

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

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.

Ramani, Nandini (2025), “Can Marketing Help Firms Counter Import Competition: Evidence from the China Shock,” *Journal of Marketing*, forthcoming.

AWARDS AND HONORS

Leeds University Marketing Research Camp Faculty Fellow (2023)
Marketing Strategy Consortium Junior Faculty Fellow (2023)
ISBM PhD Camp Faculty Fellow (2022)
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

“*Meme Stock Spillovers*,” at Mays Marketing Department Brown Bag seminar, 2024

“*Meme Stock Spillovers*,” at the AMA Winter Marketing Educator’s Conference, 2024
(presentation by co-author)

“*Strategies for Maintaining Early Career Research Productivity*,” at Leeds University Business School Marketing Research Camp Early Career Workshop, 2023

“*Environmental Footprint and Brand Equity*,” at the Marketing Strategy Consortium, University of Georgia, 2023

“*Meme Stock Spillovers*,” at the Theory and Practice in Marketing, University of Lausanne, 2023
(presentation by co-author)

“*Can Marketing Department Power Help Firms Counter Import Competition: Evidence from the China Shock*,” Mays Marketing Research Camp, 2023

“*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 2020-2025

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

Instructor Rating (Spring 2023, out of 5): 4.3, 4.3, 4.8

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, placement at CUNY Baruch)

Kohei Matsumoto (University of Illinois Chicago, placement at Hitotsubashi University)
Sanjana Surange (Texas A&M)
Ralph Park (Texas A&M, placement at Binghamtom University)
Mike Sun (Texas A&M)

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)
Editorial Review Board Member, Journal of Academy of Marketing Science (July 2023-current)
Ad-hoc reviewer, Journal of Marketing
Ad-hoc reviewer, Journal of Marketing Research
Ad-hoc reviewer, Journal of Academy of Marketing Science
Ad-hoc reviewer. International Journal of Research in Marketing
Ad-hoc reviewer, Journal of Business Research
Reviewer, Winter AMA Conference
Reviewer, Summer AMA Conference

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)