
Saim Kashmiri, Ph.D.

Assistant Professor of Marketing

Academic Background

Ph.D. University of Texas at Austin, Austin, TX, Marketing, 2012

M.B.A. Lahore University of Management Science, Pakistan, Business Administration, 2002

B.S. Massachusetts Institute of Technology, Cambridge, MA, Chemical Engineering, 1999

Academic Experience

Assistant Professor, University of Mississippi (2012 - 2016), Oxford, Mississippi.

Non-Academic Experience

International

Brand Manager, Nestle Pakistan Limited (February, 2006 - July, 2007), Lahore, Pakistan.

Assistant Brand Manager, Procter & Gamble Pakistan Limited (June, 2004 - January, 2006), Karachi, Pakistan.

Territory Sales Manager, Shell Pakistan Limited (July, 2002 - May, 2004), Islamabad, Pakistan.

Intern, Equity Research Department, Credit Suisse First Boston (June, 2001 - August, 2001), Singapore, Singapore.

Senior Finance Officer, NIMIR Chemicals Pakistan Limited (NCPL) (September, 1999 - June, 2000), Lahore, Pakistan.

Refereed Articles

Kashmiri, S., Nicol, C. D., & Hsu, L. (2017). Birds of a feather: Intra-industry Spillover of the Target Customer Data Breach and the Shielding Role of IT, Marketing, and CSR. *Journal of the Academy of Marketing Science*., doi: 10.1007/s11747-016-0486-5.

Kashmiri, S., Nicol, C. D., & Arora, S. (in press, 2017). Me, myself, and I: Influence of CEO narcissism on firms' innovation strategy and the likelihood of product-harm crises. *Journal of the Academy of Marketing Science*.

Kashmiri, S. & Brower, J. (2016). Oops! I did it again: Effect of Corporate Governance and Top Management Team Characteristics on the Likelihood of Product-Harm Crises. *Journal of Business Research*., doi:10.1016/j.jbusres.2015.06.019.

Kashmiri, S. & Mahajan, V. (in press, 2016). Values that Shape Marketing Decisions: Influence of CEOs' Political Ideologies on Innovation Proclivity, Shareholder Value, and Risk. *Journal of Marketing Research*.

Kashmiri, S. & Mahajan, V. (2015). The name's the game: Does marketing impact the value of corporate name changes? *Journal of Business Research*, 68 (2), 281-290.

Kashmiri, S. & Mahajan, V. (2014). Beating the recession blues: Exploring the link between family ownership, strategic behavior, and firm performance during recessions. *International Journal of Research in Marketing*, 31 (1), 78-93.

Kashmiri, S. & Mahajan, V. (2014). A rose by any other name: Are family firms named after their founding families rewarded more for their new product introductions? *Journal of Business Ethics*, 124 (1), 81-99.

Kashmiri, S. & Mahajan, V. (2010). What's in a Name? An analysis of the strategic behavior of family firms. *International Journal of Research in Marketing*, 27 (3), 271-280.

Papers Under Review

Zhang, C., Kashmiri, S., & Cinelli, M. (2017). "How Does Brand Age Influence Consumer Attitudes toward a Firm's Unethical Behavior?," 1st revise and resubmit to *Journal of Business Ethics*.

Brower, J., Kashmiri, S., & Mahajan, V. (2017). "Signaling Virtue: Does Firm Corporate Social Performance Trajectory Moderate the Social Performance–Financial Performance Relationship?," 2nd revise and resubmit to *Journal of Business Research*.

Kashmiri, S., Nicol, C. D., & Arora, S. (2017). "Me, myself, and I: Influence of CEO narcissism on firms' innovation strategy and the likelihood of product-harm crises," Conditional acceptance to *Journal of the Academy of Marketing Science*.

Refereed Proceedings

Abstract Only

Kashmiri, S., Gala, P., & Nicol, C. D. (in press, 2017). Seeking Pleasure or Avoiding Pain: Influence of CEOs' Regulatory Foci on Firms' Advertising, R&D, and Corporate Social Performance. An abstract. *Academy of Marketing Science Annual Conference*.

