

Nandini Nim

Woody L. Hunt College of Business
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ACADEMIC POSITIONS

- Assistant Professor of Marketing, College of Business Administration, University of Texas at El Paso (UTEP), September 2021 – present
- Faculty Fellow, Charles R. and Dorothy S. Carter Chair in Business Administration, September 2022 – present
- Visiting Educator, Data Science – Microsoft, July to August 2022

EDUCATION

- Ph.D. in Marketing, Georgia State University (GSU), USA, 2021
- Master's in Business Economics (MBE), University of Delhi, India, 2013
- Bachelor's in Business Studies (BBS), University of Delhi, India, 2011

RESEARCH INTERESTS

- New Technologies, Financial Technologies, Financial Inclusion, Business Models, Customer Experience
- Empirical Marketing Strategy, Global Marketing Strategy, Retail Strategy

PUBLICATIONS

1. Cross-Border Marketing Ecosystem Orchestration: A Conceptualization of its Determinants and Boundary Conditions.
 - Tomas Hult, Kelly Hewett, Murali Mantrala, **Nandini Nim**, and Kiran Pedada (2022), *International Journal of Research in Marketing*, 39(2), 619-638 (Equal Contribution).
2. Platform-based Mobile Payments Adoption in Emerging and Developed Countries: Role of Country-level Heterogeneity and Network Effects.
 - Kumar, V., **Nandini Nim**, and Amit Agarwal (2021). *Journal of International Business Studies*, 52, 1529-1558 (Equal Contribution).
3. Driving Growth of Mwallets in Emerging Markets: A Retailer's Perspective.
 - Kumar, V., **Nandini Nim**, and Amalesh Sharma (2019), *Journal of the Academy of Marketing Science*, 47(4), 747-769.
4. Assessing the Relative Impact of Major Sources of Innovation on the Brand Equity of a Firm.
 - Kumar, V., Ankit Anand, and **Nandini Nim** (2018). *Innovation and Strategy, Review of Marketing Research*, 99-142.
5. Mobile Wallets: Marketing Power or a Hype?
 - Kumar, V., **Nandini Nim**, and Amalesh Sharma (2017). *Mind Your Marketing, Journal of World Marketing Summit*, 92-100.

WORKING PAPERS

1. Digital Payment Choice within Metaverse Retail Settings
 - **Nandini Nim**, Yoonsun Jeong, Jessica M. Felix, and Leah Smith
(Submitted to *Journal of Retailing*)
2. A Multistakeholder Perspective of Technology Embedded Customer Experience in Service Encounters.
 - **Nandini Nim** and Kumar V. (Rejected at *Journal of Marketing*; Preparing to Submit at *Journal of the Academy of Marketing Science*)

WORK IN PROGRESS

1. Marketing for New Ventures: Impact of Marketing Signals on Funding and Unicorn Status
 - **Nandini Nim**, Anita Pansari, Brianna Paulich, Kelly Hewett, and Kiwoong Yoo.
(Analyzing Data; Target – *Journal of Marketing Research*)
2. Unlocking Financial Empowerment: Mobile Innovations for Marginalized Consumers in Emerging Markets.
 - **Nandini Nim**, Deepa Chandrasekaran, and Youngjin Kim (Analyzing Data; Target – *Journal of Marketing*)
3. Addressing Measurement Variability in Lexicon-based Text Analysis
 - Sergio A. Grove, Yoonsun Jeong, **Nandini Nim**, and Eduardo D. Villacis Calderon.
(Preparing Manuscript; Target – *Journal of Business Research*)
4. The Impact of Self-Construal on the Perception of a Firm's Innovation Capability Among Frontline Employees.
 - Soochan Choi, Fayez Ahmad, and **Nandini Nim**. (Data Collection Stage; Target – *Journal of the Academy of Marketing Science*)
5. Measuring and Managing Technology Embedded Customer Experience: A Multi-Method Study of Mobile Payment Applications in Retail Settings.
 - **Nandini Nim** and Kumar V (Ideation Phase; Target – *Journal of Consumer Research*)

TEACHING EXPERIENCE

- Marketing Management (MBA – UTEP)
- Marketing Metrics (UTEP)
- Advanced Marketing Analytics (UTEP)
- Principles of Marketing (UTEP)
- Buyer Behavior (GSU)
- Hybrid Marketing Management (GSU)
- Data-Driven Marketing (MBA – Teaching Assistant, GSU)
- Product and Brand Management (MBA – Teaching Assistant, GSU)
- Curriculum Development (Industrial Economics, University of Delhi, India)

ACADEMIC AWARDS AND HONORS

- DocSIG Mentor – 2023 Summer American Marketing Association Conference Mentors Breakfast
- Junior Faculty Fellow – Marketing Strategy Consortium, University of Georgia, 2023
- Faculty Fellow, Charles R. and Dorothy S. Carter Chair in Business Administration, UTEP, Academic Year 2022 – present
- Junior Faculty Fellow – Academy of International Business Junior Faculty Consortium, 2022
- Excellence in Research Award – Woody L. Hunt College of Business, UTEP, 2022
- Junior Faculty Fellow – Marketing Strategy Consortium (Texas A&M University), 2022
- Graduate Teaching Award – Georgia State University, 2021
- Young Scholar Research Award – Organizational Frontlines Research Group, 2021
- Clyde Kitchens/Thoben Elrod/Delta Sigma Pi Doctoral Scholarship, Georgia State University, 2021
- Doctoral Consortium Fellow – Academy of Marketing Science Annual Conference, 2020
- Doctoral Consortium Fellow – American Marketing Association Global Marketing SIG Conference, 2019
- Doctoral Fellow – Marketing Strategy Consortium (Indiana University), 2019
- Doctoral Consortium Fellow – Academy of Indian Marketing – American Marketing Association Sheth Foundation, 2017
- Doctoral Consortium Fellow – Academy of Indian Marketing – American Marketing Association Sheth Foundation, 2016
- Doctoral Fellowship, Georgia State University, 2016 – 2021
- Junior Research Fellowship, UGC, Government of India, 2014 – 2016

