

Salil Khetani

Tel.: 419-448-2862
Email: skhetani@heidelberg.edu

ACADEMIC EMPLOYMENT

Assistant Professor of Marketing (Tenure-Track), School of Business, Heidelberg University, Tiffin, Ohio (*August 2018 – Present*)

Courses Taught

- **Marketing (MKT 200)** – Introduction course to marketing that covers a broad range of marketing topics to get students acquainted with the field of marketing.
- **Consumer Behavior (MKT 325)** – Covers various aspects of understanding consumer psychology through established consumer theories with a focus on application of those theories.
- **Personal Selling (MKT 345)** – Covers the entire cycle from lead generation to closing the sale. Through graded roleplays and a sales pitch contest, students are taught the behavioral and managerial aspects of a salesperson's profession.
- **Digital Marketing (MKT 350)** – I designed and introduced this course at Heidelberg University in Spring of 2020 as I found it necessary to get students acquainted to the latest practices in marketing which are largely of digital nature. The course is divided into 4 modules: customer engagement, e-commerce, digital advertising, and analytics.
- **Integrated Marketing Communication (MKT 410)** – Covers both traditional (Advertising, PR, Sales Promotions) and digital (Social Media, Content Marketing, Display Advertising, SEO) aspects of communication with the target customers.
- **Managerial Marketing (GSB 551)** – MBA course that focuses on the managerial aspects of marketing by training students in critical as well as creative thinking to make effective, professional, and ethical decision makers. Strong emphasis on classroom participation through case discussions and interactive lectures.
- **What's Problematic? (NDI 100)** – I have co-taught a General Education course with Dr. Robin Heaton, Professor of Communication. This course covered the General Education attributes of Humanities and Social Science and delved into difficult conversations regarding culture, race, generation gaps, and other challenging situations from a marketing and a communications perspective.
- **Senior Seminar in Management (BUS 456)** – This course was designed to help graduating seniors become career ready. I co-taught this course with the rest of the business faculty as well as ten guest lecturers.

Service

- **Faculty Advisor** for the student organization – *'Berg Enactus* at Heidelberg University. *'Berg Enactus* is a part of the international organization, Enactus that supports and rewards student entrepreneurs for taking on projects that benefit the society and the environment. My task is to guide students to take up and implement projects to tackle community problems such as homelessness, human trafficking, disability awareness, and water quality.

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- **Member of the Undergraduate Curriculum Committee (UCC)** – As a voting member of the UCC, my task is to evaluate proposed curriculum changes by faculty across the university.
- **Faculty Advisor for the Business Students Advisory Group (BSAB)** I am a co-advisor to a select group of student leaders who are representatives of students in the school of business.
- **Academic Advising** – I currently advise 29 students to make sure they are on track to graduate and also guide them with any issues they have regarding their academic progress
- **Served as Member of the Community Engagement Committee (CEC) (2019-2021)** – As a voting member of the CEC, my task was to approve funds for proposed community development projects by faculty or students if they wall within certain criteria.
- **Member of 5 Hiring Committees**
 - VP Enrollment Management and Marketing
 - Assistant Professor of Finance
 - Associate Professor of Management
 - Career Counselor for students at Heidelberg University
 - Dean of the School of Business
- **Ad hoc Assignments**
 - Member of the adjudication panel for the Student Research Conference in Spring 2019 and Spring 2021
 - Member of the adjudication panel for the Ream Paradiso award for Teaching Excellence in Spring 2021
 - Member of the adjudication panel for a speech and debate competition held at Heidelberg University in Spring 2020

PROFESSIONAL DEVELOPMENT

Publications

- Banker, Sachin, and Salil Khetani (2019). “Algorithm Overdependence: How the Use of Algorithmic Recommendation Systems Can Increase Risks to Consumer Well-Being”, *Journal of Public Policy & Marketing*.
- Co-authored an article – [Overcoming Mask Reactance](#) that appeared in *The Hindu Business Line* (National and mainstream newspaper in India) Newspaper on August 10, 2020.

