

Dr. Sajeesh Sajeesh
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Marketing
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Education

Ph D, The Wharton School, University of Pennsylvania, 2008.
Major: Marketing

MA, The Wharton School, University of Pennsylvania, 2008.
Major: Managerial Science and Applied Economics

B. Tech, IIT-B, India, 2000.
Major: Metallurgical Engineering and Materials Science

Academic, Government, Military and Professional Positions

Academic

Assistant Professor, University of Nebraska-Lincoln, Department of Marketing, College of Business. (2017 - Present).

Assistant Professor, Baruch College. (2008 - 2017).

Visiting Faculty (summer term), Indian School of Business. (2009 - 2016).

Recitation Instructor, University of Pennsylvania. (2006 - 2007).

Academic Associate, Indian School of Business. (2001 - 2003).

Professional

Production Engineer, Tata Engineering. (2000 - 2001).

Awards and Honors

All India Talent Search Scholarship, International Children's Excellence Fund. (1996).

TEACHING

Teaching Experience

University of Nebraska-Lincoln

MRKT 345, Market Research, 1 course.

MRKT 821, Applied Marketing Research, 1 course.

MRKT 850, Strategic Database Marketing, 1 course.

Awards and Honors

Nominated for Presidential Excellence Award for Distinguished Teaching, Baruch College, CUNY. (2014).

Teaching Excellence Award, Baruch College, CUNY. (2014).

RESEARCH

Published Intellectual Contributions

Refereed Journal Articles

Bhardwaj, P., Sajeesh, S. (2017). Strategic Revenue Sharing with Daily Deal Sites: A Competitive Analysis. *Decision Sciences*, 48(6), 1228-1261.

Sajeesh, S., Song, S. (2017). Transaction Utility and Quality Choice. *Review of Marketing Science*, 15(1), 1-17.

Jerath, K., Sajeesh, S., Zhang, J. (2016). A Model of Unorganized and Organized Retailing in Emerging Economies. *Marketing Science*, 35(5), 756-778.

Sajeesh, S. (2016). Influence of Market-Level and Inter-Firm Differences in Costs on Product Positioning and Pricing. *Applied Economics Letters*, 23(12), 888-896.

Sajeesh, S. (2010). Cost Leadership and Pricing in Conspicuous Goods Markets. *Economics Bulletin*, 30(4), 3348-3354.

Sajeesh, S., Raju, J. (2010). Positioning and Pricing in a Variety Seeking Market. *Management Science*, 56, 949-962.

Arora, N., Ghose, A., Hess, J., Iyengar, R., Jing, B., Joshi, Y., Kumar, V., Lurie, N., Neslin, S., Sajeesh, S., Su, M., Syam, N., Thomas, J., Zhang, Z. (2008). Putting One-On-One Marketing to Work: Personalization, Customization and Choice. *Marketing Letters*, 19, 305-321.

Conference Proceedings

Sajeesh, S., Sawant, R. J. (2017). *The Determinants of MNC Corporate Political Activity: A Model of Political Market Participation and Investment*. New York, NY: Eastern Economic Association Conference.

Bhardwaj, P., Sajeesh, S. (2016). *Strategic Revenue Sharing with Daily Deal Sites*. Shanghai: Marketing Science Conference.

Jerath, K., Sajeesh, S., Zhang, J. (2015). *A Model of Unorganized and Organized Retailing in Emerging Markets*. Boston, MA: Quantitative Marketing and Economics Conference.

Jerath, K., Sajeesh, S., Zhang, J. (2015). *A Model of Unorganized and Organized Retailing in Emerging Markets*. New York City, NY: China India Insights Conference.

Sawant, R. J., Sajeesh, S. (2013). *The Economics of Political Markets: Implications for Firms Non-market Strategy*. New Orleans, LA: Southern Management Association Annual Meeting.

Sajeesh, S., Jerath, K., Zhang, J. (2012). *The Coexistence of Organized and Unorganized Retailing in emerging Economies*. Boston, MA: Marketing Science Conference.

Sajeesh, S., Raju, J. S. (2011). *Positioning and Pricing of Conspicuous Goods*. New Haven, CT: Yale Customer Insights Conference.

