

Ankit Anand

Texas Tech University
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Employment

Assistant Professor of Marketing, Rawls College of Business, Texas Tech University	2020 -
Research Associate in the Department of Marketing Indian School of Business, Hyderabad, India	2012-2014

Research Interests

Substantive: B2B Customer relationship management, Marketing-Finance interface, Retailing strategy, Sustainability

Methodological: Econometric models, Event study methodology, Bayesian estimation

Publications

Anand, Ankit, V. Kumar, and Avishek Lahiri (2024) “Categorization of Organizational Reputation and Subordinate Organization’s Global Funding Outcome: A Higher Education Perspective”, *forthcoming*, Industrial Marketing Management [5 on *Rawls Journal list*]

Kumar, V., Ankit Anand, and Nandini Nim (2018), “Assessing the Relative Impact of Major Sources of Innovation on the Brand Equity of a Firm: A Conceptual Framework and Propositions,” *Innovation and Strategy (Review of Marketing Research, Volume 15)*, eds. Satish Jayachandran and Rajan Varadarajan, Emerald Group Publishing Limited, pp. 103-146. (Equal contribution)

Kumar, V., Ankit Anand, and Hyunseok Song (2017). “Future of retailer profitability: An organizing framework.” *Journal of Retailing*, 93(1), 96-119. [5* on *Rawls Journal list*]

Saboo, Alok R., V. Kumar, and Ankit Anand (2017) “Assessing the impact of customer concentration on Initial Public Offering and Balance Sheet–Based Outcomes.” *Journal of Marketing*, 81(6), 42-61. [5* on *Rawls Journal list*]

- Finalist, 2018 Shelby D. Hunt/Harold H. Maynard Award
- Appeared in AMA Journal of Marketing Scholarly Insights

Book Chapters

Saboo, Alok R. and Ankit Anand (2022) “Empirical Approaches for Addressing Endogeneity in B2B Research” *ISBM Handbook of Business-to-Business Marketing*, Volume 2, eds. Gary Lilien, Andrew Petersen, and Stefan Wyuts Edward Elgar Publishing, pp. 655-678.

Research in Progress

Anand, Ankit, Alok Saboo, and Ritesh Adhyapak “Title withheld for blind review process”, invited **second round revision** at *Journal of Marketing*. [5* on *Rawls Journal list*]

Kuzmich, Daniel, Babu John-Mariadoss, and Ankit Anand “Title withheld for blind review process” invited **second round revision** at *Journal of Retailing* [5* on *Rawls Journal list*]

Anand, Ankit, Babu John-Mariadoss, and Daniel Kuzmich “When Do Metaverse Announcements Create Shareholder Value: The Influence of Customer Immersion Experience and New Product Strategies” **reject and resubmit** at Journal of Retailing [**5*** on *Rawls Journal list*]

Parvatiyar, Atul, Babu John-Mariadoss, Binay Kumar, Ankit Anand, and Naveen Donthu “The impact of Salesperson experience on their Performance in the time of crisis – Evidence from Technology & Service Companies” **targeted** at Industrial Marketing Management [**5** on *Rawls Journal list*]

Anand, Ankit, Sreedhar Madhavaram, and Siavash Rashidi-Sabet “Corporate DEI Initiatives, Customer Engagement, and Firm Value” **targeted** at Marketing Science [**5*** on *Rawls Journal list*]

Anand, Ankit, and V. Kumar “Stock Market Response to Marketing Metrics Surprises” **targeted** at Production and Operations Management [**5*** on *Rawls Journal list*]

Research Grants and Awards

\$5,000 Liberty Mutual Research Support Grant (2023)

\$10,000 DEI Research Program, Texas Tech University Office of Institutional Diversity (2022)

\$5,000 Rawls Research Support Grant, Texas Tech University Rawls College of Business (2022)

Teaching

Course	Semester	Evaluation
Sales Analytics and Data-driven Sales Strategies (MKT 4352)	Fall 2023	4.5/5.0
	Fall 2022	4.5/5.0
	Fall 2021	4.4/5.0
Marketing Research and Analysis (MKT 3356)	Fall 2023	4.5/5.0
	Spring 2023	4.4/5.0
		4.4/5.0
	Spring 2022	4.3/5.0
	Spring 2021	3.6/5.0
	4.6/5.0	
Fall 2020	4.2/5.0	
		3.7/5.0

- Nominated for Jerry S. Rawls Excellence in Undergraduate Teaching Award at Texas Tech University (2021).
- **Winner, GTA Teaching Excellence Award** granted by the Dean’s Office to top performing graduate teaching instructors within the entire business school at Georgia State University (2019)
- **Finalist**, Marketing Management Association (MMA) Outstanding Teacher-Scholar Doctoral Student Competition (2019)

Conference Presentations

Agarwal, Amit, Ankit Anand, and V. Kumar, “Knowledge-Assisted Selling to Customers for Relationship Gains: A Case of Medical Device Industry” FORE International Marketing Conference, 2023.

