

MAYANK NAGPAL

Indian Institute of Management, Bangalore | mayank.nagpal@iimb.ac.in

WORK EXPERIENCE

Indian Institute of Management,

Assistant Professor of Marketing

Bengaluru, India

July 2022-Present

D'Amore-McKim School of Business, Northeastern University

Visiting Assistant Professor of Marketing

Boston, MA, USA

August 2021-Jun 2022

CRISIL Global Research & Analytics

Senior Consultant

London, UK

Jul 2013-July 2015

Aptivaa Consulting Solutions

Senior Consultant

Mumbai, India

Jan 2013-Jul 2013

Australia & New Zealand (ANZ) Bank

Retail Modelling Analyst

Bengaluru, India

May 2010-Jan 2013

EDUCATION

The Pennsylvania State University

Ph.D. Business Administration

State College, PA, USA

2015 – 2021

- Thesis: “Essays on Textual Analysis in Marketing & Management: Uncovering Underlying Intent from Words”
- Dissertation Committee: J. Andrew Petersen (Penn State University), Arvind Rangaswamy (Penn State University), Gary Lilien (Penn State University), Mark Desjardine (Dartmouth College)

Indira Gandhi Institute of Development Research

MSc. Economics

Mumbai, India

2008 – 2010

- Research emphasis: Econometric research techniques

Hindu College, University of Delhi

BSc. Honors Mathematics

New Delhi, India

2005 – 2008

Publications

- Nagpal, Mayank, and J. Andrew Petersen. "Keyword Selection Strategies in Search Engine Optimization: How Relevant is Relevance?" Journal of Retailing, 2020. ISSN 0022-4359, <https://doi.org/10.1016/j.jretai.2020.12.002>
 - Created a new data-driven framework to select keywords, based on factors such as brand equity and customer search intent, to drive improved Search Engine Optimization
 - Honors: Recipient of the Marketing Science Institute, Young Scholars Grant Proposal (\$9,000)
- Kanaveedu, A., Kalapurackal, J.J., N., E., Sinha, M., and **Nagpal, Mayank**. (2024), "WOW Skin Science: strategic adaptation for responsible advertising", Vol. 14 No. 3. <https://doi.org/10.1108/EEMCS-03-2024-0103>
 - Case Study for teaching graduate-level courses on influencer Marketing.
 - Provides guidelines on how firms can self-regulate when engaging in influencer marketing.

Working Papers

- ‘From Words to Indices: Measuring Digitalization from Corporate Reports’ Mayank Nagpal, J. Andrew Petersen and Arvind Rangaswamy, Working Paper, Penn State University

- Developed a novel approach to measure latent strategic constructs such as Market, Customer or Digital Orientation using text from annual 10k reports using Natural Language Processing (NLP) methods
- Won the Best Paper Award at the International Marketing Conference (iMarC), 2025 at Indian Institute of Management, Shillong.
- Ready for submission to MIS Quarterly.
- **Nagpal, M., Das, D., & Saha, A. (2025).** *Surviving the Market Battlefield: How Firms Shift Between Innovation and Advertising to Stay Ahead.*
Presented at the INFORMS Marketing Science Conference, Washington D.C., June 2025.
 - Investigates how firms dynamically reallocate strategic emphasis between advertising and innovation in response to product market threats.
 - Develops a contingency framework moderated by Marketing Execution Capability (MEC) and Product Development Capability (PDC).
 - Demonstrates differential impacts of strategic emphasis on brand value and profitability across firm archetypes using panel data regression and interaction modelling.
 - Offers practical decision dashboards and visual tools for aligning strategic emphasis with internal capability and market conditions.
 - Manuscript in preparation. Target Journal: *International Journal of Research in Marketing*.
- **Nagpal, M., & Ganesan, S. (2025).** *The Interaction of Market-Facing and Operational AI on Firm Performance and Customer Perception.*
 - Proposes a novel contingency framework highlighting how Market-Facing AI and Operational AI interact to influence brand perception and firm performance.
 - Demonstrates that alignment with a firm's brand reputation and innovation culture is critical for realizing performance benefits from AI.
 - Leverages enterprise software adoption data, AI-related job postings, SEC 10-K filings, YouGov brand metrics, and financial indicators to test the model.
 - Provides strategic insights into mitigating misalignment risks and optimizing AI's impact on both market-facing and operational fronts.
 - Manuscript in preparation. Target Journal: *Journal of the Academy of Marketing Science*

CONFERENCE PRESENTATIONS

- 2025 Informs ISMS Marketing Science Conference, University of Georgia, Terry College of Business, Washington DC, USA
- 2025, 4th International Marketing Conference – iMarC IV, IIM Shillong, India (Won Best Paper Award)
- 2025, 5th International Conference on Management Research, KIIT School of Management, India
- 2024 Informs ISMS Marketing Science Conference, University of New South Wales, Sydney, Australia
- 2024 European Marketing Academy Conference, Bucharest University of Economic Studies, Romania
- 2019 Journal of Retailing Thought Leadership Conference on Metrics and Analytics in Retailing, Atlanta, USA
- 2019 Haring Symposium, Indiana University, Bloomington, IN, USA
- 2018 INFORMS Marketing Science Conference, Philadelphia, PA, USA

EXTERNAL GUEST LECTURES

- Guest lecture on “*Working towards a customer-centric bank*”, delivered to the Regional Heads at Union Bank of India, Bangalore, India, April 2025
- Guest lecture on “*Statistical Methods for Design Research*”, at National Institute of Fashion Technology, Bangalore, India, April 2024

- Research seminar titled “*From Words to Indices: Measuring Digitalization from Corporate Reports*”, at Indira Gandhi Development Research, Mumbai, India, February 2023.

TEACHING EXPERIENCE

Indian Institute of Management, Assistant Professor of Marketing

Bengaluru, India
July 2022- Present

- Marketing Management course for Graduate and Executive Programs
- Research for Marketing Decisions course for Graduate and Executive Programs

D'Amore-McKim School of Business, Northeastern University Visiting Assistant Professor of Marketing

Boston, MA, USA
2021-2022

- Marketing Analytics: Undergraduate and Graduate courses

Smeal College of Business, Pennsylvania State University Teaching Instructor

State College, PA, USA
2018-2021

- Marketing Research: Undergraduate course
- Programming Skills for Business Analytics: Graduate course

EXECUTIVE TEACHING

- Taught 10 sessions on *Market Research Methods for General Management Programme for Aerospace and Aviation Executives (GMAE 9)* at IIMB, December 2023
- Taught two sessions each on *Marketing Research Methods* in Short Duration Programme (SDP) on *Analytics for Strategic Choices* at IIMB in March 2023 and March 2024.

OTHER ACTIVITIES

- Reviewed multiple IRB applications as a member of the IRB review team.
- Reviewed multiple research papers for the IIMB Management Review publication.

EXPERTISE

- **Domain Expertise:** Marketing Strategy, Digital Marketing, Content Marketing, Risk Management, Business Analytics
- **Tools:** Python, R, STATA, SPSS, SAS, MS Office
- **Technical Expertise:** Text Analysis, Probabilistic Modeling, Causal Research, Instrumental Variable, Tobit Modelling, Conditional Mixed Processing (CMP), Natural Language Processing (NLP), Supervised Latent Dirichlet Allocation (sLDA), Latent Dirichlet Allocation (LDA), Structural Topic Modeling (STM)