CONFERENCE PRESENTATIONS AND INVITED TALKS

Panelist for the Session on 'Navigating the New Job Market'

- American Marketing Association Summer Academic Conference, Aug 2023, San Francisco, CA

Marketing for New Ventures: Impact of Marketing Signals on Funding and Unicorn Status

- Seminar at the College of Business, Colorado State University, Sep 2023
- American Marketing Association Summer Academic Conference, Aug 2023, San Francisco, CA
- American Marketing Association Winter Academic Conference, Feb 2023, Nashville, TN
- Academy of International Business Annual Conference, Jun 2020, Online

Unlocking Financial Empowerment: Mobile Innovations for Marginalized Consumers in Emerging Markets

- Marketing Science DEI Special Issue Conference, March 2023, Southern Methodist University, Dallas, TX
- How Can Marketing Drive Innovation In The Area Of Financial Health? (Invited as Faculty Fellow), Marketing Strategy Consortium, June 2023, University of Georgia

Defining, Measuring and Managing Technology Embedded Customer Experience: A Multi-Method Study of Mobile Payment Applications in Retail Settings

- Research Seminar, April 2023, University of Texas at San Antonio
- Organizational Frontlines Symposium, Feb 2021 (Organizational Frontlines Research Winner Presentation)
- Frontiers in Service (Online hosted by Temple University), Jul 2021
- Tongji University, Oct 2020
- BI Norwegian, Oct 2020

- University of Texas at El Paso, Oct 2020
- The University of Hong Kong, Oct 2020
- Indian School of Business, Oct 2020
- University of Bath, Sep 2020
- NIKOS Research Seminar (Online), University of Twente, Jun 2020
- AMA Winter Academic Conference, Feb 2020, San Diego, CA

Cross-Border Marketing Ecosystem Orchestration: A Conceptualization of its Determinants and Boundary Conditions

- ISB-IJRM Thought Leadership Conference (Online), Aug 2020, ISB, India

Platform-based Mobile Payments Adoption in Emerging and Developed Countries: Role of Country-level Heterogeneity and Network Effects

- AMA Global Marketing SIG Conference, May 2019, Buenos Aires, Argentina
- Digital Marketing and Machine Learning Conference at CMU, Dec 2018, Pittsburgh, PA

Driving Growth of Mwallets in Emerging Markets: A Retailer's Perspective

- ISB-JAMS Thought Leaders' Conference, May 2018, Hyderabad, India
- AMA Winter Academic Conference, Feb 2018, New Orleans, LA

ACADEMIC SERVICE

- Member, Editorial Review Board
 - Journal of International Marketing (JIM)
- Ad-Hoc Reviewer for Journals
 - Journal of International Business Studies (JIBS)
 - Journal of the Academy of Marketing Science (JAMS)
 - Journal of Retailing (JR)
 - Journal of Business Research (JBR)
- Track Co-Chair for Conferences
 - Global Retailing, Services, and E-Commerce – American Marketing Association Global Marketing Special Interest Group Conference 2023
 - International Marketing Strategy and Consumer Behavior – Academy of International Business Annual Conference 2022
- Department and School, UTEP
 - Faculty Mentor, Women in Business Association, UTEP, 2022-
 - Faculty Recruitment Committee, Marketing, UTEP, 2022
 - Curriculum Development Committee, UTEP
 - Business Analytics Minor for College of Business Administration 2022-2023
 - Marketing Analytics for the Department of Marketing 2022-2023
- Reviewer for Conferences
 - 2023 Journal of Product and Innovation Management Research Forum
 - 2023 Academy of Marketing Science
 - 2021 & 2020 AMA Winter Academic Conferences,
 - 2022 & 2020 AMA Global Marketing SIG Conference
 - 2020 AMA Summer Academic Conference
 - 2020 Academy of International Business Annual Conference

- Student Coordinator
 - Journal of Retailing Thought Leadership Conference on Metrics and Analytics in Retailing, GSU, 2019
 - American Marketing Association, 2016 – 2018

PROFESSIONAL ASSOCIATIONS

- ISMS, Informs
- Academy of International Business
- American Marketing Association
- Beta Gamma Sigma – The International Business Honor Society

INDUSTRY EXPERIENCE

- Junior Research Fellow, Faculty of Management Studies, India, July 2014 – May 2016
- Consultant, That's The Spirit Research, India, Jan 2014 – Jun 2014
- Manager, India Research Development Pvt. Ltd., India, Jun 2013 – Dec 2013
- Intern, McCann Erickson, India, May 2012 – Jul 2012
- Intern, Hero MindMine Institute Ltd., India, May 2010 – Jul 2010
- Intern, Mahagun (India) Pvt. Ltd., India, May 2009 – Jul 2009