Anand, Ankit, Sreedhar Madhavaram, and Siavash Rashidi-Sabet, “Corporate DEI Initiatives, Customer Engagement, and Firm Value” 2023 AMA Summer Academic Conference, 2023.

Rashidi-Sabet, Siavash, Ankit Anand, and Sreedhar Madhavaram, “Corporate DEI Initiatives, Customer Engagement, and Firm Value” 2023 AMA Winter Academic Conference, 2023.

Agarwal, Amit, Ankit Anand, and V. Kumar, “Knowledge-Assisted Selling to Customers for Relationship Gains: A Case of Medical Device Industry” AMA Summer Academic Conference, 2021.

Anand, Ankit, Alok Saboo, and Ritesh Adhyapak, “Increasing the Sustainability Payoff: A Machine Learning Perspective linking Climate-Change Disclosures, IPO Outcomes, and Future Environmental Performances”, INFORMS Marketing Science Conference, 2021.

Anand, Ankit, and V. Kumar, “Role of Marketing at Earnings Announcement: Stock Market Response to Marketing Metrics Surprises, AMA Winter Marketing Educator’s Conference, San Diego, CA, 2020.

Anand, Ankit, and V. Kumar, “Stock Market Response to Voluntary Disclosure of Marketing Metrics and Surprises” Marketing Strategy Meets Wall Street, INSEAD, France, 2019.

Anand, Ankit, and V. Kumar, “Stock Market Response to Voluntary Disclosure of Marketing Metrics and Surprises” INFORMS Marketing Science Conference, Philadelphia, 2018.

Anand, Ankit, and V. Kumar, “Investors Reactions to Analysts’ Forecast Ability of Customer Metric: Investor Learning Perspective” AMA Winter Marketing Educator’s Conference, New Orleans, LA, 2018.

Saboo, Alok, V. Kumar, and Ankit Anand, “Understanding the Relationship between Customer Concentration and Firm Performance” AMA Winter Marketing Educator’s Conference, Las Vegas, NV, 2016.

Voleti, Sudhir, and Ankit Anand, “Estimating Price-Cost Margins from Store-Level Data: Estimation, Validation and Comparative Evaluation”, NASMEI Conference, Great Lakes Institute of Management, India, 2013.

Education

PhD. in Marketing, J. Mack Robinson College of Business, Georgia State University, Atlanta	2020
Integrated Masters in Applied Mathematics (5-years) University of Hyderabad, Hyderabad, India	2007-2012

Honors and Recognitions

- Texas Tech Alumni Association New Faculty Award (2024)
- **Fellow** – AMA-Sheth Foundation Doctoral Consortium, University of Leeds, 2018
- **Fellow** – ISMS Doctoral Consortium 2018
- **Fellow** – ISMS Doctoral Consortium 2017
- **Fellow** – AIM-AMA Sheth Foundation Doctoral Consortium, 2016
- **Fellow** – AIM-AMA Sheth Foundation Doctoral Consortium, 2018

Professional Associations

- American Marketing Association (AMA) and DocSIG member
- IFORMS Society for Marketing Science (INFORMS)

Services

Area

- Chair – Marketing and Supply Chain Management Scholarships Committee (2023 - present)
- Member – Marketing and Supply Chain Management Scholarships Committee (2020 - 2023)
- Member – Jerry S. Rawls Chair Search Committee (2023)
- Member – Tenure-Track Search Committee (2023)
- Judge – Sales Strategy Competition (2021)

Profession

- Discussant – Session Marketing Dynamics, PhD Track, 2022 *Marketing Dynamics Conference*
- Ad-Hoc Reviewer
 - Journal of the Academy of Marketing Science
 - Journal of Business Research
 - Psychology and Marketing
 - International Journal of Information Management
 - Marketing Intelligence & Planning
 - Journal of Business and Industrial Marketing
 - AMA Winter Marketing Educator's Conference 2017
 - AMA Summer Academic Conference 2018
 - AMA Winter Marketing Educator's Conference 2019