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# Saim Kashmiri, Ph.D.

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## Associate 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

Associate Professor of Marketing, University of Mississippi (July, 2018 - Present), University, Mississippi.

Assistant Professor, University of Mississippi (August, 2012 - June, 2018), 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.

Zhang, C., Kashmiri, S., & Cinelli, M. (in press, 2017). How Does Brand Age Influence Consumer Attitudes toward a Firm's Unethical Behavior? *Journal of Business Ethics*.

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. *Journal of the Academy of Marketing Science*.

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

- Kashmiri, S. & Mahajan, V. (2017). Values that Shape Marketing Decisions: Influence of CEOs' Political Ideologies on Innovation Proclivity, Shareholder Value, and Risk. *Journal of Marketing Research*.
- 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. (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

- Srivastava, C., Kashmiri, S., & Mahajan, V. (2018). "Balancing Act: Effect of Female Power in the Top Management Team on Investments in Marketing," Initial submission to *Journal of Marketing*.
- Kashmiri, S., Gala, P., & Nicol, D. C. (2017). "Seeking Pleasure or Avoiding Pain: Influence of CEOs' Regulatory Foci on Firms' Advertising, R&D, and Corporate Social Responsibility," 1st revise and resubmit to *Journal of Business Research*.
- Newman, C. & Kashmiri, S. (2017). "Can Information Base Rates Influence Risky Driving Intentions? The Mediating Role of Drivers' Risk Estimates," 1st revise and resubmit to *Journal of Public Policy and Marketing*.

## 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**

- Morgan, A. & Kashmiri, S. (2018). "Effect of Top Management Composition and Corporate Social Performance History on the Valuation Impact of Marketing Related Controversies," targeted for Journal of Business Research.
- 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.

## **Presentation of Refereed Papers**

### **International**

- Kashmiri, S., Gala, P., & Nicol, D. (2017). *Seeking pleasure or avoiding pain: Influence of CEOs' regulatory foci on firms' advertising, R&D, and corporate social performance*. Academy of Marketing Science Annual Conference, San Diego, California.
- Zhang, C., Kashmiri, S., & Cinelli, M. (2017). *How does Brand Age Influence Consumers' Attitudes to Firms' Unethical Behavior?* AMA Educators' Conference (Winter), Orlando, Florida.
- 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). *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.
- 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.
- 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. & 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. (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. & 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.

## **National**

Morgan, A. & Kashmiri, S. (2017). *Effect of Top Management Composition and Corporate Social Performance History on the Valuation Impact of Marketing Related Controversies*. Society for Marketing Advances, Louisville, Kentucky.

### **Regional**

Morgan, A. & Kashmiri, S. (2018). *Effect of Top Management Composition and Corporate Social Performance History on the Valuation Impact of Marketing Related Controversies*. Southeast Marketing Symposium, Tuscaloosa, Alabama.

## **Presentation of Non-Refereed Papers**

### **Local**

Kashmiri, S. (2018). *Assistant Professor Research Panel*. Marketing Department University of Mississippi, Oxford, Mississippi.

Kashmiri, S., Gala, P., & Nicol, D. (2017). *Seeking pleasure or avoiding pain: Influence of CEOs' regulatory foci on firms' advertising, R&D, and corporate social performance*. University of Mississippi Department of Marketing, Oxford, Mississippi.

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

## University of Mississippi

### Department Assignments

#### **Chair:**

2017-2018: Cameron Duncan Nicol (PhD student) Dissertation Co-Chair

2017-2018: Prachi Gala (PhD student) Dissertation Co-Chair

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

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

#### **Faculty Advisor:**

2017-2018: Ashley Morgan

2017-2018: Muhammad Mollah

#### **Member:**

2017-2018: Dissertation committee member for PhD student Vahid Ghomi

2017-2018: PhD Comprehensive Exam Committee Member

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

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

2013-2014 – 2014-2015: Comprehensive Exam Committee

#### **Other Institutional Service Activities:**

2016-2017 – 2017-2018: Marketing Department Research Seminar Series Coordinator

2015-2016 – 2017-2018: Marketing Policy Assessment Plan Coordinator

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

### College Assignments

#### **Member:**

2017-2018: Recruitment committee member for recruiting Assistant Professors

2017-2018: MBA Committee

### University Assignments

#### **Member:**

2017-2018: Honors Thesis reader for Hannah Carson

**Other Institutional Service Activities:**

2016-2017 – 2017-2018: Croft Institute for International Studies Thesis reader for Walker Bobo

2016-2017: Undergraduate Honors Thesis reader for Hannah Corson

**Writing Student Recommendations:**

2017-2018: Bridget Brouillette

2017-2018: Sofia Idoyaga

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**

2018: Journal of Business Research.

2016 – 2018: Marketing Education Review.

2014: Marketing Education Review.

**Reviewer: Ad Hoc Reviewer for a Journal**

2018: Journal of Marketing.

2017: Journal of Public Policy and Marketing.

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**

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