Zhang, C., Kashmiri, S., & Cinelli, M. (2017). How does Brand Age Influence Consumers' Attitudes to Firms' Unethical Behavior? *AMA Educators' Conference (Winter)*.

Kashmiri, S., Gala, P., & Nicol, C. D. (2016). Seeking Pleasure or Avoiding Pain: Influence of CEOs' Regulatory Foci on Firms' Advertising, R&D, and Corporate Social Performance. *Society for Marketing Advances Conference*.

Kashmiri, S., Nicol, C. D., & Arora, S. (2016). Me, myself, and I: Influence of CEO narcissism on firms' innovation proclivity and marketing controversies. *Academy of Marketing Science Annual Conference*.

Kashmiri, S., Nicol, C. D., & Arora, S. (2016). Me, Myself, and I: Influence of CEO Narcissism on Firms' Innovation Proclivity and Marketing Controversies. *AMA Educators' Conference (Winter)*.

Kashmiri, S. & Mahajan, V. (2016). Values That Shape Marketing Decisions: Influence of CEOs' Political Ideologies on Innovation Propensity, Shareholder Value, and Risk. *AMA Educators' Conference (Winter)*.

Kashmiri, S., Nicol, C. D., & Hsu, L. (2015). Protecting against contagion: Shielding Role of Marketing Factors in the Negative Spillover of the Target Customer Data Breach. *Academy of Marketing Science Annual Conference*.

Kashmiri, S., Nicol, C. D., & Hsu, L. (2015). Birds of a feather: Intra-industry Spillover of the Target Customer Data Breach and the Shielding Role of IT, Marketing, and CSR. *AMA Educators' Conference (Summer)*.

Zhang, C., Kashmiri, S., & Cinelli, M. (2015). How does Brand Age Influence Consumers' Attitudes to Firms' Unethical Behavior? *Academy of Marketing Science Annual Conference*.

Kashmiri, S. & Mahajan, V. (2014). Beating the Recession Blues: Exploring the link between Family

- ownership, Marketing Behavior, and Firm Performance during Recessions. *AMA Conference (Winter)*.
- Kashmiri, S. & Brower, J. (2014). Oops! I did it again: Are some firms more likely to experience a product-harm crisis? *AMA Conference (Winter)*.
- Newman, C. & Kashmiri, S. (2014). Can Information Base Rates Influence Risky Driving Intentions? The Mediating Role of Drivers' Risk Estimates. *Society for Marketing Advances Conference*.
- Kashmiri, S. & Brower, J. (2014). Oops! I did it again: Are some firms more likely to experience a product-harm crisis? *Academy of Marketing Science Annual Conference*.
- Kashmiri, S. & Brower, J. (2013). Oops! I did it again: Are some firms more likely to experience a product-harm crisis? *SMA*.
- Kashmiri, S. & Mahajan, V. (2013). What's in a Name: Does Marketing impact the Value of Corporate Name Changes? *AMA Educators' Conference (Winter)*.
- Kashmiri, S. & Mahajan, V. (2011). A Rose by any other Name: does a Family-based Firm Name Increase firms' rewards of New Product Introductions? *Marketing Meets Wall Street II Conference*.
- Kashmiri, S. & Mahajan, V. (2011). A Rose by any other Name: does a Family-based Firm Name Increase firms' rewards of New Product Introductions? *AMA Educators' Conference (Winter)*.
- Kashmiri, S. & Mahajan, V. (2010). The name's the game: Exploring the link between corporate name changes and firm value. *AMA Educators' Conference (Winter)*.
- Kashmiri, S. & Mahajan, V. (2010). What's in a Name? An analysis of the strategic behavior of family firms. *AMA Educators' Conference (Winter)*.

