

PREETHIKA SAINAM

Thunderbird School of Global Management at Arizona State University
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EDUCATION

2008 THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

- PhD in Quantitative Marketing
- Masters in Economics

2003 THE UNIVERSITY OF TEXAS AT DALLAS

- Master of Science in Management Sciences
- Master of Business Administration (MBA)

2001 PURDUE UNIVERSITY

- Bachelor of Science

POSITIONS HELD

2016-Now THUNDERBIRD AT ASU

Assistant Professor of Global Marketing. Restarted tenure track in 2016.

2011-2016 THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT, AZ

Non-tenure track position (Clinical Professor) for personal reasons.

2008-2011 THE KELLEY SCHOOL OF BUSINESS, INDIANA UNIVERSITY, BLOOMINGTON, IN

Assistant Professor of Marketing (tenure track).

SECTION 1: RESEARCH

Summary:

Total Publication Record: 9 peer-reviewed articles, first/equal author in 7 of those 9 articles, 3 manuscripts under review, and 4 working papers for a total of 16 papers.

Since Joining ASU: 6 (of the 9) peer-reviewed articles.

Details:

PUBLICATIONS (Reverse Chronological Order)

1. **Preethika Sainam, Cem Bahadir (2024)** “Emerging Market Firms’ Internationalization Pricing Strategies: The Role of Country-of-Origin and Organizational Learning.” **Journal of International Marketing**. <https://doi.org/10.1177/1069031X241226668>. *Impact Factor: 8.1*.

2. **Preethika Sainam**, Sridhar Balasubramanian, Shantanu Bhattacharya, Lin Ong (2023) “Pricing Under Uncertainty: Forward and Option Pricing in Sports Markets” **Journal of Business Research** (167). <https://doi.org/10.1016/j.jbusres.2023.114151>. *Impact Factor: 13.76*.
3. **Preethika Sainam**, Seigyoung Auh, Richard Ettenson, Yeon Sung Jung (2022) “How Well Does Your Company Use Analytics?” **Harvard Business Review**. *Impact Factor: 1.814*.

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**
 - **Forbes India** covered the article in their Digital Thought Leadership section, the excerpt can be found here: <https://www.forbesindia.com/article/thunderbird/assess-your-companys-analytics-readiness-and-learn-how-to-reap-the-rewards-of-data-analytics/82011/1>
4. 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** (42) pp. 148-177. *Impact Factor: 9.4*.
 5. **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. *Impact Factor: 13.76*.
 - This article was featured by several news and popular media outlets including Kenan-Flagler School of Business Magazine, NotmyKid.org & Thunderbird Magazine
 6. 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** (18) pp. 1-21. *Impact Factor: 7.790*.
 7. **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. *Impact Factor: 1.438*.
 8. 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. *Impact Factor: 6.6*.
 9. **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. *Impact Factor: 6.471*.

PAPERS UNDER REVIEW: First/equal author in all articles under review

10. Anand Krishnamoorthy, **Preethika Sainam** “Pricing Cues and Retail Competition.” **Currently under third round revision at the Journal of Retailing.** *Impact Factor: 10.6.*

Role: Equal authorship, we chose alphabetical ordering to denote order of authorship. As such, I was involved in all aspects of the paper, starting from conceptualizing the idea, model building, analyses, and all stages of the paper-writing.

11. **Preethika Sainam**, Sajeesh Sajeesh “Service vs. Price Cues: Retailers’ Strategic Choice in the Face of Consumer Heterogeneity.” **Currently under first-round review at Marketing Science.** *Impact Factor: 6.137.*

Role: As first-author, I was involved in all aspects of the paper, starting from conceptualizing the idea, model building, analyses and all stages of the paper-writing.

12. **Preethika Sainam**, Seigyoung Auh, Richard Ettenson, Bulent Menguc “Don’t Overlook Alignment in Your Data and Analytics Journey.” Submitted to **Harvard Business Review** Fall 2023. *Impact Factor: 1.814.*

Role: As first-author, I was involved in all aspects of the paper, starting from conceptualizing the idea, data collection, empirical analyses and all stages of the paper-writing.

