

Salil Khetani  
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419 448 2862

## ACADEMIC EMPLOYMENT

**Associate Professor of Marketing** (Tenured) School of Business, Heidelberg University, Tiffin, Ohio (*August 2018 – Present*)

## COURSES TAUGHT

- Principles of Marketing (MKT 200)
- Consumer Behavior (MKT 325)
- Professional Selling (MKT 345)
- Digital Marketing (MKT 350)
- Integrated Marketing Communication (MKT 410)
- Marketing for Managers (MBA Course - GSB 551)
- What's Problematic? (NDI 100)
- Senior Seminar in Management (BUS 456)
- The Art of Stand-Up Comedy (HNR 303)

## SERVICE

### Service to School of Business at Heidelberg University

- Faculty Advisor for the student organization – *'Berg Enactus* (*August 2019 – Present*)
- Academic Advising of approximately 25 students every semester
- Faculty Co-Advisor for the Business Students Advisory Group (BSAB) (*January 2022 – April 2023*)

### Service to University

- Member of the Undergraduate Academic Policies Committee (*August 2025 – Present*)
- Member of the Institutional Review Board (IRB) (*August 2024 – Present*)
- Member of Honors Oversight Committee (*January 2022 – Present*)
- Member of the Undergraduate Curriculum Committee (UCC) (*August 2020 – April 2023*)
- Member of 7 Hiring Committees
  - VP Enrollment Management and Marketing
  - Assistant Professor of Finance
  - Associate Professor of Management
  - Assistant / Associate Professor of Supply Chain Management
  - Career Counselor for students at Heidelberg University
  - Dean of the School of Business
  - Visiting Assistant Professor of Media and Director of the GEM Center
  - Assistant Professor of Psychology
- Ad hoc Assignments
  - Member of the adjudication panel for awarding prizes to students (*Hammel Awards*) the Student Research Conference in Spring 2019, 2021, and 2023.
  - 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

### Service to Community

- Board Member of Local Networking Organization – Seneca County Young Professionals (*January 2024 – December 2024*)
- Committee Member of Tiffin Community Development Committee (*October 2020 – February 2022*)

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#### Service to Professional Organization

- Co-chair of the marketing committee for the *Big Data Ignite Conference* in Grand Rapids Michigan, 2019 and for the online event on Zoom in 2021.

#### PROFESSIONAL DEVELOPMENT

##### Journal Publication

- 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*.

##### Newspaper Publication

- 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.

##### Research in Progress:

- “The importance of authentic DEI Initiatives for Higher Education Institutions” (with Jake Hoskins).

##### Reviewing Activity:

- Associate Editor for the peer-reviewed journal – *Business Perspectives and Research*
- 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. 2024.
- Reviewed a paper for the *Macromarketing Conference*, 2017

##### Award

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

#### 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; K.J. Somaiya Institute of Management Studies and Research, Mumbai University, Mumbai, India

**B.E, Bachelor of Engineering;** Major – Electronics Engineering; 2000-2004, Shah & Anchor Kutchi Engineering College, 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)

- Managed 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

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

- Oversaw 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

- Acquired bank accounts of high net worth individuals in an around the Barclays Bank branch in South Mumbai
- Sold 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

**Management Trainee**, June 2006 – November 2006

- Sold "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

- Coursera: AI Applications in Marketing and Finance (*July 2023*), AI Fundamentals (*July 2023*), AI Strategy and Governance (*July 2023*), Introduction to Big Data (*May 2018*), and Big Data Modeling and Management Systems (*August 2018*).
- DataCamp: Sentiment Analysis in R (*July 2021*)
- 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** – Proficient in R and Basic Knowledge of Python and Stata