Working Papers

- Whitler, K., Besharat, A., & Kashmiri, S. (2017). "Adding insult to injured brands: When CEO pay becomes a marketing problem," targeted for *Journal of the Academy of Marketing Science*.
- Kashmiri, S., Gala, P., & Nicol, D. C. (2016). "Seeking Pleasure or Avoiding Pain: Influence of CEOs' Regulatory Foci on Firms' Advertising, R&D, and Corporate Social Responsibility," targeted for *Journal of Business Research*.
- Newman, C. & Kashmiri, S. (2016). "Can Information Base Rates Influence Risky Driving Intentions? The Mediating Role of Drivers' Risk Estimates," targeted for *Journal of Public Policy and Marketing*.

Presentation of Refereed Papers

International

- Zhang, C., Kashmiri, S., & Cinelli, M. (2017, February). *How does Brand Age Influence Consumers' Attitudes to Firms' Unethical Behavior?* *AMA Educators' Conference (Winter)*, Orlando, Florida.
- Kashmiri, S., Nicol, C. D., & Arora, S. (2016). *Me, Myself, and I: Influence of CEO Narcissism on Firms' Innovation Proclivity and Marketing Controversies*. *AMA Educators' Conference (Winter)*, Las Vegas, Nevada.
- Kashmiri, S., Gala, P., & Nicol, C. D. (2016, November). *Seeking Pleasure or Avoiding Pain: Influence of CEOs' Regulatory Foci on Firms' Advertising, R&D, and Corporate Social Performance*. *Society for Marketing Advances Conference*, Atlanta, Georgia.
- Kashmiri, S., Nicol, C. D., & Arora, S. (2016, May). *Me, myself, and I: Influence of CEO narcissism on firms' innovation proclivity and marketing controversies*. *Academy of Marketing Science Annual Conference*, Orlando, Florida.
- Kashmiri, S. & Mahajan, V. (2016, February). *Values That Shape Marketing Decisions: Influence of CEOs' Political Ideologies on Innovation Propensity, Shareholder Value, and Risk*. *AMA Educators' Conference*

(Winter), Las Vegas, Nevada.

Kashmiri, S., Nicol, C. D., & Hsu, L. (2015). *Birds of a feather: Intra-industry Spillover of the Target Customer Data Breach and the Shielding Role of IT, Marketing, and CSR*. AMA Educators' Conference (Summer), Chicago, Illinois.

Kashmiri, S., Nicol, C. D., & Hsu, L. (2015). *Protecting against contagion: Shielding Role of Marketing Factors in the Negative Spillover of the Target Customer Data Breach*. Academy of Marketing Science Annual Convention, Denver, Colorado.

Zhang, C., Kashmiri, S., & Cinelli, M. (2015). *How does Brand Age Influence Consumers' Attitudes to Firms' Unethical Behavior?* Academy of Marketing Science Annual Conference, Denver, Colorado.

Kashmiri, S. & Brower, J. (2014). *Oops! I did it Again: Are some firms less likely to encounter a product-harm crisis?* Academy of Marketing Science Annual Conference, Indianapolis, Indiana.

Newman, C. & Kashmiri, S. (2014). *Can Information Base Rates Influence Risky Driving Intentions? The Mediating Role of Drivers' Risk Estimates*. Society for Marketing Advances Conference, New Orleans, Louisiana.

Kashmiri, S. & Mahajan, V. (2014, February). *Beating the recession blues: Exploring the link between family ownership, strategic marketing behavior, and firm performance during recessions*. AMA Educators' Conference (Winter), Orlando, Florida.

Kashmiri, S. & Brower, J. (2014, February). *Oops! I did it Again: Are some firms less likely to encounter a product-harm crisis?* AMA Educators' Conference (Winter), Orlando, Florida.

Kashmiri, S. & Mahajan, V. (2013). *What's in a Name: Does Marketing Impact the Value of Corporate Name Changes?* AMA Educators' Conference (Winter), Las Vegas, Nevada.

Kashmiri, S. & Brower, J. (2013, October). *Oops! I did it Again: Are some firms less likely to encounter a product-harm crisis?* SMA, Hilton Head, South Carolina.

Kashmiri, S. & Mahajan, V. (2011). *Beating the Recession Blues: Exploring the link between Family Ownership, Strategic Behavior and Firm Performance during Recessions*. INFORMS Marketing Science Conference, Austin, Texas.

