

Mahima Hada

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EXPERIENCE

Associate Professor, Marketing	2019 – present
Director, Marketing Analytics Programs Zicklin School of Business, Baruch College, City University of New York	2015 – present
Assistant Professor, Marketing Zicklin School of Business, Baruch College, City University of New York	2011 – present
Business Development, Dassault Systemés, Bangalore, India	2000 – 2006

EDUCATION

Ph.D. in Business Administration, Marketing Smeal College of Business, The Pennsylvania State University	2011
MBA, Post Graduate in Software Enterprise Management Indian Institute of Management, Bangalore, India	2006
Bachelor of Engineering (Mechanical) Army Institute of Technology, Pune University, India	1999

JOURNAL PUBLICATIONS

Sajeesh S., **Mahima Hada**, and Jagmohan Raju (2020), “The Effect of Consumer Heterogeneity on Firm Profits in Conspicuous Goods Markets,” forthcoming at *International Journal of Research in Marketing*, <https://doi.org/10.1016/j.ijresmar.2019.08.003>

Shaikh, Nazrul, **Mahima Hada** and Niva Shrestha (2019), “Allocating Spend on Digital Video Advertising: A Longitudinal Analysis Across Two Industries,” *Journal of Advertising Research*, 59 (1), 14-26. **SSRN top ten download in Managerial Marketing eJournal (Apr 2018).**

Blanchard, Simon, **Mahima Hada** and Kurt Carlson (2018), “Specialist Competitor Referrals: Using Competitor Referrals for Nonfocal Products to Increase Focal Product Sales,” *Journal of Marketing* 82(4), 127-145.

Hada, Mahima, Rajdeep Grewal and Gary L. Lilien (2014), “Supplier-Selected Referrals,” *Journal of Marketing*. Vol. 78 (March), 34-51. **Finalist, MSI/Root Award 2015.**

Hada, Mahima, Rajdeep Grewal and Murali Chandrashekar (2013), “MNC Subsidiary’s Channel Relationship as an Extended Link: Implications of Global Strategies,” *Journal of International Business Studies*. Vol. 44(8), 787-812.

Hada, Mahima, Rajdeep Grewal and Gary L. Lilien (2013), “Purchasing Managers’ Perceived Bias in Supplier-Selected Referrals,” *Journal of Supply Chain Management*. Vol. 49(4), 81-95.

Hada, Mahima, Rajdeep Grewal and Gary L. Lilien (2010), “Referral Equity and Referral Management: The Supplier Firm’s Perspective”, *Review of Marketing Research*, Vol.7, 93-144. **Received Naresh K. Malhotra Long-Term Impact Award 2016.**

BOOK CHAPTERS

Hada, Mahima (2012). In Rajdeep Grewal (Ed.), “VK’s Contributions to B2B Marketing: An

Assistant Professor's Perspective"; *Legends in Marketing: V Kumar* (vol. 9). SAGE Publications. ISBN: 9788132109037, invited commentary.

Hada, Mahima and Arvind Rangaswamy (2007). "Case Study: Positioning the BlackBerry Pearl", in Gary Lilien and Arvind Rangaswamy (Ed.), *Marketing Engineering with Excel, Companion Companion* (2nd Edition; <http://decisionpro.biz/instructors/positioning-blackberry-pearl>)

WORKING PAPERS

Sawant, Rajeev, **Mahima Hada** and Simon Blanchard (equal contribution), "A Study of Franchisors' Contract Changes during the Great Recession", under review at *Journal of Retailing*.

Hada, Mahima, Gary L. Lilien and Arnaud D. Bruyn, "Horizontal Referrals in B2B Markets", draft being prepared for submission to *Journal of Marketing*.

Hada, Mahima, Ujwal Kayande, and Arvind Rangaswamy, "Referrals by Design: Differing Effects of Product Design Dimensions on Recommendations", draft being prepared for submission to *Journal of Academy of Marketing Science*.

Pragya Mathur, **Mahima Hada**, Berna Basar and Nazrul I. Shaikh "Digital Video Advertising: How Subscription Websites Can Have Their Cake and Eat It Too", draft being prepared for submission to *Journal of Marketing*.

