

Niket Jindal

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Education

Ph.D. Marketing, The University of Texas at Austin
M.B.A., Northwestern University
M.S. Electrical Engineering, Columbia University
B.S. Electrical Engineering, University of Illinois at Urbana-Champaign

Teaching and Research Interests

Teaching: Marketing Management, Marketing Practicum, Technology Marketing, Business-to-Business (B2B) Marketing, Marketing Analytics, Marketing Strategy in undergraduate, masters, MBA programs

Research: Marketing's effect on firm value and risk; Marketing's role in the context of bankruptcy

Publications and Working Papers

Abhi Bhattacharya, Joseph Johnson, Ashkan Faramarzi, Niket Jindal, and Ross W. Johnson (2024), "Marketing Capability and the Turnaround of Financially Distressed Firms," *Journal of the Academy of Marketing Science*, 52, 1195–1215. [link](#)

Niket Jindal and Rebecca Slotegraaf (2024), "Effects of Advertising and R&D on Spillovers From a Rival's Bankruptcy," *Journal of the Academy of Marketing Science*, 52, 349–369. [link](#)

Vivek Astvansh and Niket Jindal (2022), "Differential Effects of Received Trade Credit and Provided Trade Credit on Firm Value," *Production and Operations Management*, 31(2), 781–798. [link](#)

Niket Jindal (2020), "The Impact of Advertising and R&D on Bankruptcy Survival: A Double-Edged Sword," *Journal of Marketing*, 84(5), 22–40. [link](#)

Leigh McAlister, Raji Srinivasan, Niket Jindal, and Albert A. Cannella (2016), "Advertising Effectiveness: The Moderating Effect of Firm Strategy," *Journal of Marketing Research*, 53(2), 207–224. [link](#)

Niket Jindal and Leigh McAlister (2015), "The Impacts of Advertising Assets and R&D Assets on Reducing Bankruptcy Risk," *Marketing Science*, 34(4), 555–572. [link](#)

Niket Jindal, "Receivables and Credit Rating: Differential Moderating Effects for Advertising and R&D."

Niket Jindal and Vivek Astvansh, "Does Trade Credit Mitigate or Exacerbate Firm Risks and Failure?"

Niket Jindal, "Marketing Spending: What Firms Report, Impact on Stock Returns, and Validity of Alternative Proxies"

Niket Jindal and Leigh McAlister, "Receivables' Effect on the Value of Advertising"