

Rahul Suhag

Assistant Professor, Mays Business School, Texas A&M University

Mob: (919)-903-7302 | Email: rahul_suhag@tamu.edu

Employment

Mays Business School, Texas A&M University

Assistant Professor of Marketing

July 2024 - Present

Education

Kenan-Flagler Business School, University of North Carolina, Chapel Hill

2019 – 2024

Doctor of Philosophy, Quantitative Marketing

Indian Institute of Management (IIM), Indore (Exchange at FSFM, Frankfurt)

2011 – 2016

Integrated Programme in Management (MBA)

Research Interests

Dissertation: Marketing to Entrepreneurs

Substantive: Marketing to Entrepreneurs, Live Streaming, Online Gaming, Responsible Marketing by Brands, Business to Business Marketing

Methodological: Causal Modeling, Bayesian statistics, Machine Learning, Empirical Industrial Organization

Working Papers

Suhag R and Grewal R. “Rebranding and the Behaviors of Content Creators: A Study of Twitch Prime Becoming Prime Gaming” – *preparing for submission*

Suhag R and Grewal R. “Monetary and Non-Monetary Promotions for Entrepreneurial Buyers” – *preparing for submission*

- Randomized-controlled trial with small ventures
- Conference Presentations: ISBM Conference 2022, Marketing Science Conference 2023

Suhag R, Grewal R, and Germann F. “Prominent Employee Sociopolitical Activism: Construct and Study of Cable News Media Personalities” – *Under 2nd round review at Journal of Marketing*

- Won the best DEI paper award at Haring Symposium 2023, Indiana University
- Conference Presentations: DEI Marketing Science Conference 2023, Haring Symposium 2023, Winter AMA 2023, Marketing Science Conference 2022

Arunachalam S, Manchiraju H, Suhag R, and Kopalle PK*. “Social Heart and Business Sense: Translating Corporate Social Responsibility (CSR) into Gross Margin Premium per Mandatory CSR Law in India” – *Under 2nd round review at Production and Operations Management* (* represents equal authorship)

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Work-in-Progress

“A Dynamic Model of Live Streamers’ Strategic Choices and their Associated Consequences”
(with R Grewal)

- Status: Data Analysis stage

“Boosting the Growth of Early-Stage Ventures through Market-Driven Interventions in the Czech Republic” (with S Anderson, F Campos, MP Lopez, C Spina)

- Randomized-controlled trial with early-stage ventures
- Partners: World Bank, European Union, Government of the Czech Republic (Ostrava)
- Status: funding secured (multimillion-dollar project); pilot completed

“Creating Ecosystems for Innovation in a Post-Coal Region: The Role of AI in Stimulating Business Learning and Linkages” (with S. Anderson, L. Iacovone, M.P. Lopez, A. Menzel, F. Munch)

- Randomized-controlled trial with early-stage ventures
- Partners: World Bank, European Union, Government of the Czech Republic (Usti)
- Status: funding secured (multimillion-dollar project); pilot completed

Awards & Honors

Latané Outstanding PhD Student Award	2024
RAPSIG Doctoral Student Award	2024
Best DEI Paper Award at Haring Symposium, Indiana University	2023
Haring Symposium Fellow (Presenter)	2023
ISMS Doctoral Consortium Fellow	2023
AMA – Sheth Foundation Doctoral Consortium Fellow	2022
ISMS Doctoral Consortium Fellow	2022
Marketing Strategy Doctoral Consortium Fellow	2022
ISMS Doctoral Consortium Fellow	2021

Service

Ad-Hoc Reviewer:	Journal of Marketing (JM)
Conference Reviewer:	AMA Public Policy (2025); AP-ACR (2024); AMA Summer (2022); AMA Winter (2023, 2022, 2021)
Moderator:	ISMS Marketing Science Conference (2020)

Computer Skills

R, STAN, STATA, Wolfram Mathematica

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Teaching Experience

Instructor, Marketing Research, Texas A&M	Spring 2025
Instructor, Principles of Marketing, UNC Chapel Hill	Fall 2021
Teaching Assistant, MBA: Leading and Managing	2021–2024

Research Experience

Kenan-Flagler Business School, University of North Carolina, Chapel Hill Graduate Assistant to Prof. Rajdeep Grewal	2019 – present
Indian School of Business, Hyderabad Research Associate with Prof. S. Arunachalam	2016 – 2019

Industry Experience

Manager, Kotak Mahindra Bank, Mumbai	2016
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Oversaw the process of benchmarking digitalization of the bank with respect to competitors
Assisted the group head in allocating CSR investments with a focus on digital child education