Sridhar, Karthik, **Mahima Hada**, and Rajdeep Grewal (equal contribution), "Grace Period Strategies in Contracts", draft being prepared for submission to *Marketing Science*.

HONORS AND AWARDS

Zicklin School of Business Excellence in Teaching Award	2017
Naresh K. Malhotra Long-Term Impact Award for Best Paper	2016
Finalist, Marketing Science Institute Paul H. Root Award	2015
Eugene M. Lang Fellow, Baruch, CUNY	2013 – 2014
ISBM Business Marketing Doctoral Fellow	2010
ISBM Fellowship, Penn State	2006 – 2011
Winner, ISBM Dissertation Support Award Competition	2010
Wilson Award for Outstanding Scholarship in Marketing, Penn State	2009
Haring Symposium Fellow, Indiana University	2008
Best Candidacy Paper, Marketing Department, Penn State	2007

RESEARCH GRANTS

Marketing Science Institute, proposal "Getting out of the box: Investigating the consequences of key account management approaches"	2019
PSC-CUNY Research Grants (awarded annually)	2012 – 2018
Institute for the Study of Business Markets, proposal "Horizontal Referrals"	2016
Eugene M. Lang Fellowship Award, CUNY proposal "Franchising Contracts: Performance Implications of the Great Recession"	2013
Interpublic Grant, CUNY, proposal "Effectiveness of Pre-Roll Advertising"	2012
Smeal Small Research Grant, Penn State	2011
ISBM Dissertation Support Award Competition, ISBM, Penn State	2010

CONFERENCES

- 2020 AMA Winter Educator's Conference, San Diego
"Cross-Selling in Key Account Relationships: How Customer- and Product-Centered Key Account Management Approaches Affect Cross- Selling Success"; Presenter
- 2019 AMA Summer Academic Conference, Chicago
Teaching Marketing Analytics: Sharing Experiences, Lessons, Recommendations
- 2018 AMA Winter Educator's Conference, New Orleans
"Grace Period Strategies"; Presenter & Session Chair
"The Effect of Consumer Heterogeneity on Firm Profits in Conspicuous Goods Markets"
- 2017 AMA Winter Educator's Conference, Orlando
"Customer Contract Renewal: Firm's Grace Period Strategies" Presenter & Session Chair
"The Specialist Referral Effect: Referring Customers to Competitors to Increase Deal Acceptance", Presenter
- 2016 ISBM Academic Conference, Atlanta
"Referring Competitors: Which Supplier Should a Customer Ask for a Competitor Referral?", Presenter & Session Chair.
- 2016 Academy of Management Annual Meeting, Anaheim
"David vs. Goliath: Startups versus Established Firms and the role of Supplier-Initiated Referrals".
- 2015 INFORMS Marketing Science Conference, Baltimore
"Customer Non-compliance in a Contractual Setting", Presenter & Session Chair
- 2015 Academy of Management Annual Meeting, Vancouver
"The Benefits of Organizational Inertia: Evidence from Franchising during the great recession
- 2014 AMA Winter Educator's Conference, Orlando
"Franchise performance during capital scarcity: the effect of contract heterogeneity during the Great Recession," Presenter & Session Chair
- 2012 AMA Winter Educator's Conference, St. Petersburg, FL
"Trade-offs in Supplier-Selected Referrals"; Presenter
- 2011 AMA Winter Educator's Conference, Austin
"Referrals by Design: Effect of Product's Functionality, Aesthetics and Image on Consumer's Referral Intentions", Presenter
- 2010 ISBM Academic Conference, Boston
"Supplier-Initiated Referrals: Benefits to the Supplier Firm", Presenter & Session Chair
- 2010 INFORMS Marketing Science Conference, Cologne
"Referrals by Design: Effect of Product's Functionality, Aesthetics and Image on Consumers' Referral Intentions", Presenter & Session Chair
- 2009 INFORMS Marketing Science Conference, Ann Arbor
"Channel Portfolio of a Firm: Complements and Substitutes", Presenter
- 2009 AMA Winter Educator's Conference, Tampa
"Efficacy of Channel Control Mechanisms in Foreign markets: The Role of Multinational Corporations' Global Strategies and the Host Country Environment", Presenter.
- 2008 ISBM Academic Conference, San Diego

“The Extended Arm: Global Strategies and Multinational Corporation Subsidiary's Channel Satisfaction”, Presenter.

