peer-to-peer platforms: Evidence from Airbnb.” Data collection in progress. With Man Xie and Ziru Li.

CONFERENCE & OTHER INVITED RESEARCH PRESENTATIONS (Reverse Chronological Order)

1. **Winter American Marketing Association Conference**, Nashville, Tennessee. Competitive paper presentation at Marketing Strategy track “Service vs. Price Cues: Retailers’ Strategic Choice in the Face of Consumer Heterogeneity” (2023).
2. Invited talk at **Marketing Dynamics Conference**, “Service vs. Price Cues: Retailers’ Strategic Choice in the Face of Consumer Heterogeneity” Atlanta, Georgia (2022)
3. **Singapore Management University**, Research Brown Bag Series Seminar (2022): “Service vs. Price Cues: Retailers’ Strategic Choice in the Face of Consumer Heterogeneity”
4. **Indian School of Business**, Marketing Department Research Brown Bag Series Seminar (2022): “Service vs. Price Cues: Retailers’ Strategic Choice in the Face of Consumer Heterogeneity”
5. **Session Chair, International Marketing Track.** “Success Strategies for Global Firms: Examining Internal and External Decision Factors” **Winter American Marketing Association Conference (AMA), Las Vegas (2022)**
6. **Session Chair, Pricing Track.** “Pricing Cues and Retail Competition,” **Winter American Marketing Association Conference (AMA), Virtual (2021)**
7. “Pricing Cues and Retail Competition,” **Brown bag Marketing Research seminar at UC Davis, December 2020.**
8. **Winter American Marketing Association Conference (AMA), San Diego (2020)** “Culturally Motivated Pricing: Impact on Strategic International Entry”
 - **Winner of the “Best paper” Award in the International Marketing Track at Winter AMA, February 2020.**

9. **European Marketing Academy Conference (EMAC), Hamburg (2019)** “Culturally Motivated Pricing: Impact on Strategic International Entry”
10. **European Marketing Academy Conference (EMAC), Glasgow (2018)** “Forward Pricing: Concept, Experimental and Analytical Evidence.”
11. **Faculty Participant of Center for Sales Leadership Data Analytics Conference, Tempe (2017)**
12. **Shenzhen International Business School, Shenzhen (2016)** “Software Piracy in the Presence of Open-Source Alternatives.”
13. **Tableau Data Visualization Conference, Austin (2016)** – Industry Conference on Big Data Analytics and Visualization Techniques.
14. **Tableau Data Visualization Conference, Las Vegas (2015)** – Industry Conference on Big Data Analytics and Visualization Techniques.
15. **Great Lakes NASMEI Marketing Conference, Chennai (2014)** “What I think I will do versus what I say I do: Mis-predicting Marijuana use among teenage drug users.”
16. **W. P. Carey Marketing Department Research Brown Bag, Phoenix (2013)** “What I think I will do versus what I say I do: Mis-predicting Marijuana use among teenage drug users.”
17. **Marketing Dynamics Conference, Jaipur, India (2011)** “What I think I will do versus what I say I do: Mis-predicting Marijuana use among teenage drug users.”
18. **INFORMS Marketing Science, Houston (2011)** “What I think I will do versus what I say I do: Mis-predicting Marijuana use among teenage drug users.”
19. **INFORMS Marketing Science, Ann Arbor (2009)** “Call for Prices: Strategic Implications of Raising Consumer Costs.”
20. Invited talks for **“Consumer Options: Theory and Empirical Analysis of a Sports Ticket Market.” (2007)**
 - a. Kelley School of Business, Indiana University, Bloomington IN
 - b. Carson School of Management, University of Minnesota, Minneapolis MN
 - c. Henry B. Tippie School of Business, The University of Iowa, Iowa City, IA
 - d. Indian School of Business, Hyderabad, India.
 - e. College of Business and Economics, Lehigh University, Bethlehem, PA
 - f. National University of Singapore Business School, Singapore
 - g. Robert J. Trulaske Sr. College of Business, The University of Missouri, Columbia MO
 - h. HEC School of Management, Paris, France.
21. **INFORMS Marketing Science, Pittsburgh (2006)** “Consumer Options: Theory and Empirical Analysis of a Sports Ticket Market.”

