

S. SAJEESH
Nathan J Gold Distinguished Professor, Associate Professor of Marketing

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EDUCATION

- **Ph.D., Marketing, August 2008**
The Wharton School, University of Pennsylvania
- **M. A., Managerial Science and Applied Economics, August 2008**
The Wharton School, University of Pennsylvania
- **B. Tech., Metallurgical Engineering and Materials Science, 2000**
Indian Institute of Technology, Mumbai, India

ACADEMIC EXPERIENCE

<u>Institution</u>	<u>Rank</u>	<u>Dates</u>
University of Nebraska–Lincoln	Associate Professor (tenured)	August 2021 – present
University of Nebraska–Lincoln	Assistant Professor	August 2017 – July 2021
Baruch College (CUNY)	Assistant Professor	August 2008 – July 2017
University of Pennsylvania	Recitation Instructor	August 2006 – May 2007

SUBSTANTIVE RESEARCH AREAS

Quantitative modeling to understand Competitive Marketing Strategies, Product Positioning, Digital Advertising, Lobbying

Domains: Retailing, Emerging Markets, Healthcare Marketing, Digital Marketing, Political Activity

PEER-REVIEWED PUBLISHED RESEARCH

1. A. Singh, S. Sajeesh, P. Bhardwaj. 2024. Whitelisting vs. Sophisticated Ad Recovery: Effective Strategies to Overcome Ad Blocking. *European Journal of Operational Research*. 318(1), 217-229.
2. M. Lash, S. Sajeesh, Ozgur Araz. 2023. Predicting Mobility using Limited Data during Early Stages of a Pandemic. *Journal of Business Research*. 157, 113413.
3. S. Sajeesh, Ozgur Araz, T. Huang. 2022. Market Positioning in Food Industry in Response to Public Health Policies. *Production and Operations Management*. 31(7), 2962-2981.

4. S. Sajeesh, A. Singh, P. Bhardwaj. 2022. Optimal Checkout Strategies for Online Retailers. *Journal of Retailing*. 98(3), 378-394.
5. A. Mehra, S. Sajeesh, and S. Voleti. 2020. Impact of Reference Prices on Product Positioning and Profits. *Production and Operations Management*. 29(4), 882-892.
6. S. Sajeesh, M. Hada, and J. Raju. 2020. The Effect of Consumer Heterogeneity on Firm Profits in Conspicuous Goods Markets. *International Journal of Research in Marketing*. 37(2), 258-280.
7. P. Bhardwaj and S. Sajeesh. 2017. Strategic Revenue Sharing with Daily Deal Sites: A Competitive Analysis. *Decision Sciences*. 48(6), 1228-1261.
8. S. Sajeesh and S. Song. 2017. Transaction Utility and Quality Choice. *Review of Marketing Science*. 15(1), 1-17.
9. K. Jerath, S. Sajeesh, and Z. J. Zhang. 2016. A Model of Unorganized and Organized Retailing in Emerging Markets. *Marketing Science*. 35(5), 756-778.
10. S. Sajeesh. 2016. Influence of Market-level and Inter-firm Differences in Costs on Product Positioning and Pricing. *Applied Economics Letters*. 23(12), 888-896.
11. S. Sajeesh and J. S. Raju. 2010. Positioning and Pricing in a Variety Seeking Market. *Management Science*. 56, 949-962.
12. S. Sajeesh. 2010. Cost Leadership and Pricing in Conspicuous Goods Markets. *Economics Bulletin*. 30(4) 3348-3354.
13. N. Arora et al., 2008. Putting One-to-One Marketing to Work: Personalization, Customization, and Choice. *Marketing Letters*. 19, 305-321.

AWARDS AND HONORS

- Department of Marketing Faculty Mentoring Award, University of Nebraska–Lincoln, 2024.
- Department of Marketing Faculty Research Award, University of Nebraska–Lincoln, 2023.
- Haring Symposium Faculty Fellow, 2022.
- Department of Marketing Faculty Research Award, University of Nebraska–Lincoln, 2021.
- Nebraska Governance and Technology Center Fellow, 2022, 2021.
- Distinguished Research Award, College of Business, University of Nebraska–Lincoln, 2018.
- Department of Marketing Faculty Research Award, University of Nebraska–Lincoln, 2018.
- Teaching Excellence Award, Baruch College, CUNY, 2014.
- Nominated for Presidential Excellence Award for Distinguished Teaching, Baruch College, CUNY, 2014.
- Duke Modeling Workshop Fellow, Duke University, 2007.
- Haring Symposium Fellow, Indiana University, 2005.
- Wharton Doctoral Fellowship, 2003 – 2007.