Kashmiri, S. & Mahajan, V. (2011, May). *A Rose by any other Name: does a Family-based Firm Name Increase firms' rewards of New Product Introductions?* Marketing Meets Wall Street II Conference, Boston, Massachusetts.

Kashmiri, S. & Mahajan, V. (2011, February). *A Rose by any other Name: Does a Family-based Firm Name increase firms' rewards of New Product Introductions?* AMA Educators' Conference (Winter), Austin, Texas.

Kashmiri, S. & Mahajan, V. (2010, February). *What's in a Name? An analysis of the strategic behavior of family firms*. AMA Educators' Conference (Winter), New Orleans, Louisiana.

Kashmiri, S. & Mahajan, V. (2010, February). *The name's the game: Exploring the link between corporate name changes and firm value*. AMA Educators' Conference (Winter), New Orleans, Louisiana.

Presentation of Non-Refereed Papers

Local

Kashmiri, S. (2016). *Assistant Professor Research Panel*. Marketing Department University of Mississippi, Oxford, Mississippi.

Kashmiri, S. & Brower, J. (2015). *Oops! I did it Again: Are some firms less likely to encounter a product-harm crisis?* University of Mississippi Marketing Department, Oxford, Mississippi.

Kashmiri, S. & Mahajan, V. (2011). *Beating the Recession Blues: Exploring the link between Family ownership, Marketing Behavior, and Firm Performance during Recessions*. Singapore Management

University, Singapore, Singapore.

Kashmiri, S. & Mahajan, V. (2011). *Beating the Recession Blues: Exploring the link between Family ownership, Marketing Behavior, and Firm Performance during Recessions*. University of Hawaii, Manoa (Honolulu), Hawaii.

Kashmiri, S. & Mahajan, V. (2011). *Beating the Recession Blues: Exploring the link between Family ownership, Marketing Behavior, and Firm Performance during Recessions*. University of Alabama (Huntsville), Huntsville, Alabama.

Kashmiri, S. & Mahajan, V. (2011). *Beating the Recession Blues: Exploring the link between Family ownership, Marketing Behavior, and Firm Performance during Recessions*. University of Massachusetts (Amherst), Amherst, Massachusetts.

Kashmiri, S. & Mahajan, V. (2011). *Beating the Recession Blues: Exploring the link between Family ownership, Marketing Behavior, and Firm Performance during Recessions*. Georgia Tech University, Atlanta, Georgia.

Kashmiri, S. & Mahajan, V. (2010, August). *What's in a Name? An analysis of the strategic behavior of family firms*. Lahore University of Management Sciences, Lahore, Pakistan.

Kashmiri, S. & Mahajan, V. (2010, August). *What's in a Name? An analysis of the strategic behavior of family firms*. Institute of Business Administration, Karachi, Pakistan.

Research Honors and Awards

Award

2016: Best paper in marketing strategy track, Society for Marketing Advances Conference.

2010: , AMA Winter Educators' Conference. Winner of Best Paper Award in Marketing Strategy Track.

Service to the University

University Assignments

Other Institutional Service Activities:

2010-2011 – 2011-2012: University of Texas at Austin: Marketing Internship Coordinator

University of Mississippi

Department Assignments

Chair:

2016-2017: Prachi Gala (PhD student) Dissertation Committee Co-Chair

2015-2016 – 2016-2017: Cameron Duncan Nicol (PhD student) Dissertation Committee Co-Chair

Member:

2015-2016 – 2016-2017: Chi Zhang (PhD student) Dissertation Committee Member

2015-2016 – 2016-2017: Comprehensive Exam Committee Member

2014-2015: Comprehensive Exam Committee

2013-2014: Comprehensive Exam Committee: Part of the Comprehensive Exam (Comps) Committee responsible for formulating the Comprehensive Exam of Marketing PhD students at University of

Mississippi

Other Institutional Service Activities:

