

## **MOEEN NASEER BUTT**

Assistant Professor of Marketing  
SKK GSB, Sungkyunkwan University  
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### **EDUCATION**

Doctor of Philosophy (Marketing), Ivey Business School, Western University –  
London, Canada, 2013-2017

*Dissertation:* The Impact of Growth, Governance, and Geography on Franchise  
Performance

*Committee:* Kersi D. Antia (advisor), Neil T. Bendle

Master of Science (Marketing), Carey Business School, Johns Hopkins University –  
Baltimore, USA, 2011

Master of Business Administration (Marketing), University of the Punjab –  
Lahore, Pakistan, 1998

Bachelor of Science (Mathematics), Forman Christian College –  
Lahore, Pakistan, 1995

### **ACADEMIC EMPLOYMENT**

Assistant Professor, SKK GSB at Sungkyunkwan University –  
Lahore, Pakistan, 2019-present

Assistant Professor, Lahore University of Management Sciences (LUMS) –  
Lahore, Pakistan, 2017-2019

Teaching Fellow, Lahore University of Management Sciences (LUMS) –  
Lahore, Pakistan, 2012-2013

Lecturer, FAST-National University of Computer and Emerging Sciences –  
Lahore, Pakistan, 2012

Lecturer, FAST-National University of Computer and Emerging Sciences –  
Lahore, Pakistan, 2008-2010

### **PROFESSIONAL EXPERIENCE**

Marketing Manager, Ihsan Sons (Private) Limited –  
Lahore, Pakistan, 2005-2008

Deputy Manager Merchandising, Sapphire Fibers Limited –  
Lahore, Pakistan, 1998-2005

### **HONOURS AND AWARDS**

Faculty Travel Grant, Lahore University of Management Sciences, 2019

Travel Grant, Higher Education Commission (HEC), 2018-19

Faculty Travel Grant, Lahore University of Management Sciences, 2018

Higher Education Commission (HEC) Approved PhD Supervisor, 2018-20

Travel Grant, Higher Education Commission (HEC), 2017-18

Faculty Travel Grant, Lahore University of Management Sciences, 2017

Faculty Startup Grant, Lahore University of Management Sciences, 2017

Plan for Excellence Doctoral Fellowship, Ivey Business School, 2013-17

Brock Scholarship for Academic Excellence, 2014-16

Al Mikalachki PhD Research Fund Award, 2016

URISA's Be Spatial Student Bursary, 2015

Fulbright Scholar Program, 2010-11 (Master's Program at Johns Hopkins University)

Gold Medal, University of Punjab, for university-wide top ranking in Bachelor's Program

## RESEARCH INTERESTS

I rely on state-of-the-art econometrics and GIS-informed spatial techniques to investigate the impact of 1) growth, 2) governance, and 3) geography on firm performance in business-to-business relationships. I am also interested in the appropriate use of firm performance metrics by marketing scholars and practitioners alike.

## PUBLICATIONS

Moeen Naseer Butt, Kersi D. Antia, Brian Murtha, and Vishal Kashyap (2018), “Clustering, Knowledge Sharing, and Intra-brand Competition: A Multiyear Analysis of an Evolving Franchise System”, *Journal of Marketing*, Vol 82 (1), 74-92.  
(UT Dallas Ranked, ABDC: A\*, ABS: 4\*)

Neil T. Bendle and Moeen Naseer Butt (2018), “The Misuse of Accounting-Based Approximations of Tobin’s  $q$  in a World of Market-Based Assets”, *Marketing Science*, Vol 37 (3), 484-504.  
(UT Dallas Ranked, ABDC: A\*, ABS: 4\*)

## MANUSCRIPTS UNDER REVIEW

Moeen Naseer Butt and Kersi D. Antia, “Franchise System Growth and Franchisor Severe Enforcement: The Effects of Regulation and Governance”, under review at *Journal of Marketing Research*

## WORK IN PROGRESS

Vishal Kashyap, Moeen Naseer Butt, and Kersi D. Antia, “On the Same Team: A Longitudinal Potential of Free-Riding Potential in a Distribution Channel System”, targeted to *Journal of Marketing*

Amrita Mitra, Moeen Naseer Butt, Kersi D. Antia, and Vivek Astvansh, “Public Health Authority Inspections, Restaurant Compliance, and Associated Health Outcomes”, targeted to *Journal of Marketing*

Moeen Naseer Butt, Kersi D. Antia, Kenneth H. Wathne, Robert Fisher, and Shane Wang, “Crisis Management in a Co-Branding Alliance Network”, targeted to *Journal of Marketing*

## CASES

Weifen Zhuang, Moeen Naseer Butt, Zhaowei Miao, Yongquan Lan, and Kersi D. Antia (2015). “Xiamen Airlines: Bracing for Impact”. Ivey Publishing, Product Number: 9B15A015

Moeen Naseer Butt (2012). “FlavorAdd: A Behind-the-Counter Mystery”. Lahore University of Management Sciences, LUMS No. 04-2362-2012-1

Moeen Naseer Butt (2012). “A Note on Secondary Data in Pakistan: Education Indicators”. Lahore University of Management Sciences, LUMS No. 16-288-2012-2