AWARDS & HONORS

1. **Winner of the “Best Paper” Award in the International Marketing Track** at Winter American Marketing Association conference, February 2020.
2. **Recipient of Summer Research Funding, Thunderbird School of Global Management: 2020, 2021, 2022.**
3. **AMA Sheth Foundation 42nd Annual Doctoral Consortium Fellow**, W. P. Carey School of Business, Arizona State University.
4. **Peggy Lee & Sunil Wahal Award.** This award is given to one outstanding up-and-coming PhD student every year across all departments in the Kenan-Flagler Business School, The University of North Carolina at Chapel Hill.
5. **Recipient of the Academic Achievement Award**, The University of Texas at Dallas.

6. **Recipient of the Kappa Omicron Nu Scholarship for outstanding academic achievement**, Purdue University.
7. **Deans Scholar: Undergraduate degree [all years]**, Purdue University.

SELECTED SERVICE ACTIVITIES

- Committee Member for Ella Stringer at the Barrett, Honor College, 2022.
- Member of Faculty Search Committee 2022.
- Faculty Advisor of Digital Transformation for Das Tor 2021-ongoing.
- Faculty Advisor for Thunderbird Data and Analytics Club (TDAC) 2019-ongoing.
 - Advised current leadership team on club day agenda, help with recruitment drives, give talk to the members of the club, bring in guest speakers to the club meetings etc.
- Committee member for Data Analytics Certificate Design Committee, 2018
 - Researched other school's Masters in Data Analytics' offerings (Wharton, UC Davis, MIT, Marshall, University of Nebraska-Lincoln, Penn State etc.)
 - Advised on core and elective offerings for the certificate.
- Member of the Curriculum Design Committee, 2018-ongoing.
- Faculty Member of Thunderbird 2.0 Workshop, August 2018.
 - Identified scope and role for analytics in new Thunderbird strategic priorities
 - Advocated for Integration of 4th IR into Analytics and Marketing Curricula (including offering Analytics-themed Field Seminars)
- Member of Faculty Women's Association (FWA) 2018-ongoing.
- Member of the Online Programs Review Committee, 2018-ongoing.
- CMC Faculty Mentor Program 2018-present.
- Faculty Member of Thunderbird Downtown Committee (to identify Interdisciplinary opportunities), 2017
- Committee member for Global Marketing Certificate Design Committee, 2015
- Member of Data Analytics Task force & Founding member of Analytics Digital Forum @ Thunderbird (2014-Present)

INITIATIVES

- Faculty advisor to newly formed Data Analytics Club (2019)
- Bringing industry speakers to talk to students about jobs and industry trends in the field of Data Analytics
- Meeting/interviewing alumni (a representative list of alumni spoken to: Michele Garner, Microsoft; Jeff Mask, JUMP Software; Ganesh Prasad, Intel; Vijay Anand, Angel Investor) and industry experts (Sandeep Bose, AMEX) to assess market needs in designing courses for certification
- Given talks to students interested in pursuing Analytics-related careers.
 - Interviewed on a podcast related to analytics related careers for women; hosted by Thunderbird Women in Business (TWB).
- Provide ongoing guidance and counseling to graduate students interested in an Analytics related career, provide recommendations for their job searches and internships, enrollments in Data Science programs and/or PhD's
- Member of SECOM Analytics Faculty Search Committee, 2014

- Offer Data Analytics themed workshops and boot camps for Incoming Thunderbirds.
- Member of Doctoral Program Committee, Marketing Department, Indiana University, 2008-2012.

TEACHING

I teach the quantitative Marketing and Analytics classes at Thunderbird, along with the traditional Marketing Core Classes.

