

# Sarang Sunder

Assistant Professor of Marketing  
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## Education

Ph.D. in Business Administration (Marketing), J. Mack Robinson College of Business, Georgia State University, Atlanta, GA	2015
M. S (Marketing) J. Mack Robinson College of Business, Georgia State University, Atlanta, GA	2009
Bachelor of Mechanical Engineering (B.E) Anna University, Chennai, India	2007

## Research

### AREAS OF INTEREST

Substantive: Customer Relationship Management (CRM), Salesforce management, Emerging Markets, Social/Peer Influence

Methods: Econometric data analysis, Bayesian modeling, Causal Inference

### PUBLISHED WORKS

Jo, Wooyong., **Sarang Sunder**, Jeonghye Choi and Minakshi Trivedi (2019), "Protecting Consumers from Themselves: Assessing the Consequences of Usage Restriction Laws on Online Game Usage and Spending", forthcoming *Marketing Science*.

**Sunder, Sarang**, V. Kumar, Ashley Goreczny, and Todd Maurer (2017), "Why Do Salespeople Quit? An Empirical Examination of Own and Peer Effects on Salesperson Turnover Behavior." *Journal of Marketing Research*, Vol. 54, No. 3, pp. 381-397.

- SEF/Neil Rackham research grant (2015)- Winner

**Sunder, Sarang**, V. Kumar, and Yi Zhao (2016), "Measuring the Lifetime Value of a Customer in the Consumer Packaged Goods Industry," *Journal of Marketing Research*, 53 (6), 901-21.

- John A. Howard/AMA Best Dissertation Award (2015) – Winner
- Mary Kay Doctoral Dissertation Award (2016) – Winner
- Don Lehmann award for best dissertation-based paper published in JM/JMR (2017)- Winner

Kumar, V., **Sarang Sunder**, and Amalesh Sharma (2015), "Leveraging Distribution to Maximize Firm Performance in Emerging Markets," *Journal of Retailing*, 91 (4), 627-43.

Kumar, V, **Sarang Sunder**, and Robert P Leone (2015), "Who's Your Most Valuable Salesperson?," *Harvard Business Review*, 96 (4), 62-68.

Kumar, V., **Sarang Sunder**, and Robert P. Leone (2014), "Measuring and Managing a Salesperson's Future Value to the Firm," *Journal of Marketing Research*, 51 (5), 591-608.

Kumar, V., **Sarang Sunder**, and B. Ramaseshan (2011), "Analyzing the Diffusion of Global Customer Relationship Management: A Cross-Regional Modeling Framework," *Journal of International Marketing*, 19 (1), 23-39.

#### BOOK CHAPTER(S)

Kumar, V. and **Sarang Sunder** (2016), "Customer Lifetime Value and Its Relevance to the Consumer Packaged Goods Industry," in *Accountable Marketing: Linking Marketing Actions to Firm Performance*, David J. Stewart and Craig T. Gugel, eds. New York, NY: Routledge.

#### WORKING PAPERS/UNDER REVIEW

**Sunder, Sarang.,** Kihyun (Hannah) Kim, and Eric Yorkston (2018) - under review at *Journal of Marketing*

Zhao, Yi. and **Sarang Sunder** (2018) - under review at *Management Science*

#### WORK-IN-PROGRESS

[manuscript titles are suppressed to preserve double blind process]

"Customer centric innovation", with Somnath Banerjee and Tyson Browning

"Healthcare management", with Sriram Thirumalai

"Profitable Customer Management in Hospitality Industry", with Agata Leszkiewicz, Chekitan Dev, and V. Kumar

"Salesforce management", with V. Kumar, and Robert P. Leone

#### **Honors and Awards**

'Favorite Professor' by TCU MBA Class '19

Fellow - Marketing Strategy Consortium (2019), Kelley School of Business, Indiana University

Outstanding Reviewer- *Journal of Marketing* (2018)

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

Faculty participant at the Professors Institute (2018), SMU-Dallas

Don Lehmann award for best dissertation based paper published in JM/JMR (2017)

Wharton Customer Analytics Initiative (WCAI) Research Proposal Winner (2016)

Mary Kay Doctoral Dissertation Award winner (2016)

John Howard/AMA Doctoral Dissertation Award winner (2015)

Wharton Customer Analytics Initiative (WCAI) Research Proposal Winner (2015)

SEF/Neil Rackham research grant winner (2015)

ISMS Doctoral Consortium Fellow (2014)

