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### Academic Experience

Assistant Professor, University of Mississippi, 2012 – present.

### Academic Background

Ph.D. (Marketing)	University of Texas at Austin, 2012.
M.B.A.	Lahore University of Management Science, 2002.
B.S. (Chemical Engineering)	Massachusetts Institute of Technology, 1999.

### Publications

Kashmiri, S. & Mahajan, V. (2017). “Values that shape marketing decisions: Influence of CEOs’ political ideologies on innovation propensity, shareholder value, and risk.” *Journal of Marketing Research*, 54(2), 260-278.

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*, doi:10.1007/s11747-017-0535-8

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*, 81, 86-95.

Zhang, C., Kashmiri, S., & Cinelli, M. (2017). “How does brand age influence consumers’ attitudes to firms’ unethical Behavior?” Forthcoming in *Journal of Business Ethics*.

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*, 45(2), 208-228.

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*, 69(2), 621-630.

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.

## **Research Under Review**

Newman, C. & Kashmiri, S. (2017). "Can information base rates influence risky driving intentions? The mediating role of drivers' risk estimates." Being prepared for second round of review at *Journal of Public Policy & Marketing*.

Kashmiri, S., Prachi, G., & Nicol, C. D. (2017). "Seeking pleasure or avoiding pain: Influence of CEOs' regulatory foci on firms' advertising, R&D, and corporate social performance." Under first round of review at *Journal of Business Research*.

## **Research In Progress**

Whitler, K., Besharat, A., & Kashmiri, S. (2017). "Adding insult to injured brands: When CEO pay becomes a marketing problem." Being prepared for submission to *Journal of Marketing Research*.

Srivastava C., Kashmiri, S. & Mahajan, V. (2017). "Crisis averted: Effect of female power in the top management teams on the likelihood of product-harm crises," Being targeted for submission to *Journal of Marketing*.

Prachi G., & Kashmiri, S. (2017). "Composition and compensation: Effect on the value of new product introductions," Being prepared for submission to *Marketing Letters*.

Nicol, C., & Kashmiri, S. (2017). "Thriving in the face of adversity: An investigation of marketing and top management teams' role during a diversity crisis," Being targeted for submission to *International Journal of Research in Marketing*.

Morgan, A., & Kashmiri, S. (2017). "Signaling value: Effect of top management team composition and corporate social performance history on the valuation impact of marketing controversies," Being targeted for submission to *Journal of Business Research*.

## **Refereed Proceedings (Abstract only)**

Kashmiri, S., Gala, P., & Nicol, C. D. (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 Winter Educators' Conference*.

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 responsibility." *Society for Marketing Advances Conference* [declared the conference's best paper in marketing strategy track].

Kashmiri, S., Nicol, C. D., & Arora, S. (2016). "Me, myself, and I: Influence of CEO narcissism on firms' innovation proclivity and likelihood of 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 likelihood of marketing controversies." *AMA Winter Educators' Conference*.

Kashmiri, S. & Mahajan, V. (2016). "Values that shape marketing decisions: Influence of CEOs' political ideologies on strategic marketing behavior, firm value, and risk." *AMA Winter Educators' Conference*.

Kashmiri, S., Nicol, C. D., & Hsu, L. (2015). "Protecting retailers against contagion: Exploring the shielding role of marketing in the negative spillover of the Target customer data breach." *AMA Summer Educators' Conference*.

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*.

Zhang, C., Kashmiri, S. & Cinelli, M. (2015). "How does brand age influence consumers' attitudes to firms' unethical behavior?" *Academy of Marketing Science Annual Conference*.

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. (2014). "Oops! I did it again: Are some firms more likely to experience a product-harm crisis?" *AMA Winter Educators' Conference*.

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

Kashmiri, S. & Brower, J. (2013). "Oops! I did it again: Are some firms more likely to experience a product-harm crisis?" *Society for Marketing Advances Conference*.

Kashmiri, S. & Mahajan, V. (2013). "What's in a name: Does marketing impact the value of corporate name changes?" *AMA Winter Educators' Conference*.

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*.

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 Winter Educators' Conference*.

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

Kashmiri, S. & Mahajan, V. (2010). "What's in a name? An analysis of the strategic behavior of family firms." *AMA Winter Educators' Conference* [declared the conference's best paper in marketing strategy track].

## Presentation of Refereed Papers

Kashmiri, S., Gala, P., & Nicol, C. D. (2017, May). "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*, Coronado Island, California.

Zhang, C., Kashmiri, S., & Cinelli, M. (2017, February). "How does brand age influence consumers' attitudes to firms' unethical behavior?" *AMA Winter Educators' Conference*, Orlando, Florida.

Kashmiri, S., Nicol, C. D., & Arora, S. (2016, February). "Me, myself, and I: Influence of CEO narcissism on firms' innovation proclivity and likelihood of marketing controversies." *AMA Winter Educators' Conference*, 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 responsibility." *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 likelihood of 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 strategic marketing behavior, firm value, and risk." *AMA Winter Educators' Conference*, Las Vegas, Nevada.

