

Nandini Ramani

Mays Business School
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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

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

My primary research focus lies in understanding how non-market forces (such as regulatory changes, political risks, stakeholder activism) shape firms' marketing strategies and performance. My secondary area of research interest is in understanding the role of the top management team in driving firms' marketing strategies and performance. To answer relevant marketing questions within these substantive domains, I seek to use methodology that enables causal inference, including differences-in-differences, regression discontinuity, instrumental variables, and 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.

AWARDS AND HONORS

Marketing Strategy Consortium Junior Faculty Fellow (2023)

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

“*Environmental Footprint and Brand Equity*,” at the Marketing for Environmental Sustainability Conference at Stanford, 2023 (presentation by co-author)

“*What Drives the Success of OTT Series? The Role of National Culture*,” at the Yale China India Insights Conference, 2022

“*Environmental Footprint and Brand Equity*,” at the Marketing Strategy Meets Wall Street Conference, 2022

“*Obtaining Secondary Data Creatively*,” panelist presentation at the ISBM PhD Camp, 2022

“*Forced to do Good: Corporate Social Responsibility Mandates and Corporate Social Irresponsibility*,” panelist presentation at the AMA Sheth Doctoral Consortium, 2022

“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 2020-2022

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

Instructor Rating (Spring 2022, out of 5): 4.7, 4.3, 4.4

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, placement at CUNY Baruch)

Kohei Matsumoto (University of Illinois Chicago, 2022)

Sanjana Surange (Texas A&M Marketing, expected 2024)

Ralph Park (Texas A&M Marketing, expected 2024)

MEDIA MENTIONS

Ad Age, “What the Formula Shortage Means for Baby Food Marketing,” available at <https://adage.com/article/marketing-news-strategy/formula-shortage-what-it-means-baby-food-brands/2419876>

SERVICE

Marketing Department Representative, McCombs PhD Council (2018)

Member of the Department of Marketing Ph.D. Committee, Texas A&M (2019-current)

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)