

## Pushpinder Gill

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Odette School of Business  
University of Windsor  
Windsor, Ontario, Canada

Phone: +1 226 961 9212  
pgill@uwindsor.ca  
www.pushpindergill.com

### ACADEMIC EXPERIENCE

2023-Present      Assistant Professor in Marketing  
                         *Odette School of Business, University of Windsor, Canada*  
2022-2023      Assistant Professor in Marketing  
                         *Gary W. Rollins College of Business, University of Tennessee, Chattanooga*

### INDUSTRY EXPERIENCE

2015-2016      Brighter-Prep, Dubai, United Arab Emirates  
                         *Sales; Launched new division – Ignite Training Institute; Instructor for standardized tests,*  
2014-2015      Franchise Manager, The Princeton Review, Ludhiana, India  
                         *Sales, operations and business development*  
2012-2016      Founder, Perfect Scores  
                         *Education platform for standardized tests*  
2011-2012      Duty Manager, Queen Street Backpackers, Auckland, New Zealand  
                         *Sales and customer service*  
2010-2011      Sales and technical associate, Dell  
                         *Sales and tech support*  
2009-2010      Sales associate, OPK e-services  
                         *Inbound and outbound sales for Dish Network, USA*

### EDUCATION

2016-2022      Ph.D. in Marketing (Minor: Econometrics)  
                         Ivy College of Business, Iowa State University, Ames, Iowa, USA  
2012-2014      Master of Arts in Economics (Major: Econometrics)  
                         Indira Gandhi National Open University, New Delhi, India  
2011-2011      Post Graduate Certificate in Business  
                         Auckland University of Technology, Auckland, New Zealand  
2007-2010      Bachelors in Business Administration  
                         Punjab Technical University, Jalandhar, India

### MANUSCRIPTS PUBLISHED

- 2025 **Gill, Pushpinder**, Stephen K. Kim, and Preetinder Kaur. "When does ownership concentration improve franchise store performance?" *European Journal of Marketing* (2025)
- 2022 Kim, Stephen K., and **Pushpinder Gill**. "Turning aligned interests into higher chain performance in franchising." *Journal of Business & Industrial Marketing* 38.10 (2022): 1997-2018
- 2021 **Gill, Pushpinder**, and Stephen Kim. "From franchisee experience to customer experience: their effects on franchisee performance." *Journal of the Academy of Marketing Science* (2021): 1-26
- 2018 Jayashankar, Priyanka, Sree Nilakanta, Wesley J. Johnston, **Pushpinder Gill**, and Reed Burres. "IoT adoption in agriculture: the role of trust, perceived value and risk." *Journal of Business & Industrial Marketing* (2018)

#### MANUSCRIPTS UNDER REVIEW

- JAMS 2nd Round Unit failures and franchisee performance with *Stephen Kim*
- JMR 1st Round Agglomeration and store performance with *Preetinder Kaur* and *Stephen Kim*
- JR Conditional Social media experience and store performance with *Preetinder Kaur* and *Stephen Kim*
- Acceptance
- JAMS 1st Round A good neighbor or a bad neighbor: Does corporate contiguity benefit a franchise store? with *Amrit Tiwana* and *Stephen Kim*
- JR 1st Round The effect of franchising intensity on environmental damage and product responsibility with *Prabhjot Mukandwal* and *Stephen Kim*
- Book Chapter Decision rights allocation as governance within and between organizations, Handbook of interorganizational relationships with *Stephen Kim* and *Amrit Tiwana*

#### SELECTED RESEARCH IN PROGRESS

- (1) Growth expectations and performance with *Robert Morgan*, *Tom Mom*, *Kerry Hudson* and *Mahdi Shabriri*
- (2) Investments in artificial intelligence and market power with *Preetinder Kaur* and *Kittichai Kerdongsang*
- (3) The effects of customer surprise on customer satisfaction with *Taegyu Hur* and *Stephen Kim*
- (4) Effects of corporate colocation on store performance: A ratcheting perspective with *Amrit Tiwana* and *Stephen Kim*
- (5) Store openings, closings and multi-market competition with *Stephen Kim* and *Preetinder Kaur*

#### MEDIA OUTREACH

- (1) Looking to buy or sell a home? AI could help, *CBC News*,  
<https://www.cbc.ca/news/canada/windsor/looking-to-buy-or-sell-a-home-ai-could-help-1.7406764>
- (2) AI is taking over boardrooms, but students aren't biting, *CBC Radio*,  
<https://www.cbc.ca/listen/live-radio/1-106-windsor-morning/clip/16146692-a-i-taking-boardrooms-students-arent-biting>
- (3) No sales yet — but the end is near for Windsor's Hudson's Bay, *CTV News*,  
<https://www.ctvnews.ca/windsor/article/no-sales-yet-but-the-end-is-near-for-windsors-hudsons-bay/>

## STUDENT SUPERVISION

<i>Name</i>	<i>Research Project</i>
(1) Nguyen Hoang Anh Le	Graduate research assistant for “The effects of customer surprise on customer satisfaction”
(2) Kittichai Kerdsongsang	Graduate research assistant for “Investments in artificial intelligence and market power”

