

## Praveen Punia

Doctoral Candidate, University of Houston

Phone: (832) 929-5366 | E-mail: [ppraveen@bauer.uh.edu](mailto:ppraveen@bauer.uh.edu) | [Personal Website](#)

---

### Education

---

C.T. Bauer College of Business, University of Houston	2021 – Present
Doctor of Philosophy, Empirical Marketing	
<b>Advisor: Prof. Michael Ahearne</b>	
University of Hyderabad, India	2014 – 2019
Integrated Program in Financial Economics (MS)	

### Research Interests

---

<b>Substantive:</b>	Career Management, Sales Force Management, Sales Incentives, Live Streaming, Video Gaming
<b>Methodological:</b>	Causal Inference, Machine Learning, Survival Modelling, Time Series, Unstructured Data, Game Theory

### Doctoral Dissertation

---

<b>Topic:</b>	Career Management in the Sales Force
<b>Committee:</b>	Michael Ahearne (Chair), Johannes Habel (Co-Chair), Jim Hess, Thomas J Steenburgh

### Papers Under Review

---

#### **So Near Yet So Far: The Impact of Near Misses on Salesperson Turnover**

with Michael Ahearne, Arpit Agrawal, Yashar Atefi, and Johannes Habel – *invited for 3<sup>rd</sup> round revision at the Journal of Marketing Research*

- Won the best paper award at 2024 OFR Symposium, Sales Management Track at 2024 AMA Winter Academic Conference

#### **How Does Sales Experience Affect Life Satisfaction?**

with Michael Ahearne, Arpit Agrawal, and Johannes Habel – *under review at the Journal of Marketing Research*

- Conference Presentations: 2024 AMA Winter Academic Conference, 2024 University of Houston Doctoral Symposium
- Winner AMA Sales SIG 2025 doctoral dissertation proposal award
- Accepted at MSI Working Paper Series

## Praveen Punia

Doctoral Candidate, University of Houston

Phone: (832) 929-5366 | E-mail: [ppraveen@bauer.uh.edu](mailto:ppraveen@bauer.uh.edu) | [Personal Website](#)

---

### Papers Preparing for Submission

---

#### Unemployment and Service Quality

with Michael Ahearne, Johannes Habel, and Jim Hess – *preparing for submission to the Management Science*

#### Build vs. Acquire: The Impact of Internal vs. External Sales Hiring on Firm Performance

with Michael Ahearne, Johannes Habel, and Jim Hess – *preparing for submission to the Marketing Science*

#### Freedom Isn't Free: How Self-Employment Reshapes Work, Health, and Happiness

with Michael Ahearne and Johannes Habel – *preparing for submission to the Journal of Business Venturing*

### Work in Progress

---

#### A Predictive Framework for Forecasting Long-Term Video Game Performance Using Key Launch Period Metrics

with Sam Hui and Rahul Suhag – *working on the model specification; data collection completed*

### Awards & Honors

---

AMA – Sheth Foundation Doctoral Consortium Fellow	2025
ISMS – Marketing Doctoral Consortium Fellow	2025
AMA – Marketing Strategy Doctoral Consortium Fellow	2025
Sales SIG Doctoral Dissertation Proposal Award Winner	2025
University of Houston Symposium Fellow	2024
President Fellowship, University of Houston	2021 – 2023
Bauer Doctoral Fellowship, Bauer College of Business, University of Houston	2021 – 2026
Indian Academy of Sciences, National Academy of Sciences Summer Fellow	2018

### Research Experience

---

C.T. Bauer College of Business, University of Houston, Houston	2019 – Present
Graduate Assistant to Prof. Michael Ahearne	
Indian School of Business, Hyderabad	2019 – 2021
Research Associate with Prof. S. Arunachalam	

### Teaching Experience

---

Instructor, MARK3338: Introduction to Marketing Analytics ( <i>upcoming</i> )	Summer 2025
Instructor, MARK3338: Introduction to Marketing Analytics	Summer 2024
Instructor Ratings: 4.64/5.00	

## Praveen Punia

Doctoral Candidate, University of Houston

Phone: (832) 929-5366 | E-mail: [ppraveen@bauer.uh.edu](mailto:ppraveen@bauer.uh.edu) | [Personal Website](#)

