

**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**

Associate Professor, University of Nebraska-Lincoln, Department of Marketing, College of Business. (September 2021 - Present).

Assistant Professor, University of Nebraska-Lincoln, Department of Marketing, College of Business. (September 2017 - August 2021).

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).

## **Licensures and Certifications**

Search Committee Certification, EAD, University of Nebraska-Lincoln. (October 31, 2017 - August 31, 2023).

## **Development Activities Attended**

Conference Attendance, "33rd Annual POMS Conference," Orlando, FL. (May 2023).

Faculty Leadership, "2022-2023 FLAIR (Faculty Leadership in Academia: from Inspiration to Reality) Program," University of Nebraska-Lincoln, Lincoln, Nebraska, United States. (August 2022 - April 2023).

Conference Attendance, "2023 Winter AMA Educators' Conference," American Marketing Association, Nashville, TN. (February 2023).

Conference Attendance, "2022 Marketing Dynamics Conference," Atlanta, Georgia. (November 2022).

Conference Attendance, "2022 Haring Symposium," Indiana University. (April 2022).

Continuing Education Program, "Certificate of Engagement," University of Nebraska-Lincoln, Teaching & Learning Center. (August 2020).

Conference Attendance, "Winter AMA Educators' Conference," American Marketing Association, San Diego, CA. (February 2020).

Workshop, "New Faculty Development Workshop," UNL - Vice Chancellor's office. (2018 - 2019).

Continuing Education Program, "Summer Institute for Online Teaching," UNL - Innovative Instructional Design. (May 2019 - June 2019).

Conference Attendance, "Winter AMA Educators' Conference," American Marketing Association, Austin, Texas. (February 2019).

Conference Attendance, "Winter AMA Educators' Conference," American Marketing Association, New Orleans, Louisiana. (February 2018).

## TEACHING

### Teaching Experience

#### University of Nebraska-Lincoln

MRKT 345, Market Research, 2 courses.

MRKT 821, Applied Marketing Research, 5 courses.

MRKT 850, Data Driven Marketing Strategy, 8 courses.

MRKT 998E, Seminar in Special Topics; Marketing Models, 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

Lash, M., Sajeesh, S., Araz, O. (2023). Predicting Mobility using Limited Data during Early Stages of a Pandemic. *Journal of Business Research*, 157.

Sajeesh, S., Singh, A., Bhardwaj, P. (2022). Optimal Checkout Strategies for Online Retailers. *Journal of Retailing*, 98(3), 378-394. <https://doi.org/10.1016/j.jretai.2021.06.001>

Sajeesh, S., Araz, O., Huang, T. (2022). Market Positioning in Food Industry in Response to Public Health Policies. *Production and Operations Management*, 31(7), 2962-2981.

- Sajeesh, S., Hada, M., Raju, J. (2020). The Effect of Consumer Heterogeneity on Firm Profits in Conspicuous Goods Markets. *International Journal of Research in Marketing*, 37(2), 258-280.
- Mehra, A., Sajeesh, S., Voleti, S. (2020). Impact of Reference Prices on Product Positioning and Profits. *Production and Operations Management*, 29(4), 882-892.
- 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

- Baskol, E., Sajeesh, S., Araz, O. (in press). *Impact of Obesity Policy Perceptions on Firms' Marketing Outcomes*. Orlando, FL: 33rd Annual POMS Conference.
- Sajeesh, S., Sainam, P. *Service vs. Price Cues: Retailers' Strategic Choice in the Presence of Consumer Heterogeneity*. Nashville, TN: 2023 Winter AMA Educators' Conference.
- Sainam, P., Sajeesh, S. (2022). *Service vs. Price Cues: Retailers' Strategic Choice in the Presence of Consumer Heterogeneity*. Atlanta, GA: 2022 Marketing Dynamics Conference.
- Lash, M., Sajeesh, S., Araz, O. (2022). *Predicting Mobility during Early Stages of the COVID-19 Pandemic using Limited Data*. Las Vegas, NV: 2022 AMA Winter Academic Conference.
- Singh, A., Sajeesh, S., Bhardwaj, P. (2020). *Whitelisting versus Sophisticated Ad Recovery: Effective Strategies to Overcome Ad Blocking*. San Diego, CA: 2020 AMA Winter Marketing Educators' Conference.
- Sajeesh, S., Sawant, R. (2019). *A Political Economy Model of Restrictions on FDI*. Austin, TX: 2019 AMA Winter Marketing Educators' Conference.
- Sajeesh, S., Hada, M., Raju, J. (2018). *The Effect of Consumer Heterogeneity on Firm Profits in Conspicuous Goods Markets*. New Orleans, LA: 2018 AMA Winter Educators' Conference.
- 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). *Hoteling 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

