

YASHODA (YASH) BHAGWAT

July 2025

Texas Christian University
Neeley School of Business
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EDUCATION

Georgia State University, Robinson College of Business, Atlanta, GA Ph.D., Marketing <i>Dissertation:</i> Examining a Profitable Customer Engagement Strategy: The Antecedents and Consequences of Gift-Giving and Gift-Receiving Behaviors	2009–2015
University of Alabama, Tuscaloosa M.S., Marketing	2008–2009
University of Michigan, Ann Arbor B.A., Political Science	2004–2008

RESEARCH

Research Interests: Purpose-driven marketing, customer relationship management, marketing strategy, services, and branding with an emphasis on using empirical models to solve real world managerial problems

Refereed Publications:

Ross, Gretchen, Yashoda Bhagwat, and Mark Houston, “Governance Issues in Supplier-Platform Relationships,” chapter, *Handbook for Interorganizational Relationships*, forthcoming.

Bettencourt, Lance, Colleen Harmeling, Yashoda Bhagwat, and Mark Houston (2022), “Consumer Job Journeys,” *Journal of Service Research*, 25(3).

Bhagwat, Yashoda, Nooshin Warren, Josh Beck, and George Watson (2020), “Corporate Sociopolitical Activism and Firm Value,” *Journal of Marketing*, 84(5), 1-21.

*Winner of the MSI/ H. Paul Root Award in the Journal of Marketing in 2020 (Contributions to Practice)

* Finalist for the Shelby D. Hunt/Harold H. Maynard Award in Journal of Marketing 2020 (Contributions to Theory)

Umashankar, Nita, Yashoda Bhagwat, and V. Kumar (2017), “Do Loyal Customers Really Pay More for Services,” *Journal of the Academy of Marketing Science*, 45(6), 807-826.

*Finalist for the Sheth Foundation Award as the Best Paper of the Year in the Journal of the Academy of Marketing Science in 2017

V. Kumar, Yashoda Bhagwat, and Xi (Alan) Zhang (2015), “Regaining “Lost” Customers: The Predictive Power of First-Lifetime Behavior, the Reason for Defection, and the Nature of the Win-Back Offer,” *Journal of Marketing*, 79 (4), 34-55.

*Finalist for the MSI/ H. Paul Root Award in the Journal of Marketing in 2015 (Contributions to Practice)

*Companion Piece in the *Harvard Business Review* in 2016 (non-refereed): “Winning Back Lost Customers: Who, How, and Why,” *Harvard Business Review* (March), 22-23.

Kumar, V., Nita Umashankar, Hannah Kim, and Yashoda Bhagwat (2014), “Assessing the Influence of Economic and Customer Experience Factors on Service Purchase Behaviors,” *Marketing Science*, 33 (5), 673-

Non-Refereed Publications

Josh Beck, Colleen Harmeling, Yashoda Bhagwat, and Conor Henderson (2016), "Economic Inequality, Trust, and Brand Leadership," *MSI Working Paper Series*, 16-109.

Kumar, V. and Yashoda Bhagwat (2010), "Listen to Your Customers," *Marketing Research: A Magazine of Management & Applications*, Summer 2010, 14-19.

Ongoing Projects:

Warren, Nooshin, Yashoda Bhagwat, and Pankhuri Malhotra, "Corporate Sociopolitical Activism and the Silence Penalty."

Bhagwat, Yashoda, Nooshin Warren, and Sydney Fomas Do, "The Effect of Corporate Sociopolitical Activism on Societal Polarization."

Bhagwat, Yashoda and Nooshin Warren, "Corporate Rebranding and Firm Value."

Presentations:

