

Sarang Sunder

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PROFESSIONAL EXPERIENCE

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

Ph.D. Business Administration (Marketing)

Robinson College of Business, Georgia State University, Atlanta-GA 2015

MS (Marketing)

Robinson College of Business, Georgia State University, Atlanta-GA 2015

Bachelor of Engineering (Mechanical)

Anna University, Chennai- India 2007

RESEARCH

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. Kumar, V., Sarang Sunder, and Robert P. Leone (2015). “Who’s Your Most Valuable Salesperson?” *Harvard Business Review* 96 (4), pp. 62–68
2. 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). “Patients, Payors, and Procedures: Implications of Process Friction in Healthcare Delivery”. *working paper (under review)*. [SSRN](#)
2. Cao, Zixia, Sarang Sunder, Minakshi Trivedi, and Kehan Xu (2025). “Nudging the Financially Distressed: Late Payment Reminders in Payday Lending”. *working paper (under review)*
3. Leszkiewicz, Agata, Sarang Sunder, Chekitan S. Dev, and V. Kumar (2025). “Friends or Enemies? Comparing Third-party and Firm-owned Channels for Customer Acquisition”. *working paper (under review)*
4. Xia, Qianyin, Yi Zhao, and Sarang Sunder (2025). “Using Hypergraphs to Model Team Selling”. *working paper (under review)*
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. Sunder, Sarang, V. Kumar, and Robert P. Leone (2019). “Supporting the Salesforce”. *work in progress*
2. Heldt, Rodrigo, Cleo Schmitt Silveira, Fernando Luce, and Sarang Sunder (2021). “A Portfolio Approach to Customer Management”. *work in progress*

HONORS & AWARDS

Faculty Fellow, Marketing Strategy Consortium, Darla Moore School of Business, University of South Carolina, SC	2025
Faculty Fellow, AIM-AMA Sheth Doctoral Consortium, MDI-Gurgaon, India	2025
Early Career Research Impact Award (school-wide), Kelley School of Business, Indiana University	2024
Faculty Fellow, AIM-AMA Sheth Doctoral Consortium, JAGSoM, Bengaluru, India	2023
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– Link	2021
Lourdes S. Casanova Best Applied Paper Award, Business Association of Latin American Studies (BALAS) Annual conference	2020
Faculty Fellow, Marketing Strategy Consortium, McCombs School of Business, University of Texas- Austin, TX	2020
Faculty Fellow, AIM-AMA Sheth Doctoral Consortium, BIMTECH – Noida, India	2020
Faculty Fellow, Marketing Strategy Consortium, Kelley School of Business, Indiana University- Bloomington, IN	2019
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 Best Dissertation-based article published in the <i>Journal of Marketing</i> or <i>Journal of Marketing Research</i> .	2017
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
MSI/ACR Research Proposal Competition Winner	2010

PRESENTATIONS AND INVITED TALKS

Universidade Federal Do Rio Grande Do Sul (UFRGS), Porto Alegre, Brazil	2023
Pontificia 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 th 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

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

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>
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>
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Conferences and Competitions *AMS/Mary Kay Doctoral Dissertation Competition, Shankar-Spiegel Award, ISBM Doctoral competition, MSI Alden Clayton Award, AMA John Howard Award, RMSIG Small Research Grants Competition, Summer AMA Conference.*

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

To the school and department

Kelley School of Business, Indiana University

Research Policy Committee (school level) 2024 – present
Faculty Recruitment Committee Co-Chair (dept level) 2024
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

Neeley School of Business, Texas Christian University

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

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)