

JADE S. DEKINDER
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Address

University of Texas at Austin
McCombs School of Business
CBA 7.208
1 University Station B6700
Austin, TX 78712

Contact Information

Office: 512-232-3745
Cell: 404-808-3445
Fax: 512-471-1034

jade.dekinder@mcombs.utexas.edu

EXPERIENCE

2020-present Interim Associate Dean of Master of Science programs

2016- present Director of McCombs Master of Science in Marketing program

2017- present Clinical Assistant Professor of Marketing
McCombs School of Business
The University of Texas at Austin

2007-2017 Assistant Professor of Marketing
McCombs School of Business
The University of Texas at Austin

EDUCATION

2002-2007 PhD in Marketing
Emory University

1998-2002 BA in Economics
Emory University
Graduated with Highest Honors

PUBLICATIONS

DeKinder, Jade S. and Ajay K. Kohli (2008), "Flow Signals: How Patterns Over Time Affect the Acceptance of Start-Up Firms," *Journal of Marketing*, 72 (September), 84-97.

Bahadir, S. Cem, Jade S. DeKinder and Ajay K. Kohli (2014), "Marketing an IPO Issuer in Early Stages of the IPO Process," *Journal of the Academy of Marketing Science*, 43: 14-31.

*Finalist for the Sheth Foundation Best Paper Award in JAMS for 2015

RESEARCH IN PROGRESS

McAlister, Leigh, Raji Srinivasan, Jade DeKinder, and Ty Henderson, "The Relationship between Marketing's Scope and Firm Performance" being revised for resubmission to the *Journal of Marketing*.

CONFERENCE AND INVITED PRESENTATIONS

DeKinder, Jade S. and S. Cem Bahadir (2011), “The Differing Role of Extrinsic and Intrinsic Cues on Multiple Stakeholders in the IPO Process,” Marketing Strategy Meets Wall Street Conference, May, Boston, MA.

DeKinder, Jade S. and S. Cem Bahadir (2011), “Getting the Price You Want for an IPO: Can a New Marketing Friend Overcome Your Volatile Past?”AMA Winter Educators Conference, Austin, TX.

DeKinder, Jade S. and S. Cem Bahadir (2011), “The Differing Role of Extrinsic and Intrinsic Cues on Multiple Stakeholders in the IPO Process,” AMA Winter Educators Conference, Austin, TX.

DeKinder, Jade S., Raji Srinivasan, and Nita Umashankar (2010), “Is What They See What They Do? CEOs, Their Environment, and Emphasis on Strategic Marketing Intentions,” AMA Winter Marketing Educators’ Conference, February, New Orleans, LA.

DeKinder, Jade S. and S. Cem Bahadir (2009), “The Role of Marketing Information Availability and Complexity on Speed and Decision Making in the IPO Process,” INFORMS Marketing Science Conference, June, Ann Arbor, MI.

DeKinder, Jade S. (2008), “Expenditure-Based Market Signals: Double-Edged Swords?” invited presentation at the 4th Annual KUBS International Symposium of Marketing, October, Seoul, South Korea

RESEARCH INTERESTS

Market signaling
Information asymmetry and uncertainty in buyer-seller relationships
Salesforce compensation
Marketing metrics
Econometric modeling and experimental economics

ADMINISTRATIVE CONTRIBUTIONS: INTERIM ASSOCIATE DEAN OF MS PROGRAMS

Oversaw transition to online courses (because of Covid-19) including understanding of international student status constraints

Developed and supported roll-out of additional marketing efforts to yield record classes in two of our four MS programs during Covid-19 pandemic

Collaborated with faculty program directors and assistant dean to set strategic direction and make policy decisions for all four MS programs

Worked with staff to focus on improving recruiting and admissions processes by focusing on developing metrics to measure success

Leading a cross-functional team to develop a go-to-market strategy for two new modalities of the MSBA program: online and hybrid

ADMINISTRATIVE CONTRIBUTIONS: MASTER OF SCIENCE IN MARKETING

Developed curriculum and extra-curricular technical programming for MSM; resulting in #2 ranked program in the U.S. (QS World University ranking, 2019)

Navigated the MSM program proposal through the University of Texas system including presentations to Academic Committee and General Assembly

Completed all budgetary responsibilities reporting to the dean's and provost's office for the first 3 years of the program (2016-2018)

Created the application processes and system for MSM applicants including conducting hundreds of interviews

Marketed the program to potential students; grew applications by over 1200% over the past 3 years (24 applications in 2016 to 320 applications in 2019)

Built a strong and engaged MSM advisory council of over 25 members including representatives from Facebook, Amazon, Indeed, HEB, Whole Foods, Dell, Dimensional Fund Advisors, and Accenture.

