

# Sarang Sunder

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## PROFESSIONAL EXPERIENCE

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### **Kelley School of Business, Indiana University**

- Jerome Bess Faculty Fellow 2024–
- Associate Professor, Department of Marketing 2022–
- Fellow, Center for the Business of Life Sciences 2025–

### **Neeley School of Business, Texas Christian University**

- Associate Professor of Marketing 2021 – 2022
- Assistant Professor of Marketing 2015 – 2021

## EDUCATION

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### **Ph.D. Business Administration (Marketing)**

2015

Robinson College of Business, Georgia State University, Atlanta-GA

### **MS (Marketing)**

2015

Robinson College of Business, Georgia State University, Atlanta-GA

### **Bachelor of Engineering (Mechanical)**

2007

Anna University, Chennai- India

## RESEARCH

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### **Areas of Interest**

- Substantive: Customer Relationship Management (CRM), Salesforce Management, Healthcare  
Method: Causal inference, Econometric methods

## Published works

### Peer Reviewed

1. Jo, Wooyong, Sarang Sunder, Jeonghye Choi, and Minakshi Trivedi (2025). "In the Company of Strangers: Social Influence from Anonymous Peers in Online Game Settings". *Journal of Consumer Research* forthcoming
2. Sunder, Sarang and Sriram Thirumalai (2024). "Hospital Portfolio Strategy and Patient Choice". *Journal of Marketing* 88 (1). [SSRN link](#).
3. Ghosh Dastidar, Ayan, Sarang Sunder, and Denish Shah (2023). "Societal Spillovers of TV Advertising – Social Distancing During a Public Health Crisis". *Journal of Marketing* 87 (3)  
*John A. Howard/AMA Award 2022 (Honorable mention)*
4. Shankar, Venkatesh, Dhruv Grewal, Sarang Sunder, Beth Fossen, Amit Agarwal, and Kay Peters (2022). "Digital Marketing Communication in Global Marketplaces: A Review of Extant Research, Future Directions, and Potential Approaches". *International Journal of Research in Marketing* 39 (2)
5. Jo, Wooyong, Sarang Sunder, Jeonghye Choi, and Minakshi Trivedi (2020). "Protecting Consumers from Themselves: Assessing Consequences of Usage Restriction Laws on Online Game Usage and Spending". *Marketing Science* 39 (1), pp. 117–133
6. Sunder, Sarang, Kihyun Hannah Kim, and Eric A. Yorkston (2019). "What Drives Herding Behavior in Online Ratings? The Role of Rater Experience, Product Portfolio, and Diverging Opinions". *Journal of Marketing* 83 (6), pp. 93–112
7. 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* 54 (3), pp. 381–397  
*SEF/Neil Rackham Research Grant*
8. 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), pp. 901–921  
*John A. Howard/AMA Award 2015*  
*Mary Kay/AMS Award 2016*  
*Don Lehmann Award 2016*
9. Kumar, V., Sarang Sunder, and Amalesh Sharma (2015). "Leveraging Distribution to Maximize Firm Performance in Emerging Markets". *Journal of Retailing* 91 (4), pp. 627–643
10. 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), pp. 591–608
11. 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), pp. 23–39

## Other

1. Sunder, Sarang and Ayan Ghosh Dastidar (2026). "The Macroenvironment and Marketing". In: *Oxford Bibliographies in Marketing*. Forthcoming. Oxford University Press
2. Kumar, V., Sarang Sunder, and Robert P. Leone (2015). "Who's Your Most Valuable Salesperson?" *Harvard Business Review* 96 (4), pp. 62–68
3. 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*. Ed. by Stewart, David J. and Craig T. Gugel. New York, NY: Routledge

## Working Papers

1. Saha, Subhankar, Sriram Thirumalai, and Sarang Sunder (2025). "How Process Frictions Shape Healthcare Delivery: Evidence from Medicare Reforms". *under review at JOM*. [SSRN](#)
2. Cao, Zixia, Sarang Sunder, Minakshi Trivedi, and Kehan Xu (2025). "Late Payment Reminders in Payday Loans". *revising for JM*
3. Leszkiewicz, Agata, Sarang Sunder, Chekitan S. Dev, and V. Kumar (2026). "Customer Acquisition Through Intermediaries Shapes Lifetime Value: Evidence from the Hotel Industry". *conditionally accepted at POMS*
4. Xia, Qianyin, Yi Zhao, and Sarang Sunder (2025). "Using Hypergraphs to Model Team Selling". *reject and resubmit at MKSC*
5. Heldt, Rodrigo, Fernando Luce, Sarang Sunder, and Guilherme Bucco (2025). "Beyond Customer Management: Using Customer Metrics for Brand/Category Management". *working paper*
6. Zhao, Yi and Sarang Sunder (2021). "A Bayesian Solution for Incomplete Data". *working paper*

