# SAJEEV V. K. NAIR

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## EDUCATION

**University of Southern California (USA)**

Ph.D. in Marketing, Marshall School of Business                          Expected 2022

M.S. in Business Administration, Marshall School of Business                          2015

**Indian Institute of Management, Lucknow (India)**

Post Graduate Diploma in Management (MBA)                          2005

**University of Kerala (India)**

B.Tech in Mechanical Engineering                          2002

## RESEARCH INTERESTS

Substantive: Online Reviews, Digital Marketing, New Product Management, Marketing Channels

Modeling: Natural Experiments, Causal Inference, Text Analysis, Machine Learning

## TEACHING INTERESTS

Marketing Analytics, Digital Marketing, Marketing Research, New Product Development

## MANUSCRIPTS UNDER REVIEW & WORKING PAPERS (abstracts attached at the end)

Nair, Sajeev, Gerard J. Tellis and S. Siddarth, "Do Online Ratings Accurately Reflect Quality? The Impact of Price and Reviewer Expertise on the Reviewed Quality of Restaurants." Under review at *Marketing Science*. (Job Market Paper)

Nair, Sajeev, Gerard J. Tellis and S. Siddarth, "New Product Entry for Long Term Survival: Waterfall, Sprinkler, or Niche?" Being prepared for submission to the *Journal of Marketing*.

Tellis, Gerard J., Ashish Sood, Nitish Sood, and Sajeev Nair, "U.S. Governors' Lockdowns Against COVID-19: Causes and Consequences of Delays vs. Economic Costs of Interventions." Working paper.

Frazier, Gary L., and Sajeev Nair, "Collaborative Communication in Distribution Channel Relationships and Extra-Channel Information." Work in progress.

## HONORS AND AWARDS

Dissertation completion grant, USC Marshall                          2021

**Fellow**, ISMS Marketing Science Doctoral Consortium, University of Rochester                          2021

**Presenter**, Doctoral Symposium, University of Houston 2021

**Fellow**, Marketing Strategy Doctoral Consortium, University of Texas, Austin 2020

**Fellow**, ISMS Marketing Science Doctoral Consortium, Duke University, Durham 2020

**Fellow**, PDMA Doctoral Consortium, University of Illinois, Urbana-Champaign 2019

**Fellow**, Marketing Strategy Doctoral Consortium, Indiana University, Bloomington 2019

Inducted into Beta Gamma Sigma Honorary Business School Society 2015

## CONFERENCE PRESENTATIONS

"Do Online Ratings Accurately Reflect Quality? The Impact of Price and Reviewer Expertise on the Reviewed Quality of Restaurants"

- Theory + Practice Conference, University of Pennsylvania, 2021
- ISMS Marketing Science Conference, University of Rochester, 2021
- Artificial Intelligence in Management Conference, USC Marshall, 2021
- Doctoral Symposium, University of Houston, 2021
- Marketing Strategy Doctoral Consortium, University of Texas, Austin, 2020
- ISMS Marketing Science Conference, Duke University, 2020

"New Product Entry for Long Term Survival: Waterfall, Sprinkler, or Niche?"

- Marketing Strategy Doctoral Consortium, Indiana University, 2019
- PDMA Doctoral Consortium, University of Illinois, Urbana-Champaign, 2019
- ISMS Marketing Science Conference, Roma Tre University, 2019

## RESEARCH AND TEACHING EXPERIENCE

**Instructor**

    Marketing Fundamentals (Undergraduate marketing core course) Spring 2020

**Teaching Assistant**

    Advertising and Social Media Strategy (MBA elective) Fall 2019
    *Instructor: Gerard Tellis*

    Market Demand and Sales Forecasting (MBA elective) Spring 2021, Fall 2019
    *Instructor: S. Siddarth*

    Pricing Strategy (MBA elective) Fall 2018, Fall 2017
    *Instructor: Shantanu Dutta*

**Research Assistant**

    Marketing Department, USC Marshall School of Business 2015-2016

## INDUSTRY EXPERIENCE

**BHARTI AIRTEL LIMITED (INDIA)**

    Zonal Business Manager                                     2013 – 2014

**PEPSICO INDIA**

    Various sales and marketing roles                        2005 – 2013

**COGNIZANT TECHNOLOGY SOLUTIONS (INDIA)**

    Programmer Analyst                                    2002 – 2003

## ACADEMIC SERVICE

| | |
|---|---|
| Co-Chief Moderator, ISMS Marketing Science Conference, University of Rochester | 2021 |
| Moderator in Chief, ISMS Marketing Science Conference, Duke University | 2020 |
| Room Monitor in Chief, ISMS Marketing Science Conference, USC Marshall | 2017 |