Successfully led departmental effort to reclassify the Option I and Option III CIP codes to be STEM eligible

HONORS

Provost's Teaching Fellow (2018-present)

Recipient of the Kate Mackie Award in Teaching Excellence, MSTC (2019)

Faculty Honor Roll, (2016-2019)

Nominated for Trammel Teaching Award, (2010, 2012, 2015)

PROFESSIONAL ACTIVITIES

Conference host – DMA's Marketing Analytics conference, (2016)

Consulting work for KLRU pricing strategy, (2018)

Invited to speak at the INFORMS Business Analytics Conference, (2018)

Lectured at LASA at LBJ High School, (2016)

Member of the American Marketing Association, (2007-present)

Member of the Academy of Marketing Science, (2007-present)

ACADEMIC SERVICE

Ad-hoc reviewer for *Journal of Marketing*, (2011-present)

Reviewer for American Marketing Association Winter Conference, (2011-present)

Committee Member for INFORMS, Outreach and Engagement Committee, (2017-2018)

COLLEGE AND STUDENT SERVICE

Co-Director of McCombs Future Executive Academy summer camp, (2016-present)
 Working Professionals MBA Curriculum Committee, (2018-2020)
 McCombs Portfolio Management Initiative Committee, (2019-present)
 McCombs Diversity and Inclusion Committee, (2018-present)
 Faculty sponsor for NBMBA (National Black MBA Assoc) case competition – 1st place (2020)
 Marketing Department Executive Committee, (2015-2017)
 Department Undergraduate Curriculum Committee, (2012-2018)
 Marketing Department Doctoral Advisory Committee, (2011-2013)
 Member of the Business Honors Program Faculty Committee, (2017- 2018)
 Eyes on Teaching docent, (2018-present)
 Eyes on Teaching featured class, (2017-2018)
 Plan II thesis advisor for BHP students: Megan Kansra, Nicole Chu, Mae Nasser, Varun Bhatnagar, (2014-2018)
 Doctoral dissertation committee members: Niket Jindal, Debika Sihi, Saim Kashmiri, Jake Brower, (2011-2016)
 Worked with undergraduate research assistants, (2013-2017)
 Moderator for “What Works in the Classroom”, (2019)
 Faculty sponsor for Marketing Analytics student group, (2016-2018)
 Panelist for Women in Business Association Meetings, (2015-2017)
 Panelist for Best of Texas recruiting event, (2016)
 Faculty participant in BHP Research FIG, (2013-2017)
 Lectured in BA 101 courses, (2013-2018)
 Panel member for Head of the Class, (2014-2016)
 Faculty leader for HBA book club, (2016-2017)
 Panelist for Discover BHP, (2014-2015)
 Developed mock lecture for University of Texas Honors’ Colloquium, (2016-2017)

COURSES TAUGHT

PhD level courses:

Marketing Management and Strategy

MBA level courses:

Strategic Marketing

Marketing Management and Strategy (core)

MS level courses:

Marketing Intelligence Capstone (MSM)

Marketing Technological Innovations (MSTC)

Canfield Business Honors courses:

Principles of Marketing, Honors

BBA courses:

Principles of Marketing

Data Analytics for Marketing

COMMUNITY SERVICE

Friends of the Children Austin, Board Member (2019-present)

Casis Elementary, volunteer committee member (2017-present)

Good Shepherd Episcopal School, volunteer committee member (2016-present)
Big Brothers Big Sisters volunteer

INDUSTRY EXPERIENCE

Summer 2000	IXL, Inc. Atlanta, GA
Summer 1999	PaineWebber Fort Lauderdale, FL