TEACHING EXPERIENCE

Baruch College, CUNY

Average Instructors' Score

2019	MKT 4561 Marketing Analytics	4.12/5.0
	MKT 9703 XM Marketing Management (Exec MBA)	3.98/5.0
	MKT 3000 Marketing Fundamentals*	4.21/5.0
2018	MKT 4561 Marketing Analytics	4.59/5.0
	MKT 3000 Marketing Fundamentals*	3.98/5.0
2017	MKT 4561 Marketing Analytics	4.11/5.0
	MKT 3000 Marketing Fundamentals*	4.33/5.0
2016	MKT 3000 Marketing Fundamentals*	4.25/5.0
2015	MKT 4561 Marketing Analytics (developed new course)	3.93/5.0
	MKT 3000 Marketing Fundamentals	4.09/5.0
2014	MKT 3000 Marketing Fundamentals*	4.19/5.0
2013	MKT 3000 Marketing Fundamentals	4.41/5.0
2012	MKT 3000 Marketing Fundamentals*	4.43/5.0
2011	MKT 3000 Marketing Fundamentals	4.10/5.0

Smeal College of Business, Penn State

Instructor Rating

2010	MKT 450W, Marketing Strategy	5.8/7.0
2009	MKTG 422: Integrated Marketing Communications*	6.4/7.0

Notes: *Average of 15 instructor-related items at Baruch; *Two sections*

PHD COMMITTEES

2018	Wenyu Jiao, ESSEC Business School, External committee member for PhD in Business Administration
2018	Chaturika H.M. Jayawardane, The University of Melbourne, External committee member for PhD in Mechanical Engineering

SERVICE

Editorial Board Membership

<i>Journal of Marketing Research</i>	2018 – present
<i>Journal of Business and Industrial Marketing</i>	2013 – present
<i>Industrial Marketing Management</i>	2014 – 2020

Ad-hoc Reviews

<i>Journal of Marketing</i>	2015 – present
<i>International Journal of Research in Marketing</i>	2020 – present

ISBM Dissertation Competition Awards	2011 – present
Graduate Research Fellowship Program, <i>National Science Foundation</i>	2018
<i>Customer Needs and Solutions</i>	2014
<i>International Marketing Review</i>	2013

Conference Appointments

Area Editor, Emerging Markets Track, AMA Summer Conference	2020
Area Editor, B2* Sales Track, AMA Summer Conference	2019
Area Editor, Inter-Firm Complexity Track, AMA Winter Conference	2019
Track Co-Chair, Marketing Strategy Track, AMA Winter Conference	2015

School and Department Service

School Activities

Business Analytics Advisory Board, Faculty Member	2019 – present
MBA & MS Information sessions	2014, 2019
PhD Project – Baruch College Research Symposium, Discussant	2018
Ad-Hoc MS Business Analytics Curriculum Committee, Member	2016 – 2017
BBA Assurance of Learning, Committee Member	2013 – 2014
Representatives to the Weissman School of Arts and Sciences	2012 – 2015
Undergraduate Orientation, Faculty Advisor	2015

Department Activities

Director of Marketing Analytics Programs (Undergrad and Grad)	2015 – present
Recruiting Committee, Associate Professor Marketing Analytics, Member	2015 – 2016
Recruiting Committee, Lecturer Marketing Analytics, Committee Chair	2015

PRESS COVERAGE AND INDUSTRY EVENTS

Panelist, Bloomberg’s “Alpha Generation using Data Science and Machine Learning”	May 2017
Panelist, Interbrand’s “Defining Tomorrow: Partnering to Navigate Fintech’s Unknown”, covered on Interbrand’s brandchannel.com	Nov 2016
“2015 MSI/Root Winners”, American Marketing Association Newswire	Jun 2016
“Baruch College Announces 2013-2014 Eugene M. Lang Foundation Faculty Research Fellows”, Baruch College Media Release	May 2013
“Mobilizing your best B2B Salesperson”, by Ralph Oliva, Marketing Management,	Apr 2010
“ISBM Doctoral Award Winners”, American Marketing Association Newswire	Mar 2010