PROFESSIONAL DEVELOPMENT ACTIVITIES

- Faculty Leadership Program, "2022-2023 FLAIR (Faculty Leadership in Academia: from Inspiration to Reality) Program," University of Nebraska-Lincoln, Lincoln, Nebraska.
- Certificate of Engagement for attending Summer Faculty Development Workshops (Completed in 2020)
- Case Teaching in an Online Setting Workshop from the Ivey Business School (Completed in 2020)
- University of Nebraska-Lincoln's New Faculty Development Program (Completed in 2019)
- Summer Institute for Online Teaching (Completed in 2019)

GRANTS AND FELLOWSHIPS

- Faculty Research Fund Grant, 2023; \$8000
- Teaching and Learning Center Course Review Grant, 2023; \$1500.
- UNL Layman Fund Grant, 2020; \$10,000
- Grant from Nebraska Governance and Technology Center's Summer Grant Program, 2020; \$8,000
- Grant from the Jerome A. Chazen Institute of International Business; \$5,000
- Grant from Institute for Asian Consumer Insight; \$15,000
- Global Initiatives Research Program, Wharton School of the University of Pennsylvania with co-investigators Prof. J. Zhang (Wharton) and Prof. K. Jerath (Columbia University); \$19,500
- PSC-CUNY Grant, 2009 – 2016 (2009 – \$ 3,200, 2010 – \$ 4,100, 2012 – \$ 3,500, 2013 – \$ 3,500, 2014 – \$ 3,500, 2015 – \$ 3,500, 2016 – \$ 3,500)
- PSC Travel Fund Award, 2011; \$1,500
- Department Grant (Based on gift from Interpublic) – 2010, 2012; \$6,000
- Wharton Doctoral Fellowship, 2003-2007

CONFERENCE PRESENTATIONS AND INVITED TALKS

- 2024 Decision Science Institute Conference, Phoenix, AZ (scheduled)
- 2024 EMAC Conference, Bucharest, Romania
- 2023 POMS Conference, Orlando, FL.
- 2023 Winter AMA Conference, Nashville, TN.
- 2022 Marketing Dynamics Conference, Atlanta, GA.
- 2022 Winter AMA Conference, Las Vegas, NV. (Predicting Retail Activities and Consumer Trends under the Perceived Risk of COVID-19 Pandemic).
- 2020 Winter AMA Conference, San Diego, CA. (Whitelisting vs. Sophisticated Ad Recovery: Effective Strategies to Overcome Ad Blocking).
- 2019 Marketing Science Conference, Rome, Italy. (A Political Economy Model of Restrictions on FDI).
- 2019 Water for Food Global Conference, Lincoln, Nebraska. (Food Marketing Strategies in Response to Changing Policy Environment).

- 2019 Winter AMA Conference, Austin, TX. (A Political Economy Model of Restrictions on FDI).
- 2018 Winter AMA Conference, New Orleans, LA. (The Effect of Consumer Heterogeneity on Firm Profits in Conspicuous Goods Markets).
- 2017 Eastern Economic Association Conference, New York City, NY. (The Determinants of Political Risk: A Model of Political Market Entry and Investment).
- 2016 Marketing Science Conference, Shanghai, China. (Strategic Revenue Sharing with Daily Deal Sites).
- 2016 – Nanyang Technological University. (Me-too or Exclusive? The Role of Consumer Heterogeneity on Positioning in Conspicuous Goods Markets).
- 2015 – Seminar Series, Indian School of Business. (Me-too or Exclusive? The Role of Consumer Heterogeneity on Positioning in Conspicuous Goods Markets).
- 2013 – Weissman Center IB Seminar Series, Baruch College. (The Economics of Political Markets).
- 2011 - Yale Customer Insights Conference, New Haven, CT. (Positioning and Pricing of Conspicuous Goods).
- 2010 - INFORMS Marketing Science Conference at the University of Cologne, Germany. (Product positioning and Pricing: Influence of Market level and Inter-firm Differences in Costs).
- 2010 – 39th EMAC conference, Copenhagen Business School, Denmark. (Effect of reference price on product differentiation in durable goods market).
- 2009 – Marketing Science Conference at the Ross School of Business, University of Michigan, Ann Arbor, MI. (Pricing in Markets with Network Externality).
- 2007 – Department Seminar Series at Baruch College, Rutgers University, National University of Singapore, University of California – Irvine, University of North Carolina – Chapel Hill, Purdue University. (Positioning and Pricing in a Variety Seeking Market).
- 2007 – Ph.D. Workshop in Theory Rich Marketing Modeling, 2007, Fuqua School of Business, Duke University, North Carolina (by invitation).
- 2006 – Haring Symposium at the Kelley School of Business, Indiana University at Bloomington, IN. (Hotelling Model with Variety Seeking Consumers).
- 2005 – Marketing Science Conference at Goizueta Business School, Emory University in Atlanta, GA. (Hotelling Model with Variety Seeking Consumers).

