Pushpinder Gill
Assistant Professor of Marketing
Ted Rogers School of Management, Toronto Metropolitan University, Canada
gill@torontomu.ca | LinkedIn | Google Scholar | Media Coverage | Website

RESEARCH

Chain organizations (e.g., McDonald's) fascinate me. Therefore, my research examines (1) performance drivers in franchise systems (e.g., social media capabilities, franchisee experience, aligned interests), (2) spatial and competitive dynamics (e.g., ownership concentration, agglomeration, unit failures), and (3) governance and coordination mechanisms (e.g., decision rights allocation, franchising intensity, environmental responsibility, product responsibility). Published research:

- Two articles in the Financial Times-ranked journals (FT50): Journal of the Academy of Marketing Science.
- Two articles in the Australian Business Deans Council-ranked A* (ABDC): Journal of Retailing, European Journal of Marketing.
- Two articles in the Australian Business Deans Council-ranked A (ABDC): Journal of Business & Industrial Marketing.

I leverage *artificial intelligence* ***(AI)*** strategically across multiple stages of my research process to enhance both methodological rigor and empirical scope.

- For instance, in my current project (here) on customer surprise and satisfaction, I employed GPT-4 to construct a synthetic dataset that enabled the development of a robust classifier by training BERT for identifying surprise in customer interactions.
- I have also built a classifier by training FinBERT using a synthetic dataset developed using GPT-4 for a project (here) to measure attribution patterns in IPO prospectuses, allowing for systematic classification tasks at scale.
- Before AI became mainstream, I utilized AI tools (in 2019) for efficient data gathering and extraction from diverse sources, which has proven particularly valuable when working with large-scale datasets (here).

I strive to make my research accessible and relevant beyond academia. Therefore, I actively engage with media outlets to communicate my findings to broader audiences. The following outlets have covered my research and insights: CBC News (e.g., on AI applications in real estate), CBC Radio (e.g., on AI adoption in business education), and CTV News (e.g., on retail industry dynamics in Canada).

ACADEMIC EXPERIENCE

2026-present	Assistant Professor in Marketing *Ted Rogers School of Management, Toronto Metropolitan University, Canada*
2023-2026	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

2026	**Pushpinder Gill** and Stephen Kim. "Do Unit Failures Strengthen Survivors? Insights From Multiunit Franchisees." *Journal of the Academy of Marketing Science* (FT-50)
2025	Preetinder Kaur, Stephen Kim, and **Pushpinder Gill**. "When does social media experience improve franchisee performance? A knowledge value chain perspective." *Journal of Retailing* (ADBC - A*)
2025	**Pushpinder Gill**, Stephen Kim, and Preetinder Kaur. "When does ownership concentration improve franchise store performance?" *European Journal of Marketing* (ADBC - A*)
2022	Stephen Kim and **Pushpinder Gill**. "Turning aligned interests into higher chain performance in franchising." *Journal of Business & Industrial Marketing* (ADBC - A)
2021	**Pushpinder Gill** and Stephen Kim. "From franchisee experience to customer experience: their effects on franchisee performance." *Journal of the Academy of Marketing Science* (FT-50)

2018 Priyanka Jayashankar, 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* (ADBC - A)

MEDIA OUTREACH

(1) Looking to buy or sell a home? AI could help, *CBC News* (here)
(2) AI is taking over boardrooms, but students aren't biting, *CBC Radio* (here)
(3) No sales yet — but the end is near for Windsor's Hudson's Bay, *CTV News* (here)
(4) Zellers returning to familiar spot inside Tecumseh Mall, *CTV News* (here)

BOOK CHAPTER

Handbook of Interorganizational Relationships *(Forthcoming)* — Decision rights allocation as governance within and between organizations, with *Stephen Kim* and *Amrit Tiwana*

STUDENT SUPERVISION

Name	*Research Project*
(1) Spencer Brown	Using Google API to accumulate Google reviews
(2) Nguyen Hoang Anh Le	Graduate research assistant for "The effects of customer surprise on customer satisfaction"
(3) Kittichai Kerdsongsang	Graduate research assistant for "Investments in artificial intelligence and market power"
(4) Sergei Kulanin	Graduate research assistant for "Effects of healthwashing on firm performance"
(5) Mariam Hamam	Member of PhD Supervisory Committee

CONFERENCE PUBLICATIONS

2026 *Pushpinder Gill*, *Stephen Kim, Preetinder Kaur, Yang Pan* (2026), "Who Should Get the Store? On the Competitive Value of Store Allocation Under Multi Brand Franchising", American Marketing Association conference, Denver, Colorado