WORKING PAPERS

13. “Modeling network relationships between apps”, with Ziru Li, Pei-Yu Chen, Michael Shi, and Raghu Santanam. **Will be submitted to Management Information Systems Quarterly (MISQ)** in Fall 2024.
14. **Preethika Sainam**, Sajeesh Sajeesh, “Price cues & Retailer profits: An Empirical Investigation” Model building in progress.
15. **Preethika Sainam**, Sridhar Balasubramanian “Employee Journey Management (EJM) using new Technologies: The Art and Science of Creating Great Employee Experiences in the Gen AI Era.” Document in preparation for **Harvard Business Review**.
16. **Preethika Sainam**, Man Xie. “How COVID-19 disrupted peer-to-peer platforms: Evidence from Airbnb.” Data collection in progress.

CONFERENCE & OTHER INVITED RESEARCH PRESENTATIONS

- 2024 **INFORMS Marketing Science Conference, Sydney.** “Service vs. Price Cues: Retailers’ Strategic Choice in the Face of Consumer Heterogeneity.”

- Winter American Marketing Association Conference**, Tampa Bay. Panel discussion moderator for “Women in Marketing Strategy” Group’s discussion on “Non-Linear Paths to Success.”
- 2023 American Marketing Association’s Global Marketing Conference**, Santiago. “Understanding an Emerging Market Firm’s Strategic Entry and Pricing Decision.”
- Winter American Marketing Association Conference**, Nashville. “Service vs. Price Cues: Retailers’ Strategic Choice in the Face of Consumer Heterogeneity.”
- 2022 Marketing Dynamics Conference**, Atlanta. “Service vs. Price Cues: Retailers’ Strategic Choice in the Face of Consumer Heterogeneity.”
- Invited talk at **Singapore Management University**, Singapore. Research Brown Bag Series Seminar: “Service vs. Price Cues: Retailers’ Strategic Choice in the Face of Consumer Heterogeneity.”
- Invited talk at **Indian School of Business**, Hyderabad. Research Brown Bag Series Seminar: “Service vs. Price Cues: Retailers’ Strategic Choice in the Face of Consumer Heterogeneity.”
- Winter American Marketing Association Conference**, Las Vegas. **Session Chair**, International Marketing Track. “Success Strategies for Global Firms: Examining Internal and External Decision Factors.”
- 2021 Winter American Marketing Association Conference**, Virtual. **Session Chair, Pricing Track**. “Pricing Cues and Retail Competition.”
- 2020** Invited talk at **University of California at Davis**, Research Brown Bag Series Seminar “Pricing Cues and Retail Competition.”
- Winter American Marketing Association Conference**, San Diego “Culturally Motivated Pricing: Impact on Strategic International Entry”
- **Winner of the “Best Paper” Award in Track.**
- 2019 European Marketing Academy Conference (EMAC)**, Hamburg “Culturally Motivated Pricing: Impact on Strategic International Entry.”
- 2018 European Marketing Academy Conference (EMAC)**, Glasgow “Forward Pricing: Concept, Experimental and Analytical Evidence.”
- 2017** Faculty Participant at **W.P. Carey Center for Sales Leadership Conference**, Tempe, AZ.
- 2016** Invited talk at **University of Texas at San Antonio**, “Software Piracy in the Presence of Open-Source Alternatives.”
- Invited talk at **Shenzhen International Business School**, Shenzhen “Software Piracy in the Presence of Open-Source Alternatives.”