---

### Industry Experience

---

Academic Consultant, Xactly Corporation 2023 – Present  
Transform and analyze large, structured data into actionable business insights and solutions  
Work directly with industry professionals to present and discuss actionable insights  
Participate in regular meetings with executives across the organization

### Relevant Coursework

---

#### Marketing

Marketing Models	Kachuen Sam Hui
Marketing Management and Strategy	Mike Ahearne
Seminar in Quantitative Marketing	Sriram Venkataraman
Marketing Research Methods (Dr.)	Ed Blair
Organizational Behavior and Management Theory	Derek Avery

#### Methods

Advanced Topics in Econometrics	Xun Tang
Data Science and Machine Learning	Randy Davila
Applied Econometric Analysis	Aimee Chin
Microeconomics Theory	Janet Kohlhasse
Quantitative Economic Analysis	Vikram Maheshri
Econometrics – Panel Data	Samarjit Das
Econometrics – Cross Sectional Data	Samarjit Das
Data Analytics for Marketing	Sudhir Voleti
Probability	Rajeeva Karandikar
Game Theory	Naresh Kumar Sharma
Time Series Modeling	Raja Sethu Durai
Financial Econometrics	Debashish Acharya
Mathematical Optimization Techniques for Economics	Phanindra Goyari
Financial Modelling	Raja Sethu Durai
Linear Algebra	

### Method Workshops

---

Northwestern- Causal Inference Main Workshop	Fall 2022
Northwestern University	
Northwestern Advanced Causal Inference Workshop	Fall 2022
Northwestern University	
Mathematics and Finance Summer School	Summer 2018
Chennai Mathematical Institute	

## Praveen Punia

Doctoral Candidate, University of Houston

Phone: (832) 929-5366 | E-mail: [ppraveen@bauer.uh.edu](mailto:ppraveen@bauer.uh.edu) | [Personal Website](#)

---

### Languages and Statistical Tools

---

Programming	Python, R, Mathematica, MATLAB, SQL, JavaScript, Git
Statistical Tools	STATA, EView, Mplus, SPSS,
Typesetting	LATEX, Markdown, HTML
Human	English, Hindi, Urdu, Telugu

### Institutional and Professional Service

---

Coordinator, Thought Leadership on the Sales Profession	2025
Anderson School of Management, University of California, Los Angeles	
Organizer, 41 <sup>st</sup> Marketing Doctoral Symposium	2024
Bauer College of Business, University of Houston, Houston	
Coordinator, Thought Leadership on the Sales Profession	2023
Darden School of Business, University of Virginia, Washington D.C.	
Vice Chair Productivity Research, AMA DocSIG	2023 – 2024
Assistant Vice Chair Productivity Research, AMA DocSIG	2021 – 2023
Reviewer, AMA Summer Academic Conference (x2)	2024 - 2025
Reviewer, AMA Winter Academic Conference (x2)	2024 - 2025

### Conference Participation

---

ISMS Marketing Science Conference, Washington D.C.	2025
Winter AMA Conference, Phoenix, AZ	2025
Winter AMA Conference, St. Pete, FL	2024
Winter AMA Conference, Las Vegas, NV	2022

### References

---

#### Michael Ahearne

C.T. Bauer Professor of Marketing and  
Research Director, Stagner Sales Excellence  
Institute  
C.T. Bauer College of Business, University of  
Houston  
Email: [mahearnе.uh@gmail.com](mailto:mahearnе.uh@gmail.com)

#### Johannes Habel

Michael J. Cemo Associate Professor of  
Marketing  
C.T. Bauer College of Business, University of  
Houston  
Email: [jhabel@bauer.uh.edu](mailto:jhabel@bauer.uh.edu)

#### Jim Hess

C.T. Bauer Professor of Marketing Science  
C.T. Bauer College of Business, University of  
Houston  
Email: [jhess@uh.edu](mailto:jhess@uh.edu)

#### Thomas J Steenburgh

Ralph Owen Dean and Professor of  
Marketing  
Owen Graduate School of Management,  
Vanderbilt University  
Email: [thomas.steenburgh@vanderbilt.edu](mailto:thomas.steenburgh@vanderbilt.edu)