- Yashoda Bhagwat (2024), "The Financial Consequences of Firms' Delay to React to Activism," Theory and Practice Conference, Austin
- Yashoda Bhagwat (2023), "How do Consumers React to Firms' Delay or Failure to React in the Wake of Sociopolitical Injustice?" AMA Winter Educators' Conference- Nashville
- Yashoda Bhagwat (2023), "Waiting to Speak Up: How the Timing of Activism Affects Investor Responses," AMA Sheth Doctoral Consortium- Oslo
- Panelist for "Platform-Mediated Consumption and its Effect on Understudied Consumers," Summer Educators Conference- San Francisco
- Invited to speak by Thomson Reuters in a webinar titled "Corporate Activism in a Global Pandemic: How and Why Companies and Organizations are Ramping up Sociopolitical Messaging" on October 8th, 2020 <https://www.legalexecutiveinstitute.com/events/corporate-activism-in-a-global-pandemic/>
- Invited to serve on a panel at the ACR Political Consumption Knowledge Forum on October 2nd, 2020
- Invited to speak at the Insights for Managers Webinar Series by the Journal of Marketing titled, "Does Company Sociopolitical Activism Influence Company Performance?" on July 15, 2020
- Invited to speak at the University of Arizona as part of the Weiland Speaker Series (postponed due to Covid-19)
- Yashoda Bhagwat and Nooshin Warren (2020), "Corporate Sociopolitical Activism and Firm Value," AMA Winter Educators' Conference- San Diego, CA
- Yashoda Bhagwat and Eric Yorkston (2018), "Luxury Branding in Emerging Markets," Luxury Research Conference- Singapore Management University
- Yashoda Bhagwat, Josh Beck, Nooshin Warren, and George Watson (2017), "Soapbox Profits, How Brand Activism Impacts Firm Value," Marketing Science Conference- University of Southern California
- Josh Beck, Colleen Harmeling, Yashoda Bhagwat, and Conor Henderson (2016), "Economic Inequality and the Erosion of Trust in Brand Leaders," Theory and Practice Conference- Texas A&M
- Josh Beck, Colleen Harmeling, Yashoda Bhagwat, and Conor Henderson (2016), "Economic Inequality and the Erosion of Trust in Brand Leaders," AMA Summer Educators' Conference- Atlanta, Georgia
- Yashoda Bhagwat, V. Kumar, and Russell Belk (2014), "The Impact of Gift-Giving Behavior on Customer Profitability," AMA Winter Educators' Conference – Orlando, Florida
- Yashoda Bhagwat and V. Kumar (2013), "The Impact of Gifting Behavior on Customer Profitability," AMA Winter Educators' Conference – Las Vegas, Nevada
- V. Kumar, Nita Umashankar, Kihyun Kim, and Yashoda Bhagwat (2012), "Modeling the Influence of Macro-Economic, Attitudinal, and Behavioral Factors on CLV: The Case of the Airline Industry,"

- INFORMS Marketing Science Conference – Boston, Massachusetts
- V. Kumar, Yashoda Bhagwat, and Alan Zhang (2012), “The Power of Second “Customer Lifetime Value,”” INFORMS Marketing Science Conference – Boston Massachusetts
- V. Kumar, Nita Umashankar, Kihyun Kim, and Yashoda Bhagwat (2012), “Assessing the Influence of Macro-Economic, Attitudinal, and Behavioral Factors on CLV: The Case of the Airline Industry,” AMA Winter Educators’ Conference – St. Petersburg, Florida

SERVICE

TCU Service:

- **Departmental Service:** I served as interim chair of the department in the Fall semester of 2023.

I organized a luxury symposium at TCU which will brought together leading executives and academics in the luxury marketing space. The event took place over two days and created a dialogue between academics and executives from Neiman Marcus and Louis Vuitton for future collaboration. In addition to building relationships for future research collaborations, these relationships should benefit our students as well in terms of recruiting and future employment opportunities.

- **Student Engagement:** I supervised an undergraduate student’s honors thesis. I introduced her to the topic, helped her formulate research questions, taught her how to conduct an experiment using Qualtrics, and guided the analysis of the results. I am also currently supervising two students’ honors theses.

I also volunteered to serve as a subject matter expert to MBA students (Summer 2020) to the “Neeley MBA’s Give Back” initiative. I helped advise the “entertainment team” who was tasked with reimagining the entertainment industry during COVID.

I have served twice as a subject matter expert to MBA students as a subject matter expert (2022, 2023).

- **TCU Neeley School of Business Committee Assignments**
 - Dean Search Committee
 - Post Doc Search Committee Chair
 - Search Committee: Professor of Professional Practice- Marketing Department
 - Undergraduate Curriculum Committee- Marketing Department
 - Faculty Onboarding Task Force
 - Teach Effectiveness Committee
 - Search Committee: Tenure Track Assistant Professor (two lines)- Marketing Department
 - Diversity, Equity, and Inclusion Committee
 - Database Committee

Marketing Discipline Service:

Conferences

- Track Chair of the 2017 AMA Summer Educators’ Conference (with Colleen Harmeling)
- Track Chair of the 2020 AMA Summer Educators’ Conference (with Clay Voorhees)

Reviewer

- Journal of Marketing
- Journal of Marketing Research
- Journal of the Academy of Marketing Science
- ISBM Dissertation Competition

- International Journal of Research in Marketing

Committee Membership

- Serving on the doctoral dissertation committee for Jorge Daniel Martinez Garcia from the University of Arizona.

