

# 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”