## CONFERENCE PUBLICATIONS

2025	<i>Preetinder Kaur, Pushpinder Gill, Stephen Kim</i> (2025), “On the Effects of Changes in Spatial Competition on Incumbent Store Performance”, Academy of Marketing Science, Montreal, Canada
2025	<i>Pushpinder Gill, Taegyu Hur, Stephen Kim</i> (2025), “Surprise, Surprise! The Dual Effects of Surprises on Customer Satisfaction.” Winter American Marketing Association conference, Phoenix, Arizona
2024	<i>Stephen Kim, Pushpinder Gill</i> (2024), “Good Neighbor or Bad Neighbor? The Performance Effects of Co-location with Corporate Stores” presentation at Winter American Marketing Association conference, Virtual
2024	<i>Preetinder Kaur, Stephen Kim, Pushpinder Gill</i> (2024), “Learning from Social Media: The Performance Effect of Social Media Experience” presentation at Winter American Marketing Association conference, Virtual
2022	<i>Stephen Kim and Pushpinder Gill</i> (2022), “A Good Neighbor or A Bad Neighbor? On the Performance Effect of Colocation” presentation at Summer American Marketing Association conference, Chicago
2021	<i>Pushpinder Gill, Sridhar N. Ramaswami, and Preetinder Kaur</i> (2021), “Returns to Social Media and the Role of Customer Satisfaction” presentation at Summer American Marketing Association conference, Virtual
2020	<i>Pushpinder Gill and Stephen Kim</i> (2020), "Role of Multi-Unit Franchising in Shaping Customer Performance," presentation at Winter American Marketing Association conference, San Diego
2019	<i>Stephen Kim and Pushpinder Gill</i> (2019), “Chain’s Structure and Store Performance: An Attention-Based Perspective,” presentation at Marketing Strategy Symposium, Kelley School of Business, University of Indiana, Bloomington
2018	<i>Stephen Kim and Pushpinder Gill</i> (2018), “After the courtship is over: On the effect of ongoing support on a chain and franchisees,” presentation at the Mittelstaedt Doctoral Symposium, University of Nebraska, Lincoln

- 2018 *Stephen Kim and Pushpinder Gill* (2018), “After the courtship is over: On the effect of ongoing support on a chain and franchisees,” presentation at Summer American Marketing Association, Boston
- 2017 *Stephen Kim and Pushpinder Gill* (2017), “When Does a Manager Matter in Franchising? Unpacking the Effect of Routine Enforcement,” presentation at Summer American Marketing Association, San Francisco

#### RESEARCH AWARDS

- 2021 Outstanding Doctoral Research Award, Iowa State University
- 2020 Nominated as fellow for the AMA Sheth Doctoral Consortium, Bloomington, Indiana, USA
- 2020 Graduate College Research Excellence Award, Iowa State University
- 2018 Best Paper Award in Inter-Organizational Research, American Marketing Association Summer Educators’ Conference, Boston, Massachusetts, USA
- 2017 Best Paper Award in Inter-Organizational Research, American Marketing Association Summer Educators’ Conference, San Francisco, USA
- 2017 PhD Student Research Award, Iowa State University, Ames, Iowa, USA
- 2016 PhD Student Research Award, Iowa State University, Ames, Iowa, USA

#### INVITED TALKS

Clark University, Worcester, MA

Indian Institute of Management, Ahmedabad, India

Niagara University, New York, NY

Texas Tech University, Lubbock, TX

University of Tennessee, Chattanooga, TN

University of Wisconsin, La Crosse, WI

#### UNIVERSITY TEACHING EXPERIENCE

Location	Course	Level	Average Ratings
(1) Iowa State University	<a href="#">Digital Marketing Analytics</a>	Undergraduate	4.7/5
(2) Iowa State University	<a href="#">Social Media Marketing</a>	Undergraduate	4.5/5

(3) Iowa State University	<a href="#">Services Marketing</a>	Undergraduate	4.6/5
(4) Iowa State University	<a href="#">Principles of Marketing</a>	Undergraduate	4.1/5
(5) University of Tennessee	<a href="#">Marketing Research</a>	Undergraduate	4.8/5
(6) University of Windsor	<a href="#">Marketing Research</a>	Undergraduate	4.8/5
(7) University of Windsor	<a href="#">Marketing Problems</a>	Undergraduate	4.7/5
(8) University of Windsor	<a href="#">Retailing</a>	Undergraduate	4.7/5
(9) University of Windsor	Quantitative Studies	Graduate	TBA
(10) University of Windsor	<a href="#">Marketing</a>	Graduate	4.8/5
(11) University of Windsor	Introduction to Entrepreneurship	Undergraduate	TBA

### **SERVICE**

- (1) American Marketing Association Conference, Reviewer
- (2) Journal of Academy of Marketing Science, Reviewer
- (3) Journal of Business & Industrial Marketing, Reviewer
- (4) Marketing Management Association, Track Chair, Marketing & Artificial Intelligence (2024)
- (5) Academy of Marketing Science Conference, Reviewer
- (6) International Journal of Production Economics, Reviewer
- (7) Humanities and Social Science Communications, Reviewer
- (8) Business Horizons, Reviewer
- (9) Total Quality Management & Business Excellence, Reviewer
- (10) Marketing Management Association, Editorial Review Board
- (11) European Journal of Marketing, Reviewer

### **NEW COURSE DEVELOPMENT**

- (1) *Social Media Marketing* course for Iowa State University at the undergraduate level, achieved more than 60+ enrollment for consecutive semesters

- (2) *Digital Marketing Analytics* course for Iowa State University at the undergraduate level
- (3) *Marketing Analytics* course for the University of Tennessee in Chattanooga at the MBA level
- (4) *Digital Marketing* course for the University of Windsor at the undergraduate level