- Tableau Data Visualization Conference, Austin.** Industry Conference on Big Data Analytics and Visualization Techniques.
- 2015 Tableau Data Visualization Conference, Las Vegas.** Industry Conference on Big Data Analytics and Visualization Techniques.
- 2014 Great Lakes NASMEI Marketing Conference, Chennai** “What I think I will do versus what I actually do: Mis-predicting Marijuana use among teenagers.”
- 2013 W.P. Carey School of Business, Tempe, AZ.** Marketing Department Research Brown Bag Series “What I think I will do versus what I actually do: Mis-predicting Marijuana use among teenagers.”
- 2011 Marketing Dynamics Conference, Jaipur** “What I think I will do versus what I actually do: Mis-predicting Marijuana use among teenagers.”
- INFORMS Marketing Science Conference, Houston** “What I think I will do versus what I actually do: Mis-predicting Marijuana use among teenagers.”
- 2009 INFORMS Marketing Science, Ann Arbor** “Call for Prices: Strategic Implications of Raising Consumer Costs.”
- 2007** Invited job talks for **“Consumer Options: Theory and Empirical Analysis of a Sports Ticket Market”** at
- 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.
- 2006 INFORMS Marketing Science, Pittsburgh** “Consumer Options: Theory and Empirical Analysis of a Sports Ticket Market.”

AWARDS & HONORS

1. I was selected to be one of 30 faculty participants across ASU campuses for the **2023 Cohort of the ASU Faculty Development Program**. This competitive program pairs peer mentoring with professional development to support a successful academic career at ASU.
2. I was selected to attend the **2nd Annual Tenure Project at The Wharton School of Business**, Philadelphia, PA 2023. This highly competitive event brings together promising Assistant Professors from across business disciplines (Accounting, Finance, Information Systems, Marketing and Operations) and across research schools in the US. The 3-day retreat

provides a unique opportunity to receive invaluable mentorship and guidance on navigating the tenure process from senior faculty members. As of April 2024, I have been selected to attend the **3rd Annual Tenure Project to be held at the University of Southern California, Los Angeles** in July 2024.

3. **Winner of the “Best Paper” Award in the International Marketing** Track at Winter American Marketing Association conference, February 2020.
4. **Recipient of Summer Research Funding**, Thunderbird School of Global Management: 2020, 2021, 2022.
5. Selected to attend the **European Marketing Academic Council’s (EMAC) Climber** event as Faculty Attendee in 2018, Hamburg, Germany.
6. **Haring Symposium Faculty Participant** 2008-2011.
7. **AMA Sheth Foundation 42nd Annual Doctoral Consortium Fellow**, W. P. Carey School of Business, Arizona State University.
8. **Peggy Lee & Sunil Wahal Award**. This award is given to one outstanding PhD student every year across all departments in the Kenan-Flagler Business School, The University of North Carolina at Chapel Hill.
9. **Recipient of the Academic Achievement Award**, The University of Texas at Dallas.
10. **Recipient of the Kappa Omicron Nu Scholarship for outstanding academic achievement**, Purdue University.
11. **Deans Scholar: Undergraduate degree [all years]**, Purdue University.

SECTION 2: TEACHING & MENTORSHIP

Summary:

Total students taught at ASU = 1275

When I started at Thunderbird, no Data Visualization classes were being offered. I pioneered creating and deploying those courses in the Fall of 2016, and now, they are required courses. I also teach other quantitative Marketing classes at Thunderbird, such as Data Analysis for Strategic Decision Making, along with the traditional Marketing Classes such as Marketing Research. The classes have been well-received, as evidenced by my evaluations below.

I also mentor students interested in analytics careers and have taught abroad in several programs for Thunderbird. I am also one of the few Assistant Professors who have been asked to teach at the Executive Education level.

Details:

CURRICULUM DEVELOPMENT WORK

Name of Course	How I contributed
1. Global Data Analysis for Strategic Marketing.	New curriculum content, Graduate Course
2. Global Marketing & Data Analytics. <i>Marketing part of the course</i>	New curriculum content, Graduate Course
3. Global Marketing & Data Analytics. <i>Analytics part of the course</i>	New curriculum content, Graduate Course
4. Marketing Research	New curriculum content, Graduate Course
5. Executive Education. Analytics and Data Visualization Course.	New curriculum content, Graduate Course

This is a sample list of students I have mentored/served on committees for:

6. Barrett Honors Thesis Committee Member, Barrett, Honors College, 2022. Advised student on Digital Marketing Campaign for Future Business Leaders of America (FBLA). Student name: Ella Stringer.
7. Advisor for the “Be a Leader” Project to help assess middle and high school students' digital literacy gap due to COVID. Student name: Veronica Esquivel.
8. Advised on Smuckers brand expansion of their pet food into Europe using data analytics (Spring 2021). Student names: Lexa, Kunal, Bryce, Tovar.
9. Advised several students to help their groups during the Global Challenge Lab (GCL) projects that involve data analysis (Spring 2016-ongoing).
10. Provide recommendations letters for PhD program admissions for our graduate students. Student names: Shahin Bahramiabdolmalaki who is currently in a PhD program at the Texas A&M University, and Jane Iversen who is currently a PhD student in Management at The Ohio State University.
11. Member of Doctoral Program Committee, Marketing Department, Indiana University, 2008-2012. I was on the committee that made hiring decisions for PhD students into the Marketing area.

RATINGS

1. **Graduate Program Degree TEACHING PERFORMANCE (2016 Onwards). All ratings are on a 5-point scale.**

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	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 (Marketing piece)*	Fall	2019	4.5	4.3
Global Marketing Strategy%	Spring	2020	3.5	3.0
Global Marketing Research%	Spring	2020	3.7	3.6
Global Marketing & Data Analytics (Analytics piece)*	Fall	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	Spring	2022	5.0	4.5
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
Global Data Analysis for Strategic Marketing	Spring	2023	4.2	4.1
Global Marketing Research	Fall	2023	3.6	3.9
Global Marketing & Data Analytics	Fall	2023	3.1	3.1
Global Marketing & Data Analytics	Fall	2023	3.5	3.4
Global Marketing & Data Analytics	Fall	2023	3.9	3.8
Global Marketing & Data Analytics	Fall	2023	3.3	3.6

Global Marketing Research	Spring	2024	4.9	4.9
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*: Indicates first time prepping and delivering a course.

?: Indicates classes taught Spring 2020 with sudden transition to online teaching due to COVID-19.

Average rating excluding Spring 2020 (COVID semester): **4.40/5.00** **4.30/5.00**

2. Non-Degree Course through Thunderbird Executive Education - Average Ratings

Program: RAFID Oman Module, Spring 2023** & Spring 2024

1. The subject matter expert was knowledgeable and articulate in the subject	4.54/5.00
2. The subject matter expert was approachable/responsive to discussions or comments	4.57/5.00
3. The subject matter expert asked questions that generated fruitful discussions	4.48/5.00
4. The subject matter expert challenged participants to think differently	4.49/5.00

**?: Indicates first time prepping and delivering a non-degree Executive Education course.

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

- Marketing Research, Fall 2008 to 2011: average rating: 6.0/7.

AT THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL, NC.

- Marketing Management, Summer 2006: 4.20/5.
- Invited to teach at the **Carolina Business Institute**, Marketing Management, Summer 2007: 4.25/5.

SECTION 3: SERVICE

Summary:

Total record since joining ASU

- University and college level service: 7 committees, including 2 hiring committee roles.
- Unit level: 5 faculty advisory and mentorship roles, including Faculty Director for **Thunderbird Data and Analytics Club (TDAC)**.
- Professional level: Founding Member of the **Women in Marketing Strategy (WIMS) Group**, Reviewer for several journals and conferences.

Details:

UNIVERSITY & COLLEGE LEVEL

- Member of ASU's **Faculty Women's Association (FWA)** 2018-ongoing.
- Was part of the **Faculty Search Committee** for 2 Assistant Professor Positions in 2021-2022: We hired an Assistant Professor of Marketing - Uyen Tran, PhD from The University of Chicago Booth School of Business and an Assistant Professor of Management – Valarie Sy, PhD from The Texas A&M, Mays Business School.
- Faculty Member of Thunderbird Downtown Committee (to identify Interdisciplinary opportunities amongst Thunderbird and Walter Cronkite School of Journalism, 2017).
- As a Member of Data Analytics Task force & Founding member of Analytics Digital Forum @ Thunderbird (2016-2018), I met with and interviewed alumni and industry experts to assess market needs in designing courses for certification.
- Member of SECOM Analytics Faculty Search Committee, 2014.
- Offer Data Analytics boot camp for Incoming Thunderbirds at Foundations week.

