

## Pushpinder Gill

Assistant Professor of Marketing  
Odette School of Business, University of Windsor

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### **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**

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

## 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

- Forthcoming **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)

### **MANUSCRIPTS UNDER REVIEW**

JR *2nd Round* The effect of franchising intensity on environmental damage and product responsibility with [Prabhjot Mukandwal](#) and *Stephen Kim*  
JM *1st Round* Agglomeration and store performance with *Preetinder Kaur* and *Stephen Kim*  
JMR *1st Round* A good neighbor or a bad neighbor: Does corporate contiguity benefit a franchise store? with [Amrit Timana](#) and *Stephen Kim*

### **SELECTED RESEARCH IN PROGRESS**

- (1) Growth expectations and performance with [Robert Morgan](#), [Tom Mom](#), [Kerry Hudson](#) and [Mahdi Shabriri](#)
- (2) The effects of customer surprise on customer satisfaction with [Taegyul Hur](#) and *Stephen Kim*
- (3) Investments in artificial intelligence and market power with *Preetinder Kaur* and *Kittichai Kerdongsang*
- (4) Franchisor choice model in multi brand franchising with *Stephen Kim*, [Yang Pan](#) and *Preetinder Kaur*
- (5) Franchisee ethnicity and store performance (*Sole Author*)

### **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](#))

### **BOOK CHAPTER**

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

### **STUDENT SUPERVISION**

<i>Name</i>	<i>Research Project</i>
(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 Kerdongsang	Graduate research assistant for "Investments in artificial intelligence and market power"
(4) Sergei Kulanin	Graduate research assistant for "Effects of healthwashing on firm performance"

## CONFERENCE PUBLICATIONS

- 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, Taegyul 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**

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, Worcester, 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

## **UNIVERSITY TEACHING EXPERIENCE**

Location	Course	Level	Average Ratings (out of 5)
(1) Iowa State University	<a href="#">Digital Marketing Analytics</a>	Undergraduate	4.7
(2) Iowa State University	<a href="#">Social Media Marketing</a>	Undergraduate	4.5
(3) Iowa State University	<a href="#">Services Marketing</a>	Undergraduate	4.6

(4) Iowa State University	<a href="#">Principles of Marketing</a>	Undergraduate	4.1
(5) University of Tennessee	<a href="#">Marketing Research</a>	Undergraduate	4.8
(6) University of Windsor	<a href="#">Marketing Research</a>	Undergraduate	4.8
(7) University of Windsor	<a href="#">Marketing Problems</a>	Undergraduate	4.7
(8) University of Windsor	<a href="#">Retailing</a>	Undergraduate	4.7
(9) University of Windsor	<a href="#">Quantitative Studies</a>	Graduate	4.2
(10) University of Windsor	<a href="#">Marketing</a>	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

### **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