2016-2017: Marketing Department Research Seminar Series Coordinator

2015-2016 – 2016-2017: Marketing Policy Assessment Plan Coordinator

2012-2013 – 2014-2015: Marketing Policy Assessment Plan coordinator

University Assignments

Other Institutional Service Activities:

2016-2017: Undergraduate Honors Thesis reader for Hannah Corson

2016-2017: Croft Institute for International Studies Thesis reader for Walker Bobo

Writing Student Recommendations:

2016-2017: Writing MBA admission recommendations for Victoria Hohlstein

2016-2017: Writing MBA admission recommendations for Gabriella Nuzzo

Dissertation Assignments

Faculty Advisor:

2012-2013: Caitlan Eidt (Undergraduate Honors student)

Member:

2014-2015: Dissertation Committee (Robert King)

Service to the Profession

Board Member: PRJ Editorial Review Board

2016 – 2017: Marketing Education Review.

2014: Marketing Education Review.

Reviewer: Ad Hoc Reviewer for a Journal

2016 – 2017: Journal of Business Research.

2016 – 2017: Asian Case Research Journal.

2013 – 2017: International Journal of Research in Marketing.

Reviewer: Conference Paper

2017: Academy of Marketing Science Annual Conference, San Diego, California.

2015: AMA Educators' Conference (Summer).

2014: AMA Educators' Conference (Winter).

2013 – 2014: AMA Educators' Conference (Winter).

2012 – 2013: AMA Educators' Conference (Winter).

2009 – 2011: AMA Conference (Winter), Unknown, Unknown.

Service Honors and Awards

2009: , AMA Winter Educators' Conference. Winner of the Best Reviewer Award.

Other Honors and Awards

2012: , The University of Texas at Austin. Tuition Fellowship, Office of Graduate Studies.

2011: , The University of Texas at Austin. Tuition Fellowship, Office of Graduate Studies.

2011: , The University of Texas at Austin. University Continuing Fellowship.

2011: , Rice University. Doctoral Fellow, ISMS Marketing Science Doctoral Consortium, Houston, TX.

2011: , University of Illinois at Chicago. Doctoral Fellow, Inaugural PDMA-UIC Doctoral Consortium.

2010: , The University of Texas at Austin. Tuition Fellowship, Office of Graduate Studies.

2010: , The University of Texas at Austin. Dean's Fellowship, McCombs School of Business.

2010: , Texas Christian University. Doctoral Fellow, AMA Sheth Foundation Doctoral Consortium.

2009: , The University of Texas at Austin. Dean's Fellowship, McCombs School of Business.

2008 – 2009: , The University of Texas at Austin. Tuition Fellowship, Office of Graduate Studies

2007 – 2008: , The University of Texas at Austin. Tuition Fellowship, Office of Graduate Studies

2002: , LUMS University. Gold Medal for the Best Student of MBA in Commercial Banking.

2002: , LUMS University. Gold Medal for the Best Student of MBA in Entrepreneurship.

2002: , LUMS University. Recipient of Silver Medal for the 2nd Best Student of MBA.

1994: , Cambridge University Syndicate. Best result in 'A' levels Higher School Certificate Exams amongst all students in Pakistan.

1994: , Aitchison College Lahore.

1994: , Aitchison College Lahore. Recipient of President of Pakistan Gold Medal for best graduating student in Science.

1994: , Aitchison College Lahore. Recipient of President of Pakistan Gold Medal for best graduating High School student in Academics.

1992: , Cambridge University Syndicate. Best result in 'O' levels Secondary School Certificate Exams amongst all students.

Teaching Honors and Awards

Award

2011: , The University of Texas at Austin. Recipient of the Fred Moore Teaching Excellence Award for the Best Teacher amongst Doctoral students from all departments of McCombs Business School..

Memberships

Academy of Marketing Science, 2013-2016

American Marketing Association, 2007 - 2016

References

Dr. Vijay Mahajan Professor, Department of Marketing John P. Harbin Centennial Chair in

Dr. Raji Srinivasan Professor, Department of Marketing The University of Texas at Austin,

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