- Baskol, E. (Author Only), Sajeesh, S. (Presenter & Author), Araz, O. (Author Only), 33rd Annual POMS Conference, "Impact of Obesity Policy Perceptions on Firms' Marketing Outcomes," Orlando, FL. (May 2023).
- Sajeesh, S., Sainam, P., 2023 Winter AMA Educators' Conference, "Service vs. Price Cues: Retailers' Strategic Choice in the Presence of Consumer Heterogeneity," American Marketing Association, Nashville, TN. (February 2023).
- Sajeesh, S., Sainam, P., 2022 Marketing Dynamics Conference, "Service vs. Price Cues: Retailers' Strategic Choice in the Presence of Consumer Heterogeneity," Georgia State University, Atlanta, GA. (November 2022).
- Sajeesh, S. (Presenter & Author), Sainam, P. (Author Only), Department of Marketing Brown Bag Series, "Service vs. Price Cues: Retailers' Strategic Choice in the Presence of Consumer

- Heterogeneity," Department of Marketing, College of Business, University of Nebraska-Lincoln. (October 2022).
- Lash, M. (Author Only), Sajeesh, S. (Presenter & Author), Araz, O. (Author Only), 2022 AMA Winter Academic Conference, "Predicting Mobility during Early Stages of the COVID-19 Pandemic using Limited Data," American Marketing Association, Las Vegas, NV. (February 2022).
- Singh, A. (Author Only), Sajeesh, S. (Presenter & Author), Bhardwaj, P. (Author Only), 2020 AMA Winter Marketing Educators' Conference, "Whitelisting versus Sophisticated Ad Recovery: Effective Strategies to Overcome Ad Blocking," American Marketing Association, San Diego, CA. (February 2020).
- Sajeesh, S. (Presenter & Author), Araz, O. (Author Only), Huang, T. (Author Only), 2019 Water for Food Global Conference, "Food Marketing Strategies in Response to Changing Policy Environment," Daugherty Water for Food Global Institute, University of Nebraska-Lincoln, Lincoln, Nebraska. (April 2019).
- Sajeesh, S., Sawant, R., 2019 AMA Winter Marketing Educators' Conference, "A Political Economy Model of Restrictions on FDI," American Marketing Association, Austin, TX. (February 2019).
- Sajeesh, S. (Presenter & Author), Hada, M. (Author Only), Raju, J. (Author Only), 2018 AMA Winter Marketing Educators' Conference, "The Effect of Consumer Heterogeneity on Firm Profits in Conspicuous Goods Markets," American Marketing Association, New Orleans, LA. (February 2018).
- Sajeesh, S., Faculty-to-Faculty Poster Session, "A Model of Unorganized and Organized Retailing in Emerging Markets," University of Nebraska-Lincoln, Lincoln, NE. (2017).
- 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. Current Status: Declined.

Sajeesh, S., "TLC Course Review Grant," Sponsored by Teaching and Learning Center, College of Business, University of Nebraska-Lincoln, \$1,500.00. (January 2023 - May 2023). Current Status: Awarded.

Sajeesh, S. (Principal Investigator), Araz, O., "Designing Firm Strategies Adaptive to Public Health Obesity Policies," Sponsored by Jane Robertson Layman Fund, NU Foundation, \$10,000.00. (August 1, 2020 - July 31, 2021). Current Status: Awarded.