GTA Teaching Excellence Award winner (2014)

AMA-Sheth Foundation Doctoral Consortium Fellow (2012)

ISBM PhD Student Camp for Research (2012), nominee and participant

MSI/ACR Research Proposal competition (2010), Winner

## **In the Media**

IIM-Bangalore Research and Publications (July 2018) - *"Unpacking the Wisdom of the Crowd and Friends: The Role of Rater and Firm Expertise on Social Influences in Online Ratings"* -

<http://blog.iimb.ac.in/unpacking-wisdom/>

Harvard Business Review (July-August 2017): *"How to Predict Turnover on Your Sales Team"*, URL:

<https://hbr.org/2017/07/how-to-predict-turnover-on-your-sales-team>

SaportaReport (June 2017): *"I Quit!" Predicting When And Why Employees Quit*, URL:

<http://leadership.saportareport.com/higher-education/2017/06/05/i-quit-predicting-when-and-why-employees-quit/>

AMA Snapshot (June 2016): *"Measuring the Lifetime Value of a Customer in the Consumer Packaged Goods Industry"*, URL:

<https://www.ama.org/publications/JournalOfMarketingResearch/Pages/measuring-lifetime-value-consumer-packaged-goods-industry.aspx>

EurekaAlert (October 2015): *Finding the markets in emerging markets- Toward a formula for navigating complex distribution patterns*, URL: [https://www.eurekaalert.org/pub\\_releases/2015-10/jora-ftm102015.php?hootPostID=d3d4b8db848aadad0669edba491e992d](https://www.eurekaalert.org/pub_releases/2015-10/jora-ftm102015.php?hootPostID=d3d4b8db848aadad0669edba491e992d)

## **Invited Talks**

Emory Hightower Speaker, Goizueta Business School, Emory University – Atlanta, GA, April 2019

Indian Institute of Management- Bangalore, India, June 2018

Expedia Inc, *Research Presentation*, November 2017

Cornell University, *Cornell Hospitality Research Summit (CHRS)* – Ithaca, NY, October 2017

Wharton Customer Analytics Initiative (WCAI), UPenn – Philadelphia PA, June 2017

Wharton Customer Analytics Initiative (WCAI), UPenn – Philadelphia PA, January 2017

Mary Kay Cosmetics Inc. - Dallas TX, November 2016

University of Alabama, *Culverhouse Analytics Speaker Series* - Tuscaloosa AL, September 2016

Rotary Club Guest Speaker - Chennai India, August 2016

University of Leeds, *Leeds University Business School Marketing Research Camp* – Leeds UK, July 2016

Georgia State University, *GSU Sales Roundtable Speaker* - Atlanta GA, November 2015