Kashmiri, S., Nicol, C. D., & Hsu, L. (2015, August). "Protecting retailers against contagion: Exploring the shielding role of marketing in the negative spillover of the Target customer data breach." *AMA Summer Educators' Conference*, Chicago, Illinois.

Kashmiri, S., Nicol, C. D., & Hsu, L. (2015, May). "Protecting against contagion: Shielding role of marketing factors in the negative spillover of the Target customer data breach." *Academy of Marketing Science Annual Conference*, Denver, Colorado.

Zhang, C., Kashmiri, S. & Cinelli, M. (2015, May). "How does brand age influence consumers' attitudes to firms' unethical behavior?" *Academy of Marketing Science Annual Conference*, Denver, Colorado.

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

Newman, C. & Kashmiri, S. (2014, November). "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 more likely to experience a product-harm crisis?" *AMA Winter Educators' Conference*, 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 Winter Educators' Conference*, Orlando, Florida.

Kashmiri, S. & Mahajan, V. (2013, February). "What's in a name: Does marketing impact the value of corporate name changes?" *AMA Winter Educators' Conference*, Las Vegas, Nevada.

Kashmiri, S. & Brower, J. (2013, October). "Oops! I did it again: Are some firms more likely to experience a product-harm crisis?" *Society for Marketing Advances Conference*, Hilton Head, South Carolina.

Kashmiri, S. & Mahajan, V. (2011, June). "Beating the recession blues: Exploring the link between family ownership, strategic behavior and firm performance during recessions." *INFORMS Marketing Science Conference*, Houston, 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 Winter Educators' Conference*, Austin, Texas.

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

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

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

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

Kashmiri, S. & Brower, J. (2013, November). "Oops! I did it again: Are some firms more likely to experience a product-harm crisis?" University of Mississippi Marketing Department, Oxford, Mississippi.

Kashmiri, S. & Mahajan, V. (2011, October). "Exploring the link between family ownership, strategic behavior and firm performance during recessions." University of Hawaii, Manoa (Honolulu), Hawaii.

Kashmiri, S. & Mahajan, V. (2011, September). "Exploring the link between family ownership, strategic behavior and firm performance during recessions." Georgia Tech University, Atlanta, Georgia.

Kashmiri, S. & Mahajan, V. (2011, September). "Exploring the link between family ownership, strategic behavior and firm performance during recessions." Singapore Management University, Singapore, Singapore.

Kashmiri, S. & Mahajan, V. (2011, September). "Exploring the link between family ownership, strategic behavior and firm performance during recessions." University of Alabama (Huntsville), Huntsville, Alabama.

Kashmiri, S. & Mahajan, V. (2011, September). "Exploring the link between family ownership, strategic behavior and firm performance during recessions." University of Massachusetts (Amherst), Amherst, Massachusetts.

Kashmiri, S. & Mahajan, V. (2011, September). "Exploring the link between family ownership, strategic behavior and firm performance during recessions." University of Massachusetts (Lowell), Lowell, Massachusetts.

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.

## Citations in the Media

“Beating the recession blues: Exploring the link between family ownership, strategic behavior, and firm performance during recessions,” cited in *Harvard Business Review Blog* (April, 7 2014): <https://hbr.org/2014/04/why-family-businesses-come-roaring-out-of-recessions/>

“Beating the recession blues: Exploring the link between family ownership, strategic behavior, and firm performance during recessions,” cited in *The Globe and Mail* (April 11, 2014): <http://www.theglobeandmail.com/report-on-business/careers/career-advice/life-at-work/the-perils-and-pluses-of-being-in-the-family-business/article17933237/>

“The name's the game: Does marketing impact the value of corporate name changes?” cited in *Texas Enterprise* (April 8, 2015): <http://www.texasenterprise.utexas.edu/2015/04/08/research-brief/what-company-s-name-change-tells-shareholders>

## Research Honors and Awards

Recipient of Outstanding Junior Researcher Award, School of Business Administration, University of Mississippi, 2017.

Recipient of Best Paper Award in marketing strategy track, *Society of Marketing Advances Conference*, 2016.

Recipient of Faculty Travel Support Grant (\$500), Office of Research and Sponsored Programs. University of Mississippi, 2013-2014.

Recipient of Best Paper Award in marketing strategy track, *AMA Winter Educators' Conference*, 2010.

## Teaching Interests

Marketing Strategy, Principles of Marketing, Marketing Research, Brand Management, Integrated Marketing Communications.

## Teaching Experience

Instructor, Marketing Policy and Strategy (MKTG 451), The University of Mississippi, 2012-present.