Sajeesh, S. (Principal Investigator), "The Rise (or Fall) of the Sharing Economy: Winning Favorable Market Participation and Competition Policies," Sponsored by Nebraska Governance and Technology Center's Summer Grant Program 2020, Universities, \$8,000.00. (June 2020 - July 2021). Current Status: Awarded.

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**

2022-2023 Faculty Fellow, Nebraska Governance and Technology Center (NGTC), University of Nebraska-Lincoln. (June 2022).

2022 Haring Symposium - Faculty Representative, Indiana University. (April 2022).

2021-2022 Faculty Fellow, Nebraska Governance and Technology Center (NGTC), University of Nebraska-Lincoln. (July 2021).

Faculty Research Award, Department of Marketing, College of Business, UNL. (April 2021).

Distinguished Research Award, College of Business, UNL. (April 2018).

Faculty Research Award, Department of Marketing, College of Business, UNL. (April 2018).

PSC Travel Fund Award. (2011).

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

Haring Symposium Fellow, Indiana University. (2005).

Wharton Doctoral Fellowship. (2003).

## **SERVICE**

### **University Service**

Committee Chair, Masters Committee. (February 2023 - Present).

Committee Member, MBA Program Director Search Committee. (December 2021 - Present).

Committee Member, Marketing Graduate Committee. (August 2020 - Present).

Faculty Coordinator, Mittelstaedt & Gentry Doctoral Symposium. (September 2021 - May 2024).

Committee Member, GMAT Waiver Committee. (July 2022 - June 2023).

Committee Member, MBA/Masters Committee. (August 2020 - May 2023).

Committee Member, Assistant Professor of Marketing Search Committee. (December 2021 - August 2022).

Committee Member, Evaluation Advisory Committee. (September 2021 - May 2022).

Committee Chair, Assistant Professor of Practice Search Committee. (December 2021 - March 2022).

First Year Paper Reviewer. (August 2021).

Committee Member, MBA/Masters Committee. (August 2018 - May 2020).

Committee Member, Faculty Search Committee, Open Rank. (July 2019 - September 2019).

Reader, Second Year Paper Reviewer. (2018).

Task Force Member, Diversity Task Force. (April 2018 - June 2018).

### **Professional Service**

Reviewer/Discussant, Conference Paper, 2023 Winter AMA Conference. (2022).

Reviewer, Journal Article, Journal of Current Issues & Research in Advertising. (2022).

Reviewer, Journal Article, Journal of Retailing. (2022).

Reviewer, Journal Article, Management Science. (2022).

Reviewer, Journal Article, Production & Operations Management. (2022).

Reviewer, Journal Article, Journal of Business Research. (2021).

Reviewer, Journal Article, Journal of Retailing. (2021).

Reviewer, Journal Article, Production and Operations Management. (2021).



Reviewer/Discussant, Conference Paper, 2021 AMA Winter Marketing Educators' Conference, St. Petersburg, FL. (2020).

Reviewer, Journal Article, International Journal for Research in Marketing. (2020).

Reviewer, Journal Article, Production and Operations Management. (2020).

Reviewer/Discussant, Conference Paper, 2020 AMA Winter Marketing Educators' Conference, San Diego, CA. (2019).

Reviewer, Ad Hoc Reviewer, Journal of Business Research. (2019).

Reviewer, Journal Article, Journal of Retailing. (2017 - 2019).

Reviewer, Journal Article, Journal of Small Business Management. (2017 - 2019).

Reviewer/Discussant, Conference Paper, 2018 AMA Summer Educators' Conference. (2018).

Reviewer/Discussant, Conference Paper, 2019 Academy of Marketing Science (AMS) Annual Conference. (2018).

Reviewer, Journal Article, Decision Sciences. (2015 - 2018).

Reviewer, Ad Hoc Reviewer, Management Science. (2016).

Reviewer, Ad Hoc Reviewer, Marketing Science. (2015).

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

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

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).