Niket Jindal

Assistant Professor of Marketing at Indiana University, Kelley School of Business

Bloomington, IN, US

Niket Jindal is an expert in marketing strategy, marketing-finance, B2B marketing, advertising and bankruptcy.

Biography

Niket Jindal is an assistant professor of marketing at Indiana University?s Kelley School of Business. He teaches Marketing Analytics to undergraduate students and Business-to-Business Marketing to executives. His research focuses on marketing?s effect on firm value and risk. Within this domain, he is particularly interested in marketing?s role in the context of bankruptcy. Niket?s research has been published in the Journal of Marketing, Journal of Marketing Research, and Marketing Science. He received the American Marketing Association?s Mathew Joseph Emerging Scholar Award in 2015. Niket has a PhD from the University of Texas, MBA from Northwestern University, MS in electrical engineering from Columbia University, and BS in electrical engineering from the University of Illinois at Urbana-Champaign. Before coming to academia, he spent fourteen years in the semiconductor industry working in engineering, marketing, and strategy.

Industry Expertise

Education/Learning

Areas of Expertise

Bankruptcy, Advertising, Marketing-Finance, Marketing Strategy, B2b Marketing, Research & Development

Secondary Titles

3M Faculty Fellow

Education

The University of Texas at Austin
Ph.D. Marketing

Northwestern University,
M.B.A. Kellogg School of Management

Columbia University
M.S. Electrical Engineering

University of Illinois at Urbana-Champaign
B.S. Electrical Engineering

Accomplishments

3M Non-Tenured Faculty Award
2017

Kelley School of Business Trustee Teaching Award Nominee, Indiana University
2016

Mathew Joseph Emerging Scholar Award, American Marketing Association
2015

Alden G. Clayton Doctoral Dissertation Proposal Award Honorable Mention, Marketing Science Institute
2013

Doctoral Dissertation Award Finalist, Institute for the Study of Business Markets
2012

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