2026 *Pushpinder Gill*, *Stephen Kim, Preetinder Kaur, Yang Pan* (2026), "Who Should Get the Store? On the Competitive Value of Store Allocation Under Multi Brand Franchising", Empirical and Theoretical Symposium for Canadian Marketing Strategy, University of Manitoba, Canada

2025 *Preetinder Kaur*, *Pushpinder Gill*, *Stephen Kim* (2025), "On the Effects of Changes in Spatial Competition on Incumbent Store Performance", Academy of Marketing Science, Montreal, Canada

2025 *Pushpinder Gill*, *Taegyu Hur*, *Stephen Kim* (2025), "Surprise, Surprise! The Dual Effects of Surprises on Customer Satisfaction." Winter American Marketing Association conference, Phoenix, Arizona

2024 *Stephen Kim*, *Pushpinder Gill* (2024), "Good Neighbor or Bad Neighbor? The Performance Effects of Co-location with Corporate Stores" presentation at Winter American Marketing Association conference, Virtual

2024 *Preetinder Kaur*, *Stephen Kim*, *Pushpinder Gill* (2024), "Learning from Social Media: The Performance Effect of Social Media Experience" presentation at Winter American Marketing Association conference, Virtual

2022 *Stephen Kim* and *Pushpinder Gill* (2022), "A Good Neighbor or A Bad Neighbor? On the Performance Effect of Colocation" presentation at Summer American Marketing Association conference, Chicago

2021 *Pushpinder Gill*, *Sridhar N. Ramaswami*, and *Preetinder Kaur* (2021), "Returns to Social Media and the Role of Customer Satisfaction" presentation at Summer American Marketing Association conference, Virtual

2020 *Pushpinder Gill* and *Stephen Kim* (2020), "Role of Multi-Unit Franchising in Shaping Customer Performance," presentation at Winter American Marketing Association conference, San Diego

2019 *Stephen Kim* and *Pushpinder Gill* (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 *Stephen Kim* and *Pushpinder Gill* (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 AND GRANTS

2026 Social Sciences & Humanities Research Council of Canada (SSHRC) Competition Results 2026, Insights Grant. C$93,172

2025 Research Innovation Fund, University of Windsor

2023 Research Innovation Fund, University of Windsor

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

(1) Clark University, Worchester, MA

(2) Indian Institute of Management, Ahmedabad, India

(3) Niagara University, New York, NY

(4) Texas Tech University, Lubbock, TX

(5) University of Tennessee, Chattanooga, TN

(6) University of Wisconsin, La Crosse, WI

(7) McMaster University, Canada

(8) Toronto Metropolitan University, Canada

UNIVERSITY TEACHING EXPERIENCE

Location	Course	Level	Average Ratings (out of 5)
(1) Iowa State University	Digital Marketing Analytics	Undergraduate	4.7
(2) Iowa State University	Social Media Marketing	Undergraduate	4.5
(3) Iowa State University	Services Marketing	Undergraduate	4.6
(4) Iowa State University	Principles of Marketing	Undergraduate	4.1

(5) University of Tennessee	Marketing Research	Undergraduate	4.8
(6) University of Windsor	Marketing Research	Undergraduate	4.8
(7) University of Windsor	Marketing Problems	Undergraduate	4.7
(8) University of Windsor	Retailing	Undergraduate	4.7
(9) University of Windsor	Quantitative Studies	Graduate	4.2
(10) University of Windsor	Marketing	Graduate	4.8
(11) University of Windsor	Introduction to Entrepreneurship	Undergraduate	No ratings

SERVICE

(1) Member of Research Data Management Researcher Advisory Group at University of Windsor, University level service

(2) American Marketing Association Conference, Reviewer

(3) Journal of Academy of Marketing Science, Reviewer

(4) Industrial Marketing Management, Reviewer

(5) Journal of Business & Industrial Marketing, Reviewer

(6) Marketing Management Association, Track Chair, Marketing & Artificial Intelligence (2024)

(7) Academy of Marketing Science Conference, Reviewer

(8) International Journal of Production Economics, Reviewer

(9) Humanities and Social Science Communications, Reviewer

(10) Business Horizons, Reviewer

(11) Total Quality Management & Business Excellence, Reviewer

(12) Marketing Management Association, Editorial Review Board

(13) European Journal of Marketing, Reviewer

(14) AMA Marketing and Public Policy Conference, Reviewer

(15) Industrial Marketing Management, 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

(5) *AI in Business Decision Making* course for the University of Windsor at the undergraduate level