Sajeesh, S., Song, S. (2010). *Effect of Reference Price on Product differentiation in a Durable Goods Market*. Copenhagen: European Marketing Academy Conference.

Sajeesh, S. (2010). *Product Positioning and Pricing: Influence of Market Level and Inter-firm Differences in Costs*. Cologne, Germany: INFORMS Marketing Science Conference.

Sajeesh, S., Raju, J. S. (2009). *Positioning and Pricing in Markets with Network Externality*. Ann Arbor, MI: Marketing Science Conference.

Sajeesh, S. (2005). *Hotelling Model with Variety Seeking Consumers*. Atlanta, GA: Marketing Science Conference.

Other

Sajeesh, S., Raju, J. (2013). *A Note on Contribution Analysis* (pp. 3). Wharton Publishing.

Sajeesh, S., Raju, J. (2008). *A Financial Approach to Brand Valuation* (pp. 7). Wharton Publishing.

Sajeesh, S., Raju, J. (2008). *Understanding the Estimation of Consumer Reservation Price* (pp. 7). Wharton Publishing.

Presentations Given

Sajeesh, S. (Presenter & Author), Hada, M. (Author Only), Raju, J. (Author Only), Department of Supply Chain and Management Analytics Seminar Series, "The Effect of Consumer Heterogeneity on Firm Profits in Conspicuous Goods Markets," University of Nebraska-Lincoln, Lincoln, NE. (September 2017).

Sajeesh, S. (Presenter & Author), Sawant, R. J. (Author Only), EEA Conference, "The Determinants of MNC Corporate Political Activity: A Model of Political Market Participation and Investment," Eastern Economic Association Conference, New York, NY. (February 24, 2017).

Bhardwaj, P. (Author Only), Sajeesh, S. (Presenter & Author), Marketing Science Conference, "Strategic Revenue Sharing with Daily-deal Sites: A Competitive Analysis," Shanghai, China. (2016).

Jerath, K. (Presenter & Author), Sajeesh, S. (Author Only), Zhang, J. (Author Only), Quantitative Marketing and Economics Conference, "A Model of Unorganized and Organized Retailing in Emerging Markets." (October 2015).

Jerath, K. (Presenter & Author), Sajeesh, S. (Author Only), Zhang, J. (Author Only), 2015 China India Insights Conference, "A Model of Unorganized and Organized Retailing in Emerging Markets." (September 2015).

Sajeesh, S. (Presenter & Author), Hada, M. (Author Only), Raju, J. (Author Only), Pingitore, G. (Author Only), Seminar Series, "Me-too or Exclusive? The Role of Consumer Heterogeneity on Positioning in Conspicuous Goods Markets," Indian School of Business. (July 2015).

- Sajeesh, S. (Presenter & Author), Mehra, A. (Author Only), Seminar Series, "Effect of Reference Prices on Product Positioning in Non-durable Goods Markets," Indian School of Business. (2013).
- Sawant, R. J. (Author Only), Sajeesh, S. (Presenter & Author), Southern Management Association Annual Meeting, "The Economics of Political Markets: Implications for Firms Non-market Strategy," New Orleans, LA. (November 2013).
- Sawant, R. J. (Presenter & Author), Sajeesh, S. (Presenter & Author), Weissman Center for International Business Seminar Series, "The Economics of Political Markets," Baruch College, New York City, NY. (September 2013).
- Bawa, K., Grein, A., Mathur, P., Mohan, K., Sajeesh, S., Teaching and Technology Conference, "Using the iPad to Support Faculty Teaching, Research and Service," CUNY, Baruch College, New York. (April 5, 2013).
- Sajeesh, S. (Presenter & Author), Bhardwaj, P. (Author Only), Seminar Series, "Emergence of Social Coupons and its Impact on Local Businesses," Indian School of Business. (2012).
- Sajeesh, S., Jerath, K., Zhang, J., Marketing Science Conference, "The Coexistence of Organized and Unorganized Retailing in Emerging Economies," Boston, MA. (June 2012).
- Sajeesh, S. (Presenter & Author), Raju, J. S. (Author Only), Customer Insights Conference, "Positioning and Pricing of Conspicuous Goods: A Competitive Analysis," Yale University, New Haven, CT. (May 2011).
- Sajeesh, S., Song, S., 39th European Marketing Academy Conference, "Effect of reference price on product differentiation in a durable goods market," Copenhagen. (June 2010).
- Sajeesh, S. (Presenter & Author), Raju, J. S. (Author Only), INFORMS Marketing Science Conference, "Product Positioning and Pricing: Influence of Market level and Inter-firm Differences in Costs," Cologne, Germany. (June 2010).
- Sajeesh, S. (Presenter & Author), Raju, J. S. (Author Only), Marketing Science Conference, "Pricing in Markets with Network Externality," Ann Arbor, Michigan. (June 2009).
- Sajeesh, S., Haring Symposium, "Hotelling Model with Variety Seeking Consumers," Kelley School of Business, Indiana University, Bloomington, Indiana. (2006).
- Sajeesh, S., Marketing Science Conference, "Hotelling Model with Variety Seeking Consumers," Goizueta Business School, Emory University, Atlanta, Ga. (2005).