## SELECTED PHD COURSEWORK                           INSTRUCTOR

### METHODS & STATISTICS

| | |
|---|---|
| Big Data Econometrics | Laurence Wong |
| Regression and Generalized Linear Models for Business Applications | Gourab Mukherjee |
| Econometric Methods | Hyungsik Roger Moon |
| Applied Econometrics | Cheng Hsiao |
| Applied Text Analysis | Dinesh Puranam |
| Econometrics of Program Evaluation | Geert Ridder and John Strauss |
| Contemporary Empirical Research Design | Tom Chang |
| Probability and Statistics for Economists | Geert Ridder |

### MARKETING & STRATEGY

| | |
|---|---|
| Strategic and Marketing Mix Models | S. Siddarth and Gerard J. Tellis |
| Consumer Behavior and Decision-Making | Kristin Diehl and Joseph Nunes |
| Marketing Models in Consumer and B2B Markets | Anthony Dukes and Shantanu Dutta |
| Advanced Quantitative Models in Marketing | Dina Mayzlin and Sha Yang |
| Understanding Consumer and Organizational Buying Behavior | Deborah MacInnis |
| Advanced Quantitative Marketing (UCLA) | Elizabeth Honka |
| Seminar in Strategic Management | Nan Jia |
| Selected Issues in Economic Theory I | Anthony Marino |

## SOFTWARE AND PROGRAMMING SKILLS

R, Python, STATA, SPSS, LIWC, Latex, Tableau, HTML, ASP, SQL

## REFERENCES

**Gerard J. Tellis** (Committee Chair)
*Professor of Marketing, Management & Organization, Neely Chair of American Enterprise, & Director of the Center for Global Innovation*
Marshall School of Business
University of Southern California
tellis@usc.edu
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**S. Siddarth** (Committee member)
*Associate Professor of Marketing*
Marshall School of Business
University of Southern California
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**Gary L. Frazier** (coauthor)
*Richard and Jarda Hurd Chair in Distribution Management & Professor of Marketing*
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**Dinesh Puranam** (Committee member)
*Assistant Professor of Marketing*
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University of Southern California
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## PERSONAL

Married, two children

Permanent resident of the U.S.; eligible to apply for U.S. citizenship in April 2022

## ABSTRACTS OF SELECTED WORKING PAPERS

**Do Online Ratings Accurately Reflect Quality? The Impact of Price and Reviewer Expertise on the Reviewed Quality of Restaurants**. *Job Market Paper*. (with Gerard J. Tellis and S. Siddarth)

Online reviews are a major source of information on product quality for many consumers. However, the extant literature has not adequately addressed how reviewers' expertise influences their ratings of quality. The authors analyze 2.2 million reviews of over 5,000 restaurants from about 900,000 reviewers on Yelp. The data collection involves a quasi-experimental design between two similar cities (Los Angeles and Las Vegas), two time periods (separated by a change in the minimum wage in Los Angeles but not Las Vegas), and expert and novice reviewers. The authors use text analysis, difference-in-difference-in-differences, and generalized synthetic control to identify the causal impact of reviewer expertise and price on ratings. The main results

are the following. First, novice reviewers assign more extreme ratings to all restaurants than do expert reviewers. Second, for high-priced restaurants, novice reviewers give lower ratings than do expert reviewers. Third, expert reviewers discuss more dimensions of quality than novice reviewers do. Our findings are robust to alternative definitions of expertise and sample of restaurants and result in an economically substantial bias in the overall rating for 11% of the high-priced restaurants in our sample. The authors discuss implications for platforms, consumers, researchers, firms, and public policymakers.

**New Product Entry for Long Term Survival: Waterfall, Sprinkler, or Niche?** *Working paper* (with Gerard J. Tellis and S. Siddarth)

Launch strategies play a critical role in the long-term success of products, yet they have not been addressed in the literature. The authors test the ten-year survival of over 650 new products launched in 18 categories in the $360 billion US CPG market. They use a two-stage model: 1) Multinomial logit model of strategy choice as a function of the type of firm and category and 2) Hazard of survival as a function of strategy choice plus controls. Results are as follows. First, firms widely use a strategy that has not been analyzed in the literature – niche – besides previously reported waterfall and sprinkler strategies. Second, the niche strategy has the widest use, but the waterfall strategy has the longest survival. Third, a substantial mismatch exists between firms' current choice of strategy and the best strategy for long-term survival. Fourth, the model's predicted long-term survival is superior to that of baseline models in out-of-sample tests. The study has critical implications for new product strategies.

**Collaborative Communication in Distribution Channel Relationships and Extra-Channel Information**. *Work in progress*. (with Gary L. Frazier)

Collaborative communication within distribution channel relationships provides suppliers and intermediaries with information necessary to market and sell goods, fulfill end-customer orders, and generally compete in the marketplace. End-customer utilization of extra-channel information may be lessening its frequency. The purpose of this manuscript is to develop a conceptual framework based on the social exchange theory to examine major determinants of collaborative communication, including two moderator variables. The conceptual framework and its propositions are intended to guide future empirical research.