## Works in Progress

1. Saha, Subhankar, Sriram Thirumalai, and Sarang Sunder (2026). "Multisiting Physicians and Hospital Efficiency". *work in progress*
2. Sunder, Sarang, V. Kumar, and Robert P. Leone (2019). "Supporting the Salesforce". *work in progress*
3. Heldt, Rodrigo, Cleo Schmitt Silveira, Fernando Luce, and Sarang Sunder (2021). "A Portfolio Approach to Customer Management". *work in progress*

## HONORS & AWARDS

---

Varadarajan Award for Early Career Contributions to Marketing Strategy Research 2026

Best Theory Driven Empirical Research Award, Decision Sciences Institute (DSI) 2025

Senior Faculty Member, Marketing Strategy Consortium Robinson College of Business, GSU (2026) Darla Moore School of Business, U. South Carolina (2025) McCombs School of Business, U. Texas- Austin (2020) Kelley School of Business, Indiana U. (2019) <sup>1</sup>	2019, 2020, 2025, 2026
Faculty Mentor, AIM-AMA Sheth Foundation Doctoral Consortium MDI-Gurgaon, India (2025) JAGSoM, Bengaluru, India (2023) BIMTECH, Noida, India (2020)	2020, 2023, 2025
Early Career Research Impact Award (school-wide), Kelley School of Business, Indiana University	2024
Best Reviewer Award <i>Journal of the Academy of Marketing Science</i>	2023
Center for Business and Life Sciences (CBLS) Research award	2023
<i>Favorite Professor</i> by TCU Graduate Programs	2022, 2020, 2019, 2018
Poets & Quants Best 40-Under-40 Professors- <a href="#">Link</a>	2021
Lourdes S. Casanova Best Applied Paper Award, Business Association of Latin American Studies (BALAS) Annual conference	2020
Outstanding Reviewer <i>Journal of Marketing</i>	2019
Faculty Fellow- AMA Sheth Doctoral Consortium, Leeds University- UK	2018
Faculty participant, <i>Professors Institute</i> , SMU- Dallas, TX	2018
MRSIG Don Lehmann Award	2017
Best Dissertation-based article published in the <i>Journal of Marketing</i> or <i>Journal of Marketing Research</i> .	
WCAI research proposal winner	2016
Mary Kay/AMS Doctoral Dissertation Award	2016
John Howard/AMA Doctoral Dissertation Award	2015
WCAI research proposal winner	2015
SEF/Neil Rackham Research grant (\$5,000)	2015
ISMS Doctoral Consortium Fellow	2014
GTA Teaching Excellence Award - Robinson College of Business, Georgia State University	2014
AMA-Sheth Foundation Doctoral Consortium Fellow	2012
ISBM PhD Student Camp for Research, nominee and participant	2012

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<sup>1</sup>Junior fellow

MSI/ACR Research Proposal Competition Winner

2010

## PRESENTATIONS AND INVITED TALKS

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Universidade Federal Do Rio Grande Do Sul (UFRGS), Porto Alegre, Brazil	2023
Pontifícia Universidade Católica do Rio Grande do Sul (PUCRS), Porto Alegre, Brazil	2023
Banrisul, Rio Grande do Sul, Brazil	2023
Rutgers University- New Brunswick, NJ	2023
IESEG School of Management, Lille, France	2022
Kelley School of Business, Indiana University- Bloomington, IN	2022
Neeley Analytics Conference, TCU- Ft. Worth, TX	2022
University of Texas- El Paso, TX	2022
University of Illinois- Chicago, IL	2021
Dean's Research Seminar Series ( <i>Panelist</i> ), Neeley School of Business, TCU	2020
Goizueta Business School, Emory University- Atlanta, GA	2019
Winter AMA- Austin, TX	2019
Indian Institute of Management- Bangalore, India	2018
ISBM B2B Conference- MIT, Boston, MA	2018
Winter AMA- New Orleans, LA	2018
Theory+Practice in Marketing conference- UCLA, Los Angeles, CA	2018
Wharton Customer Analytics Initiative- Philadelphia, PA	2017
INFORMS Marketing Science Conference- Los Angeles, CA	2017
Expedia Inc	2017
Cornell Hospitality Research Summit (CHRS), Cornell University- Ithaca, NY	2017
INFORMS Marketing Science Conference- Los Angeles, CA	2017
Wharton Customer Analytics Initiative (WCAI)- Philadelphia, PA	2017
Winter AMA- Las Vegas, NV	2016
Summer AMA- Atlanta, GA	2016
AMS Annual Conference- Lake Buena Vista, FL	2016

UT Arlington Marketing Research Conference- Arlington, TX	2016
Mary Kay Cosmetics Inc.- Dallas TX	2016
Culverhouse Analytics Speaker Series, University of Alabama- Tuscaloosa, AL	2016
5 <sup>th</sup> Biennial Sales Productivity Conference- Las Vegas, NV	2016
Rotary Club Guest Speaker- Chennai India	2016
University of Leeds, LUBS Marketing Research Camp- Leeds, UK	2016
TCU Dig Data Club- Fort Worth TX	2016
GSU Sales Roundtable Speaker, Georgia State University- Atlanta, GA	2015
INFORMS Marketing Science Conference- Atlanta, GA	2014
Winter AMA- Orlando, FL	2014
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
Theory+Practice in Marketing conference, Kellogg School of Management, Northwestern University – Evanston, IL	2014
Winter AMA- Orlando, FL	2014
Marketing Dynamics Conference- Jaipur, India	2011