- *Pioneered offering Big Data and Analytics Classes*
- INITIATIVES**
- Identifying the need for Big Data and Analytics classes and creating the first classes on the topic
 - Designed a two-course track with the first course focusing on Statistical methodologies and the second on Big Data concepts and Data Visualization
 - Coordinated with WP Carey MIS Faculty and UW Bothell Faculty to design and create the analytics courses
 - Implemented the use of Tableau Visualization Software
 - Revamped the Statistics class using a mini-case based approach and implementing SPSS. Incorporated a final end-of-term case that tied all the concepts learnt during the class
- Taught in International Modules (Prague, Madrid etc.)
 - Taught MGM and Executive MGM
 - Taught a breadth of marketing courses including Global Marketing Research, Principles of Marketing, Analytical Decision Making, Big Data in the Global Economy and Global Marketing Strategy.
 - Taught Executive Education (RAFID Beta Module)

TEACHING PERFORMANCE (2016 Onwards)

AT THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT

All ratings are on a 5-point scale. All classes are Graduate level (Masters level).

COURSE NAME	TERM	YEAR	INSTRUCTOR SCORE (Overall this Instructor was Excellent)	COURSE SCORE (Overall this Course was Excellent)
Global Customer Insights	Spring	2016	4.5	4.6
Big Data in the Global Economy	Spring	2016	4.1	3.9

Big Data in the Global Economy	Fall	2016	4.9	4.8
Global Data Analysis for Strategic Marketing	Fall	2016	4.9	4.8
Global Marketing Research	Spring	2017	5.0	5.0
Big Data in the Global Economy	Fall	2017	4.2	4.3
Global Marketing Research	Spring	2018	4.8	4.8
Global Marketing Strategy	Fall ¹	2018	4.1	3.8
Global Data Analysis for Strategic Marketing	Fall	2018	4.4	4.0
Global Marketing Strategy	Spring	2019	4.4	4.1
Global Marketing Research	Spring	2019	4.9	4.9
Global Marketing Strategy	Fall	2019	4.4	4.3
Global Data Analysis for Strategic Marketing	Fall	2019	5.0	4.9
Global Marketing & Data Analytics	Fall ²	2019	4.5	4.3
Global Marketing Strategy	Spring ⁴	2020	3.5	3.0
Global Marketing Research	Spring ⁴	2020	3.7	3.6
Global Marketing & Data Analytics	Fall ³	2020	4.6	5.0
Global Marketing & Data Analytics	Fall	2020	5.0	5.0
Global Marketing & Data Analytics	Fall	2020	4.8	4.8

Global Marketing & Data Analytics	Fall	2020	4.5	4.7
Global Data Analysis for Strategic Marketing	Fall	2020	5.0	4.9
Global Marketing Research	Spring	2021	4.7	4.6
Global Data Analysis for Strategic Marketing	Fall	2021	3.0	2.7
Global Marketing & Data Analytics	Fall	2021	4.7	4.4
Global Marketing & Data Analytics	Fall	2021	4.4	4.6
Global Marketing & Data Analytics	Fall	2021	4.1	3.7
Global Marketing & Data Analytics	Fall	2021	5.0	5.0
Global Marketing Research	Fall	2022	4.2	4.0
Global Marketing & Data Analytics	Fall	2022	4.1	3.9
Global Marketing & Data Analytics	Fall	2022	4.5	4.4
Global Marketing & Data Analytics	Fall	2022	4.0	3.9
Global Marketing & Data Analytics	Fall	2022	4.5	4.5

^{1,2,3}: Indicates first time prepping and delivering a course; ⁴: Indicates classes taught in Spring 2020 and sudden transition to online teaching due to COVID-19.

**AVERAGE ACROSS THE YEARS:
(excluding Spring 2020 COVID semester)**

4.51

4.42

AT KELLEY SCHOOL OF BUSINESS, INDIANA UNIVERSITY, BLOOMINGTON, IN

- Marketing Research, Fall 2008 to 2011: average rating: 6.0 (7-point scale).

AT THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL, NC

RATINGS: All ratings are on a 5-point scale.

- Marketing Management, Summer 2006: 4.20
- Taught at the **Carolina Business Institute**, Marketing Management, Summer 2007: 4.25

OTHER ACTIVITY

Member of the Faculty Women's Association (FWA) and Faculty Women of Color Caucus (FWOCC) at Arizona State University.

Ad-hoc reviewer for:

Marketing Science, Decision Sciences Journal, Journal of Marketing Research, Journal of Retailing, Thunderbird International Business Review, CIST (Conference of Information Systems and Technology), EMAC (European Marketing Academy Conference), AIB (Academy of International Business), AMA (American Marketing Association) Conferences.