

Nandini Ramani

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EMPLOYMENT

Texas A&M University, Mays Business School, College Station, TX
Assistant Professor of Marketing, September 2019 - present

EDUCATION

University of Texas at Austin, McCombs School of Business, Austin, TX
Ph.D, Marketing, May 2019
M.S., Marketing, May 2017
Dissertation: Marketing in Turbulent Environments
Committee: Raji Srinivasan (chair), Ty Henderson, Raghunath Singh Rao, Garrett Sonnier, Cesare Fracassi

Indian Institute of Management, India
Master of Business Administration, April 2013

Visvesvaraya Technological University, B.M.S. College of Engineering, India
Bachelor of Engineering in Computer Science, June 2009

RESEARCH INTERESTS

Substantive: marketing mix responses, foreign competition, corporate social responsibility, marketing leadership, myopic management, marketing-finance interface.

Methodological: difference-in-differences, instrumental variables, regression discontinuity, panel data econometrics.

PUBLICATIONS

Srinivasan, Raji, and Nandini Ramani (2019), "With Power Comes Responsibility: How Powerful Marketing Departments Can Help Prevent Myopic Management," *Journal of Marketing*, 83(3), 108-125.

Ramani, Nandini, and Raji Srinivasan (2019), “Effects of Liberalization on Incumbent Firms’ Marketing-Mix Responses and Performance: Evidence from a Quasi-Experiment,” *Journal of Marketing*, 83(5), 97-114.

Berry, Leonard L., Sunjay Letchuman, Nandini Ramani, and Paul Barach (2021), “The High Stakes of Outsourcing in Health Care,” *Mayo Clinic Proceedings*, Vol. 96, No. 11, pp. 2879-2890.

WORKING PAPERS

Ramani, Nandini and Raji Srinivasan, “Can Being Forced to do Good Backfire: Corporate Social Responsibility Mandates and Corporate Social Irresponsibility,”

Ramani, Nandini and Alina Sorescu, “Should I Stay or Should I Go: How Investors React and How Firms Act When their Ads Become Associated with Controversial Content,”

Ramani, Nandini and Venkatesh Shankar, “Rising Above the Glass Ceiling: The Effects of Female Chief Marketing Officers on Marketing Intensity and Firm Performance”

“When the World isn’t Flat: How Cultural Tightness-Looseness Affects the Preference for Local vs. Global Content,” with Sourindra Banerjee

RESEARCH IN PROGRESS

“The Effects of Digital Nationalism on Firms’ Marketing Strategies and Performance,” with Manjit Yadav

“Foreign Competition and the Domestic Marketing Organization”

AWARDS AND HONORS

AMA-Sheth Doctoral Consortium (2022)

Mays Business School Research Grant (2019)

AMA-Sheth Doctoral Consortium Fellow, Leeds University (2018)

Marketing Strategy Consortium Fellow, University of Missouri –Columbia (2018)

ISMS Doctoral Consortium Fellow (2017)

University of Houston Doctoral Symposium Fellow (2016)

ISBM PhD Student Camp Fellow (2016)

CIBER Scholarship, McCombs School of Business (2016)

Harrington Fellowship, University of Texas at Austin (2014 - 2019)

SYLFF Doctoral Fellowship, Tokyo Foundation for Policy Research (2016 – 2019)

Bonham Fund Scholarship (2016 – 2019)

PRESENTATIONS

“*What Drives the Success of OTT Series? Globalization, Culture, and Escapism,*” at the AMA Winter Marketing Educator’s Conference, 2022

“*Causal Inference in Marketing Strategy Research,*” NASMEI Doctoral Workshop, 2021

“*Rising above the Glass Ceiling: The Effects of Female Chief Marketing Officers on Marketing Intensity and Firm Performance*” at the Marketing Science Conference, 2021

“*Rising above the Glass Ceiling: The Effects of Female Chief Marketing Officers on Marketing Intensity and Firm Performance*” at the Theory and Practice in Marketing Conference, 2021

“*Going Private: How do Private Equity Buyouts Affect Firm Marketing Strategy*” at the AMA Winter Marketing Educator’s Conference, Austin 2019

“*Effects of Foreign Competition on Incumbent Firms’ Marketing Responses and Performance: Evidence from a Quasi-Experiment*” 2018- 2019

Texas A&M University Mays Business School

University of Illinois Chicago Business School

University of Illinois Urbana Champaign Gies College of Business

Tulane University A.B. Freeman School of Business

University of Missouri Columbia Trulaske Sr. College of Business

University of Georgia Terry College of Business

“*Effects of Foreign Competition on Incumbent Firms’ Marketing Responses and Performance: Evidence from a Quasi-Experiment*” at the Theory and Practice in Marketing Conference, Los Angeles 2018

“*Effects of Foreign Competition on Incumbent Firms’ Marketing Responses and Performance: Evidence from a Quasi-Experiment*” at the AMA Winter Marketing Educator’s Conference, New Orleans 2018

“*Forced to do Good: The Effects of Mandatory Corporate Social Responsibility on Firm Behavior and Performance*” at the Marketing Science Conference, Los Angeles 2017

“*Forced to do Good: The Effects of Mandatory Corporate Social Responsibility on Firm Behavior and Performance*” at the AMA Winter Marketing Educator’s Conference, Orlando 2017

“*Liberalization in Emerging Markets: Can Marketing Pick Winners and Losers?*” at the Yale China India Insights Conference, London 2016

“*Liberalization in Emerging Markets: Can Marketing Pick Winners and Losers?*” at the University of Houston Doctoral Consortium 2016

“*Liberalization in Emerging Markets: Can Marketing Pick Winners and Losers?*” at Theory and Practice in Marketing, Houston 2016

“*Liberalization in Emerging Markets: Can Marketing Pick Winners and Losers?*” at the AMA Winter Marketing Educator’s Conference, Las Vegas 2016

BOOK CHAPTER (REFEREED)

Srinivasan, Raji and Nandini Ramani (2017), “*Digital Multisided Platforms: An Innovation Research Agenda*” in the Handbook of New Product Development Research, editors, Peter N. Golder and Deb Mitra.

TEACHING

Texas A&M University, Mays Business School Spring 2020, 2021
Instructor, Data Visualization for Marketers
Instructor Rating (Spring 2020, out of 5): 4.6, 4.2, 4.9
Instructor Rating (Spring 2021, out of 5): 4.6, 4.6, 4.7

University of Texas at Austin, McCombs School of Business Spring 2017
Instructor, Principles of Marketing (Undergraduate)

University of Texas at Austin, McCombs School of Business Fall 2015-2017
Teaching Assistant, Principles of Marketing (Undergraduate), Steven Brister
Analysis of Markets (MBA), Ty Henderson
Marketing Management (MBA), Garrett Sonnier
Marketing Metrics (MBA), Raji Srinivasan
Principles of Marketing (Honors), Leigh McAlister

DOCTORAL DISSERTATION COMMITTEES

PhD student dissertation committees:

Priya Rangaswamy (Texas A&M Marketing, expected 2023)

Kohei Matsumoto (University of Illinois Chicago, expected 2022)

SERVICE

Marketing Department Representative, McCombs PhD Council (2018)

INDUSTRY EXPERIENCE

Sales Manager, Bharti Airtel in Bangalore, India (2013 - 2014)

Consulting Engineer, Exeter Group in Bangalore, India (2009 – 2011)

Marketing Intern, Bharti Airtel in Kolkata, India (2012)