Teaching Performance Index (School of Business Administration Average approx. 6.0):

Fall 2012 (two-sections): 6.12 & 6.48

Spring 2013: 7.61 & 7.50. August intersession 2013: 7.60. Fall 2013: 7.52 & 7.42

Spring 2014: 7.77 & 6.65. August intersession 2014: 7.25. Fall 2014: 7.24 & 7.21

Spring 2015: 7.65 & 6.87. August intersession 2015: 6.86. Fall 2015: 8.25 & 7.38

Winter intersession 2015: 8.49

Spring 2016: 7.79 & 7.33. August intersession 2016: 5.97. Fall 2016: 8.12 & 7.87

Winter intersession 2016: 8.41

Spring 2017: 8.27 & 9.05

Instructor, Strategic Marketing Management (Executive Education Course), Karachi School of Business & Leadership, May 2012.

Instructor, Principles of Marketing (MKT 337), The University of Texas at Austin, Summer 2010.  
Course Evaluations: Instructor Evaluation: 4.92/5.00, Course Evaluation 4.81/5.00

Teaching Assistant, Principles of Marketing, Marketing Research and Marketing Engineering, The University of Texas at Austin, 2007-2012.

## **Teaching Honors and Awards**

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

Declared Top 3 Finalist for Marketing Management Associations' Outstanding Teacher-Scholar Doctoral student award, 2011.

## **Service**

### **University and Department assignments**

Marketing Department Research Seminar Series Coordinator, 2016-present.  
[Responsible for planning, coordinating, and making arrangements for department's research presentations]

Faculty recruitment committee, 2016-present.  
[Interviewed candidates for University of Mississippi's Assistant Professor of Marketing position. Helped recruit Cong Feng and Matthew Shaner]

Comprehensive Exam Committee, University of Mississippi, 2013-present.  
[Member of the Comprehensive Exam Committee responsible for designing the Comprehensive Exam of Marketing Ph.D. students at University of Mississippi. Helped design the Comprehensive Exams of Robert King (2013), Chi Zhang (2014), Katharine Howie (2014), Camron Nicol (2015), Prachi Gala (2016), Derek Ezell (2016), Vahid Ghomi (2016), and Franklin Tillman (2016)]

Marketing Department Assessment Plan coordinator, University of Mississippi, 2012-present.  
[Focal Marketing faculty coordinator, responsible for designing an assessment plan for Marketing undergraduate courses, collecting, analyzing, and reporting assessment data, and proposing changes to help improve the plan]

University of Texas at Austin: Marketing Internship Coordinator, 2010-2012.

### **Dissertation Assignments**

Advisor and Ph.D. Dissertation Committee Co-Chair for Prachi Gala, 2016-present.

Advisor and Ph.D. Dissertation Committee Co-Chair for Cameron Duncan Nicol, 2015-2017.

Ph.D. Dissertation Committee member for Robert King, 2014-2015.

Ph.D. Dissertation Committee member for Chi Zhang, 2014-2015.

Thesis reader for Croft Institute for International Studies undergraduate thesis of Walker Bobo, 2016-2017.

Thesis reader for Undergraduate Honors thesis of Hannah Corson, 2017-.

Advisor and dissertation chair for Undergraduate Honors student Caitlan Eidt, 2012-2013.

### **Marketing Profession Assignments**

Editorial Board, Journal of Business Research, 2017-present

Editorial Board, Marketing Education Review, 2014- present.

Ad Hoc Reviewer, Journal of Business Research, 2014-present.

Ad Hoc Reviewer, International Journal of Research in Marketing, 2013-present.

Ad Hoc Reviewer, Journal of Public Policy and Marketing, 2016-present.

Ad Hoc Reviewer, Marketing Education Review, 2013-present.

Ad Hoc Reviewer, Asian Case Research Journal, 2015-present.

Session Chair, Marketing Strategy session, Academy of Marketing Science Conference, 2017.

Reviewer, AMA Winter Educators' Conference, 2009-present.

Reviewer, Academy of Marketing Science Conference, 2014-present.

Reviewer, Society for Marketing Advances Conference, 2014-present.

### **Service Awards**

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

### **Other Honors and Awards**

Tuition Fellowship, Office of Graduate Studies, The University of Texas at Austin, 2007-2012.

Dean's Fellowship, McCombs School of Business, The University of Texas at Austin, 2007-2012.

University Continuing Fellowship, University of Texas at Austin, 2011-2012.

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

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

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

Lahore University of Management Science. Recipient of Silver Medal for the second Best Student of MBA, 2002.

Lahore University of Management Science. Gold Medal for the Best Student of MBA in Entrepreneurship, 2002.

Lahore University of Management Science. Gold Medal for the Best Student of MBA in Commercial Banking, 2002.

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

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

Aitchison College Lahore. Recipient of Ali Dayan Hassan Gold Medal for best graduating student in Extra-Curricular activities, 1994.



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

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

## **Professional Memberships**

American Marketing Association, 2007 – present.

Academy of Marketing Science, 2012 – present.

## **Non-Academic Experience**

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.

## **References**

Dr. Vijay Mahajan  
Professor, Department of Marketing  
John P. Harbin Centennial Chair in Business  
The University of Texas at Austin, Austin, TX 78712  
Phone: (512) 471-0840 Fax: (512) 471-1034  
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