## MEDIA

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Indiana Business Journal (Sept 2025): “Lilly brain health campaign aims to ward off dementia” – [Link](#)

The Republic (Jan 2025): CRH and hospital affiliation: Experts say affiliated networks create patient pipelines, brand upgrades – [Link](#)

JM Buzz Podcast (Dec 2022): “Can Brands Influence Social Outcomes? The Impact of COVID-19-Related Brand Advertising on Social Distancing Behavior” – [Link](#)

AMA Highlights (October 2019): “What Drives Herding Behavior in Online Ratings” – [Link](#)

Harvard Business Review (July-August 2017): “How to Predict Turnover on Your Sales Team” – [Link](#)

SaportaReport (June 2017): “I Quit!” Predicting When And Why Employees Quit – [Link](#)

AMA Snapshot (June 2016): “Measuring the Lifetime Value of a Customer in the Consumer Packaged Goods Industry”

EurekAlert (October 2015): Finding the markets in emerging markets - Toward a formula for navigating complex distribution patterns – [Link](#)

## SERVICE

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### **Student Mentorship**

#### *Thesis Chair*

Christian Flick (BA [Honors], TCU)– 2020

Rebecca Buck (BA [Honors], TCU)– 2018

#### *Committee member*

Ayan Dastidar (PhD., Georgia State University)– 2022

Amit Agarwal (PhD., Georgia State University)– 2022

Rodrigo Heldt Silveira (PhD., Universidade Federale do Rio Grande do Sul [UFRGS])– 2020

Ashley Goreczny (PhD., Georgia State University)– 2018

### **Reviewing**

#### *Editorial board member*

2024 – present	<i>Journal of Marketing</i>
2023 – present	<i>Journal of Marketing Research</i>
2020 – present	<i>Journal of the Academy of Marketing Science</i>
2026 – present	<i>Journal of Retailing</i>
2024 – present	<i>Marketing Strategy Journal</i>

#### *Ad-hoc Reviewer*

Journals	<i>Journal of Marketing,</i> <i>Journal of Marketing Research,</i> <i>Production and Operations Management,</i> <i>Management Science,</i> <i>Journal of the Academy of Marketing Science,</i> <i>Journal of Retailing,</i> <i>International Journal of Research in Marketing,</i> <i>Journal of International Marketing,</i> <i>Journal of Business Research,</i> <i>PLOS One.</i>
Conferences and Competitions	<i>AMS/Mary Kay Doctoral Dissertation Competition,</i> <i>Shankar-Speigel Award,</i> <i>ISBM Doctoral competition,</i> <i>MSI Alden Clayton Award,</i> <i>AMA John Howard Award,</i> <i>RMSIG Small Research Grants Competition,</i> <i>Summer AMA Conference.</i>

## Organization and Planning

Conference Co-chair	Haring Symposium (2024 & 2025), Neeley Analytics Conference (2021)
Track Chair	Summer AMA (2018), AMS Annual Conference (2024)
Session Chair	ISBM B2B Conference (2018), Winter AMA (2018), Marketing Science conference (2014, 2017), Summer AMA (2016).

## Committee membership and Service to the discipline, school, and department

### *To the discipline*

Vice Chair for Strategy – AMA Relationship Marketing SIG	2018 – present
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### *To the school and department*

#### Kelley School of Business, Indiana University

Faculty Review Committee (school level)	2025
Research Policy Committee (school level)	2024 – 2025
Faculty Recruitment Committee Co-Chair (dept level)	2024 & 2025
Haring Symposium Co-Chair	2024 & 2025
Undergraduate Curriculum Sub-committee (dept level)	2024 – present
Undergraduate Program Committee (school level)	2022 – 2024
Faculty Recruitment Committee (dept level)	2023
Doctoral program Committee (dept level)	2022 – present

Lab/Data Committee (dept level)	2022 – 2024
<u><i>Neeley School of Business, Texas Christian University</i></u>	
Neeley Analytics Initiative (NAI) task force (school level)	2020 – 2022
Neeley Database committee (school level)	2018 – 2022
Graduate program subcommittee (dept level)	2019 – 2022
Faculty recruitment committee (dept level)	2018 & 2019

## Professional Associations

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

## TEACHING

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### Indiana University

- Customer Relationship Management (CRM)– Undergraduate and MBA

### Texas Christian University

- Customer Relationship Management (CRM)– Undergraduate, MBA, and MSBA
- Marketing Issues and Problems– MBA
- Marketing Management– Undergraduate
- New Product Innovation & Branding– Undergraduate

### Georgia State University

- Principles of Marketing– Undergraduate
- Teaching Assistant for “Customer Relationship Management”- MBA(2010), “Strategic Marketing Management” - EMBA (2011, 2012, & 2013), “Marketing and Branding”– Executive Education (2011 & 2012)