TEACHING

- Have taught the following courses
 - Marketing Models (Ph.D. course)
 - Applied Marketing Research (MBA course)
 - Data-driven Decision Making (MBA course on Advanced Analytics)
 - Marketing Management (MBA course)
 - Marketing Decision Making (MBA course)
 - Marketing Analytics (Undergraduate course)
 - Marketing Research (Undergraduate course)
 - Marketing Foundations (Undergraduate course)
- Teaching interests
 - Marketing Analytics

- Data-driven Decision Making
- Marketing Research
- Pricing
- Marketing Management
- Teaching materials developed
 - Sajeesh, S., Raju, J. (2013). A Note on Contribution Analysis. Wharton Publishing.
 - Sajeesh, S., Raju, J. (2008). A Financial Approach to Brand Valuation. Wharton Publishing.
 - Sajeesh, S., Raju, J. (2008). Understanding the Estimation of Consumer Reservation Price. Wharton Publishing.

DIRECTED STUDENT LEARNING

- Doctorate (Committee Member)
 - Ashutosh Singh (University of Central Florida)
 - First placement (University of Leeds, UK)
 - Fariba Sanaei (University of Central Florida) – 2023 – Current
 - Expected Ph.D. completion – June 2025.

SERVICE ACTIVITIES

- Institutional Service (at University of Nebraska–Lincoln)
 - Chair. Search Committee, Tenure-track faculty position, Department of Marketing, 2023.
 - Member, College P&T Committee, UNL, 2023-24.
 - PhD Coordinator, Department of Marketing (June 2024 – Present)
 - Faculty Coordinator, Mittelstaedt & Gentry Doctoral Symposium, 2021 – 2024.
 - Committee Chair, Masters Committee (Feb 2023 – Present)
 - Chair. Search Committee, Professor-of-Practice position, Department of Marketing, 2021-22
 - Member, Business Graduate Program Director Search Committee, College of Business, 2022.
 - Committee member, Ph.D. Graduate Program, Department of Marketing, 2020
 - Committee member, MBA Committee, College of Business, 2018 - 2023
 - Member, Faculty Search Committee, Department of Marketing, 2019
 - Reader, Second Year Paper, 2018
 - Reader, First Year Paper, 2021
- Institutional Service (at Baruch College, CUNY)
 - Committee Member, Data Analytics Track – MBA program
 - Case Club for Undergraduates, Faculty Mentor
 - Faculty Representative (Marketing) – CUNY MBA Open House (2009 - 2012)
 - Representative to the Weissman School of Arts and Sciences (2010 – 2014)
 - Member of the Recruitment Committee. 2010, 2012

- Ad-Hoc Reviewer
 - Journals
 - *Marketing Science, Management Science, Production and Operations Management, International Journal of Research in Marketing, Decision Sciences, Journal of Retailing, Journal of Business Research, Review of Marketing Science, Journal of Small Business Management.*
 - Conferences
 - *Summer AMA Academic Conference, Winter AMA Academic Conference, AMS Conference.*
- Session Chair
 - 2022 Winter AMA, Las Vegas, NV.
 - 2020 Winter AMA, San Diego, CA.
 - 2019 Marketing Science Conference, Rome, Italy.
 - 2009 Summer Institute in Competitive Strategy, Berkeley, CA.

OTHER EXPERIENCE

- Production Engineer, Tata Engineering, Pune, India (July 2000 – October 2001).
- Academic Associate, Indian School of Business, Hyderabad (October 2001- August 2003).