

**JADE S. DEKINDER**

December, 2023

**Address**

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**EXPERIENCE**

2020-present Associate Dean of Master of Science programs

2016- 2021 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

**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.

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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 4<sup>th</sup> 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**

Implemented new organization design for MS programs office

Developed and supported roll-out of new 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

## **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 (2018-2021)

Recipient of the Kate Mackie Award in Teaching Excellence, MSTC (2019, 2021, 2022)

Faculty Honor Roll, (2016-2023)

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

Nominated for Jim Nolen Award for Excellence in Graduate Teaching (2022)

## **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, (2016-2020)

Working Professionals MBA Curriculum Committee, (2018-2020)

McCombs Portfolio Management Initiative Committee, (2019-2021)

McCombs Diversity and Inclusion Committee, (2018-2021)

Faculty sponsor for NMBBAA (National Black MBA Assoc) case competition – 1<sup>st</sup> 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)

WAYA, Board Member (2021-present)

Good Shepherd Episcopal School, volunteer committee member (2016-2022)

Big Brothers Big Sisters volunteer

## **INDUSTRY EXPERIENCE**

Summer 2000

IXL, Inc.

Summer 1999

Atlanta, GA

PaineWebber  
Fort Lauderdale, FL