PROFESSIONAL DEVELOPMENT

- Faculty Fellow at the AMA Sheth Doctoral Consortium (2023)- BI Norwegian Business School, Oslo, Norway
- Faculty Fellow at the Strategy Consortium (2022)- Texas A&M, College Station
- Arizona State University's Symposium and Center for Service Leadership Academic Faculty Network Meeting (2018)- Scottsdale, Arizona: attended practitioner presentations about developments in services marketing as well as faculty research presentations
- Thought Leaders JAMS Conference (2018)- Oslo, Norway: learned how to properly write review papers and meta-analysis papers
- Selected for the 2017, 2018, 2019, and 2020 Briery Professors' Institute- Southern Methodist University: attended several practitioner presentations about customer engagement initiatives in their firms
- National Retail Federation's Academic Symposium (2016)- New York, New York: attended several practitioner presentations about the new developments and challenges in retailing

ACCOMPLISHMENTS

- Interviewed by local CBS news station for thoughts on why companies are not paying for Super Bowl ad commercials
- Interviewed by the Danish Marketing Association for my thoughts on corporate sociopolitical activism, interview will be the lead article in the upcoming issue
- Invited by Thomson Reuters to discuss the implications of corporate sociopolitical activism on firm value in a webinar
- Interviewed by local CBS news station for opinion on political marketing
- Several media mentions at the Fort Worth Star Telegram and Fort Worth Business Journal
- Finalist for the Sheth Foundation Award as the Best Paper in the Journal of the Academy of Science 2017
- Finalist for the Paul Root Award as the Best Paper in the Journal of Marketing in 2015
- Graduate Teaching Instructor Teaching Excellence Award 2014
- 2013 AMA-Sheth Doctoral Consortium Fellow
- 2012 SMA Doctoral Consortium Fellow
- Awarded \$12,000 from MSI & Association for Consumer Research (ACR) for research on Shopper Marketing titled "Do Consumers Move in Herds? An Empirical Study of How Collective Behavior Affects Shopping with an Online Coupon Retailer." (Co-authored with V Kumar, Sarang Sunder, and Dhruv Grewal)
- Elton B. Stephens Scholarship (\$2500 for academic performance)

- University of Michigan Regents' Scholarship (\$2500 for academic performance)

TEACHING EXPERIENCE

Teaching Interests:

- Marketing Research, Marketing Management, Retailing, Customer Relationship Management, Services Marketing, Customer Experience Management
- Managerially focused courses at both undergraduate and MBA levels

Assistant Professor, Texas Christian University (2015-2020)

MBA Purpose Driven Marketing

- Taught one section of an elective on developing a purpose driven strategy for firms
- Course was focused on cases that explored different challenges managers are facing today in the business world related to issues like brand activism, sustainability, and “doing good.”

MBA Services Marketing

- Taught two sections of a course on the customer experience (elective course) to MBAs
- Course was focused on the design of customer journey maps and their utilization to generate insights for improving the customer experience

Undergraduate Services Marketing

- Taught three sections of services marketing (elective course) to undergraduates
- Course was focused on creating strategies and sustainable competitive advantages by focusing on the customer experience

Undergraduate Marketing Management

- Taught ten sections of the core introductory marketing course to undergraduates
- Course was focused on exposing introductory business students the principles of marketing and encouraging critical thinking to enable managerial decision making

Undergraduate Marketing Research

- Taught three sections of the required marketing research course to undergraduates
- Course was focused on learning the fundamentals of conducting marketing research: collecting, analyzing, and interpreting data to enable managerial decision making

Instructor, Georgia State University (2012- 2014)

Undergraduate Principles of Marketing

- Taught several sections of an introductory marketing course to undergraduates
- Won a *Teaching Excellence Award* granted by the Dean’s Office to top performing graduate teaching instructors within the entire business school
- Evaluation scores are on a scale of 0 to 5 (0= very poor, 5=excellent), average evaluation score exceeds 4.5 across all sections
 - Spring 2014 (two sections)
 - Fall 2013 (two sections)
 - Summer 2013 (one section)
 - Spring 2013 (one section)
 - Fall 2012 (one section)

Teacher Assistant, Georgia State University (2010-2012)

MBA: Product and Brand Management (2010-2012, several sections)

- Assisted Dr. V Kumar with class preparation
- Guided MBA students on topics such as:
 - Diffusion Modeling
 - Conjoint Analysis
 - Choice Modeling

MBA: Customer Relationship Marketing (2010-2012, several sections)

- Assisted Dr. V Kumar with class preparation
- Guided MBA students on topics such as:

- Recency, Frequency, Monetary Value calculation
- Customer Lifetime Value calculation
- Customer Referral Value calculation
- Customer Engagement