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Under Review

- “Crowd Control! The need to pay attention to Crowd Size and Crowd Participation for sourcing New Product Innovation Ideas from the Crowd.” – In this research, I have found evidence that the crowd size needs to be controlled for crowdsourced innovations by showing that innovations in which a lot of crowd members contribute to the conceptualization and design do not succeed in the market place. Further, the control over the decision making regarding various aspects of product design should be distributed among the crowd rather than concentrated towards a single person in order to achieve success in the market. Under Review for *Journal of Marketing Theory and Practice*.

Selected Research in Progress:

- “Forbidden Fruit: When Taboo Fuels rather than Suppresses Purchase of Viscerally Desirable Products” – In this research, I have found evidence that taboo associations with sexually desirable products fuel rather than attenuate willingness to purchase them for individuals who do not highly identify with the society they live in. Further, this is a reactance driver process. Progress: *Preparing to submit it to Journal of Consumer Psychology*.
- “Exploring Overrepresentation of Diversity, Equity, and Inclusion in Marketing Products” - This research explores the impact of companies and brands going too far to signal diversity and inclusion. Previous research in marketing has documented backlash from potential customers who find such practices inauthentic rather than genuine brand activism. Terms such a “woke-washing” and “femvertising” have been used to describe and analyze the stands companies take on DEI issues through their marketing promotions and public relations. We explore perceptions of authenticity through the lens of product assortment to analyze whether overrepresenting diversity in product assortments can signal inauthenticity and cause backlash among customers

Reviewing Activity:

- Associate Editor for the peer-reviewed journal – *Business Perspectives and Research*
- Book Review – *Digital Marketing Strategies* by Toni Guffei, Publisher: Vital Source Publishing
- Book Chapter Review – *Ethics in education in the post-crisis business curriculum*, Book: *Effective Methods for Teaching Business Related Topics During and Post Crisis*, by James Blair and Marcel Robles, Publisher: National Business Education Association.
- Reviewed a paper for the *Macromarketing Conference*, 2017

Award

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- Selected to represent University of Utah as a doctoral fellow at the AMA Consortium in Notre Dame University, 2016

Professional Service

- Co-chair of the marketing committee for the *Big Data Ignite Conference* in Grand Rapids Michigan, 2019.

EDUCATION

Doctor of Philosophy (Ph.D.) in Business Administration; Specialization – Marketing; 2013 – 2018; David Eccles School of Business, University of Utah, Salt Lake City, UT

M.M.S, Master of Management Studies; Major – Marketing, 2004 – 2006; Mumbai University, Mumbai, India

B.E, Bachelor of Engineering; Major – Electronics Engineering; 2000-2004
Mumbai University, Mumbai, India

INDUSTRY EXPERIENCE

Business Manager, Indu Corp. Private Ltd., Mumbai, India, July 2011 – July 2013
(*Authorized Distributor of Tata Steel's Tiscon rebars*)

- Responsible for managing 90 retailers of Tata Steel's "Tiscon" rebars in the rural areas of the state of Maharashtra in India
- Supervised 7 sales representatives responsible who managed relationships with retailers across different territories
- Planned and managed the marketing budget across the territories while also making trips to each territory

Deputy Marketing Manager, Omega Elevators, Mumbai, India, January 2009 – June 2011

- Responsible for elevator sales in Eastern part of Mumbai and the city of Navi Mumbai

Prestige Relationship Manager, Barclays Bank PLC, Mumbai, India, January 2008 – December 2008

- Acquiring bank accounts of high net worth individuals in an around the Barclays Bank branch in South Mumbai
- Cross-selling mutual funds, structured investment products, and life insurance products to the bank's customers

Kotak Securities, Mumbai, India, June 2006 – December 2007

Relationship Manager, December 2006 – December 2007

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Management Trainee, June 2006 – November 2006

- Responsible for selling “Portfolio Management Services” which were customized investment schemes in the equity market for individuals willing to invest 1 million rupees or more.

SKILLS AND CERTIFICATES

- Certificate courses from Coursera – *Introduction to Big Data* (May 2018) and *Big Data Modeling and Management Systems* (August 2018)
- Certificate course on Online Teaching by the Owen Center of Teaching and Learning at Heidelberg University – *Learning Online Teaching and Learning* (July 2020)
- Statistical Programming Languages – R, Python, and Stata