Contracts, Grants and Sponsored Research

Grant

- Sajeesh, S. (Principal Investigator), "Impact of Reference Prices on Marketing Mix Decisions in Non-durable Goods Markets," Sponsored by Internal, NU Foundation. Current Status: Submitted.
- Sajeesh, S., "Strategic Revenue Sharing with Daily Deal Sites: A Competitive Analysis," Sponsored by PSC-CUNY, Universities, \$3,500.00. (July 1, 2014 - 2015). Current Status: Awarded.
- Sajeesh, S., "Transforming Retailing Landscape in Emerging Economies," Sponsored by PSC-CUNY, Universities, \$3,500.00. (July 1, 2013 - 2014). Current Status: Awarded.

Sajeesh, S., "Effect of Reference Price on Product Positioning and Pricing," Sponsored by PSC-CUNY, Universities, \$3,500.00. (July 1, 2012 - 2013). Current Status: Awarded.

Sajeesh, S., Jerath, K., Zhang, J., "The Coexistence of Organized and Unorganized Retailing in Emerging Economies," Universities, \$1,500.00. (July 1, 2012 - 2013). Current Status: Awarded.

Sajeesh, S., Jerath, K., Zhang, J., "The Coexistence of Organized and Unorganized Retailing in Emerging Economies," Sponsored by Institute for Asian Consumer Insight, \$15,000.00. (2012 - 2013). Current Status: Awarded.

Mathur, P., Sajeesh, S., "Network Externalities and Consumer Motives," Sponsored by InterPublic Digital Grant Award, \$3,000.00. (2010 - 2011).

Sajeesh, S., "Product Positioning and Pricing: Influence of Market level and Inter-firm Differences in Costs," Sponsored by PSC-CUNY, Universities, \$4,100.00. (July 1, 2010 - December 31, 2011). Current Status: Awarded.

Sajeesh, S., "Impact of Network Externality on Product Differentiation and Pricing," Sponsored by PSC-CUNY, Universities, \$3,200.00. (July 1, 2009 - December 31, 2010). Current Status: Awarded.

Awards and Honors

PSC Travel Fund Award. (2011).

Duke Modeling Workshop Fellow, Duke University. (2007).

Haring Symposium Fellow, Indiana University. (2005).

Wharton Doctoral Fellowship. (2003).

SERVICE

Professional Service

Reviewer, Journal Article, Decision Sciences. (2015 - Present).

Reviewer, Ad Hoc Reviewer, Management Science. (2015 - Present).

Reviewer, Ad Hoc Reviewer, International Economic Review. (2014 - Present).

Reviewer, Ad Hoc Reviewer, Information Systems Research. (2013 - Present).

Reviewer, Ad Hoc Reviewer, Marketing Science. (2009 - Present).

Reviewer, Ad Hoc Reviewer, Quantitative Marketing and Economics. (2012).

Session Chair, Summer Institute in Competitive Strategy. (2009).

Reviewer, Ad Hoc Reviewer, Manufacturing and Service Operations Management. (2008).