UNIT LEVEL

- Member of the Thunderbird **Research Committee** 2023-Present.
 - The committee explores how to connect with *ASU's Knowledge Enterprise*.
 - Knowledge mapping for Thunderbird and ensuring our bylaws serve our current research trajectory.
- **Faculty Advisor for Thunderbird Data and Analytics Club (TDAC)** 2019-ongoing.
 - As Faculty Director of the Thunderbird Data and Analytics Club, I collaborate with the leadership team to plan and execute club day agendas, ensuring each session is rich with content on sophisticated modeling techniques and topics.
 - I organize and moderate workshops that feature guest speakers from diverse industries, providing club members unique insights into current job market trends and valuable career opportunities within the field of Data Analytics.
 - I offer guidance to graduate students pursuing analytics-related careers, advising them on academic and professional development opportunities, including enrollment in advanced Data Science programs and PhD tracks.
 - I extend my expertise beyond the club by engaging with broader university initiatives; this includes delivering presentations at various student organizations and serving as a panelist in discussions that address critical industry shifts, such as navigating the job market during the COVID-19 pandemic.
 - My contributions to promoting gender diversity in analytics are highlighted through my participation in podcasts and panels, like those hosted by **Thunderbird Women in Business**, where I discuss career pathways and challenges specific to women in the analytics field.
- **Faculty Advisor of Digital Transformation for Das Tor** 2021-ongoing.
- In my capacity as Faculty Advisor for the two clubs, I have been invited by several student clubs to give talks and offer advice to students. A selected list includes:
 - Interviewed on a podcast related to analytics related careers for women; hosted by **Thunderbird Women in Business (TWB)**.
 - **Thunderbird Career Management Center (CMC)** round table discussant. Talk was related to navigating the COVID landscape for jobs in the analytics area.
 - Panel discussant at an analytics-themed Q&A session organized by **DasTor** (Thunderbird's Student-run Newspaper).

- Met and engaged in discussions with alumni group and prospective students in Hyderabad, India, to help with ongoing recruitment and alumni-relationship building efforts in the Southern Asia region, 2022.
- Career Management Center Faculty Mentor Program 2018-present. Provide mentorship to incoming graduate students over the summer and early Fall of their entry.

PROFESSIONAL

- Founding member of the **Women in Marketing Strategy (WIMS)** - 2023
 - As a founding member of WIMS, my goal is to encourage more collaboration and joint academic research projects among women faculty members in marketing strategy. In the Winter AMA Conference in 2024, our group hosted two Special Sessions: in the first one, we hosted four paper presentations with almost all female authors, and in the second, we conducted a panel discussion addressing the unique challenges women faculty face in the academy.
 - As part of the Communications Team, I manage the LinkedIn Group where we provide workshops and networking events to our group members at <https://www.linkedin.com/groups/14407350>
- Ad-hoc reviewer for:
 - Journals: Journal of Business Research, Decision Sciences Journal, Journal of Retailing, Marketing Science, Journal of Marketing Research, Thunderbird International Business Review.
 - Conferences: AMA (American Marketing Association), EMAC (European Marketing Academy Conference), AIB (Academy of International Business), CIST (Conference of Information Systems and Technology) Conferences.

SERVICE BEFORE ASU

- Member of Doctoral Program Committee, Marketing Department, Kelly School of Business, Indiana University, 2008-2011.
 - Was on the committee that made hiring decisions for several PhD students in the Marketing area.

PROFESSIONAL MEMBERSHIPS

American Marketing Association (AMA)

ASU Faculty Women's Association (FWA)

Women in Marketing Strategy (WIMS)

Academy of International Business (AIB)

Institute for Operations Research and the Management Sciences (INFORMS)

RESEARCH WEBSITES:

LinkedIn: <https://www.linkedin.com/in/preethika-sainam/>

Google Scholar: <https://scholar.google.com/citations?user=HcyrVMMAAAAJ&hl=en>

At ASU: <https://thunderbird.asu.edu/about/people/staff-faculty/preethika-sainam>