TCU Dig Data Club – Fort Worth TX, October 2015

Singapore Management University, 2014

Syracuse University, 2014

University of Tennessee, 2014

University of Notre Dame, 2014

University of South Carolina, 2014

Texas Christian University, 2014

Texas A&M University, 2014

University of Miami, 2014

Tulane University, 2014

## Conference Proceedings/Presentations<sup>1</sup>

- “Performance Implications of Salesperson Support: the role of teams and selling strategies”, Winter AMA 2019 – Austin, TX, February 2019, Co-authors- V.Kumar and Robert P. Leone
- “Performance Implications of Salesperson Support: the role of teams and selling strategies”, ISBM B2B Conference- MIT, Boston, MA, August 2018, Co-authors- V.Kumar and Robert P. Leone
- “Performance Implications of Salesperson Support: the role of teams and selling strategies”, Theory+Practice in Marketing conference- UCLA, Los Angeles, CA, June 2018, Co-authors- V.Kumar and Robert P. Leone
- “Unpacking the Wisdom in the Crowd and Friends: The Role of Rater and Firm’s Domain Expertise”, Winter AMA 2018 – New Orleans, LA, February 2018, Co-authors- Kihyun Hannah Kim and Eric Yorkston
- “Understanding the Drivers of Online Rating Behavior in Collaborative Content Communities”, INFORMS Marketing Science Conference- Los Angeles, CA, June 2017, Co-authors- Kihyun Hannah Kim and Eric Yorkston
- “Linking Credit and Cash transactions through Bayesian Imputation”, INFORMS Marketing Science Conference- Los Angeles, CA, June 2017, Co-authors- Yi Zhao
- “Unintended Consequences of Policy Interventions. Assessing the Impact of Usage Restriction on Online Game Usage and Spending”, INFORMS Marketing Science Conference- Los Angeles, CA, June 2017, Co-authors- Wooyong Jo, Jeonghye Choi, and Minakshi Trivedi
- “Distribution Dynamics and Brand Performance: The Interplay Between Market Type, Macroeconomy and Retail Format.”, *2016 Summer Marketing Educators Conference* – Atlanta, GA, August 2016, Co-authors: V. Kumar and Amalesh Sharma
- “Measuring the Lifetime Value of a customer in the Consumer Packaged Goods (CPG) industry”, Mary Kay Doctoral Dissertation Award presentation, *2016 AMS Annual Conference*, Lake Buena Vista, FL, May 2016
- “Is Quitting Contagious? A Spatiotemporal Model of Salesforce Turnover with Competing Risks”, *2016 UTA Marketing Research Conference* – Arlington, Texas, March 2016, Co-authors: V. Kumar and Todd Maurer
- “Is Quitting Contagious? A Spatiotemporal Model of Salesforce Turnover with Competing Risks”, *2016 Winter Marketing Educators Conference* – Las Vegas, NV, February 2016, Co-authors: V. Kumar and Todd Maurer
- “Why do Salespeople Quit? An Empirical Examination of Own & Peer Effects on Salesperson Churn Behavior.”, *5<sup>th</sup> Biennial Sales Productivity Conference*, Georgia Tech, June 2015, Co-authors- V. Kumar, Ashley Goreczny and Todd Maurer
- “Modeling the Lifetime Value of a Customer (CLV) in the Consumer Packaged Goods (CPG) industry- a Structural Approach”, *INFORMS Marketing Science Conference*, Emory University – Atlanta, GA, June 2014, Co-authors: V. Kumar and Yi Zhao
- “Maximizing Firm Performance in an Emerging Market: Optimizing Distribution Strategies across Brands, Product Forms, and Store Formats”, *Theory+Practice in Marketing conference*, Kellogg School of Management, Northwestern University – Evanston, IL (May), May 2014, Co-authors: V. Kumar and Amalesh Sharma

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<sup>1</sup> Listed only if presented by me.

- “A Multichannel Distribution Strategy to Manage Brand-Product Forms in an Emerging Market: Accounting for other Marketing Mix Elements and Competitive Actions”, *2014 Winter Marketing Educators Conference* – Orlando, Florida, February 2014, *Co-authors: V. Kumar and Amalesh Sharma*
- “Modeling the Lifetime Value of a Customer (CLV) in the Consumer Packaged Goods (CPG) industry- a Structural Approach”, *2014 Winter Marketing Educators Conference* – Orlando, FL (March), *Co-authors: V. Kumar and Yi Zhao*, February 2014
- “Modeling the Dynamics of Marketing Mix variables in Emerging Markets.”, *8<sup>th</sup> Global Marketing Dynamics Conference* –Jaipur, India, July 2011, *Co-authors: V. Kumar and Jia Fan*

## **Service**

### REVIEWING ACTIVITY

*Journal of Marketing (JM), Journal of Marketing Research (JMR), Journal of Retailing (JR), International Journal of Research in Marketing (IJRM), Journal of International Marketing (JIM), Journal of Business Research (JBR)*

### TRACK CHAIR

AMA Summer Educator’s Conference (2018)

### SESSION CHAIR

ISBM B2B Conference (2018), AMA Winter Academic Conference (2018), INFORMS Marketing Science Conference (2017), AMA Summer Educators’ Conference (2015), INFORMS Marketing Science Conference (2014)

### OTHER SERVICE

Vice Chair for Strategy- AMA Relationship Marketing SIG, 2018 - present  
 Neeley Database Committee, 2018 - present  
 Faculty Recruitment Committee- Department of Marketing, 2018

## **Professional Associations**

American Marketing Association (AMA)  
 Institute For Operations Research and the Management Sciences (INFORMS)

## **Teaching**

### TEXAS CHRISTIAN UNIVERSITY (TCU)

“Marketing Management”, fall 2015 - present  
 “New Product Innovation & Branding”, spring 2016 – present  
 “Customer Relationship Management (CRM)”, fall 2018

### GEORGIA STATE UNIVERSITY (GSU)

“Principles of Marketing”, fall 2012 - spring 2014  
 Teaching Assistant for “Customer Relationship Marketing (CRM) - MBA (2010), “Strategic Marketing Management”- Executive MBA (2011, 2012, & 2013), “Marketing and Branding” –Executive Education Program (2011 & 2012)