Moeen Naseer Butt and Asif Malik (2012). “A Note on Secondary Data in Pakistan: Healthcare Indicators”. Lahore University of Management Sciences, LUMS No. 16-289-2013-2

### **CONFERENCE PRESENTATIONS**

“On the Same Team? Free-Riding Potential, Prior Performance, and Outlet Survival” (with Vishal Kashyap and Kersi D. Antia), INFORMS Marketing Science Conference, Rome, Italy, June 2019

“Franchise System Growth and Franchisor Severe Enforcement: The Effects of Regulation and Governance” (with Kersi D. Antia), Asian Management Research and Case Conference (AMRC), Al Ain, UAE, March 2019

“On the Same Team? Free-Riding Potential, Prior Performance, and Outlet Survival” (with Vishal Kashyap and Kersi D. Antia), Winter Marketing Educators’ Conference (Winter AMA), Austin, February 2019

“On the Same Team? An Examination of Multi-Unit Franchise Systems” (with Vishal Kashyap and Kersi D. Antia), Summer Marketing Educators’ Conference (Summer AMA), Chicago, August 2018

“On the Same Team? An Examination of Multi-Unit Franchise Systems” (with Vishal Kashyap and Kersi D. Antia), Institute for the Study of Business Markets (ISBM), Biennial Academic Conference 2018, Boston, August 2018

“Franchise System Growth and Franchisor Terminations” (with Kersi D. Antia), INFORMS Marketing Science Conference, Philadelphia, June 2018

“Crisis Management in a Co-Branding Alliance Network” (with Kersi D. Antia, Kenneth H. Wathne, Robert Fisher, and Shane Wang), Winter Marketing Educators’ Conference (Winter AMA), New Orleans, February 2018

“Clustering, Governance, and Individual Outlet Sales: A Multi-Year Analysis of an Evolving Franchise System” (with Kersi D. Antia, Brian Murtha, and Vishal Kashyap), INFORMS Marketing Science Conference, Los Angeles, June 2017

“Clustering, Governance, and Individual Outlet Sales: A Multi-Year Analysis of an Evolving Franchise System” (with Kersi D. Antia, Brian Murtha, and Vishal Kashyap), Winter Marketing Educators’ Conference (Winter AMA), Orlando, February 2017

“Crisis Management in a Co-Branding Alliance Network” (with Kersi D. Antia, Kenneth H. Wathne, Robert Fisher, and Shane Wang), Winter Marketing Educators’ Conference (Winter AMA), Orlando, February 2017

“Proximity, Ownership-Related Governance, and Individual Outlet Sales: A Multi-Year Analysis of an Evolving Franchise System” (with Kersi D. Antia, Brian Murtha, and Vishal Kashyap), Institute for the Study of Business Markets (ISBM), Biennial Academic Conference 2016, Atlanta, August 2016

“Proximity, Ownership-Related Governance, and Individual Outlet Sales: A Multi-Year Analysis of an Evolving Franchise System” (with Kersi D. Antia, Brian Murtha, and Vishal Kashyap), Theory + Practice in Marketing Conference, Houston, May 2016

“A Pace Too Brisk? Firm Growth and its Impact on Performance” (with Kersi D. Antia), Winter Marketing Educators’ Conference (Winter AMA), Las Vegas, February 2016

“Growth, Governance, and Geography in Distribution Channels Research” (with Kersi D. Antia), Summer Marketing Educators’ Conference (Summer AMA), Chicago, August 2015

“A Pace Too Brisk? Firm Growth and its Impact on Performance” (with Kersi D. Antia), GIS Day Conference, London ON, November 2015 [poster]

“A Pace too Brisk, A Span too Wide: Firm Growth and its Impact on Performance”, (with Kersi D. Antia), INFORMS Marketing Science Conference, Baltimore, June 2015

“The Use and Misuse of Tobin’s q in Marketing”, (with Neil Bendle), Marketing Strategy Meets Wall Street IV, Singapore, January 2015

“The All Powerful q: The Use and Misuse of Tobin’s q in Marketing”, (with Neil Bendle), Canadian Empirical & Theoretical Symposium in Marketing Strategy, Hamilton, ON, May 2014 [poster]

## **TEACHING INTERESTS**

Digital Marketing, Brand Management, Retailing, Channel Design and Management, Marketing Management, Marketing Research

## **RECENT TEACHING EVALUATIONS**

Brand Management (Undergraduate):	4.72/5
Retail Management (Undergraduate):	4.66/5
Brand Management (MBA):	4.28/5

**EXECUTIVE TRAININGS/PROGRAMS CONDUCTED**

Strategic Account Management for Jazz, Marriott Hotel, Karachi, July 2019

Strategic Account Management for Jazz, Rausing Executive Development Centre, Lahore University of Management Sciences (LUMS), July 2019

Managing Marketing Channels, Rausing Executive Development Centre, Lahore University of Management Sciences (LUMS), April 2019

Sales Force Management, Rausing Executive Development Centre, Lahore University of Management Sciences (LUMS), March 2019

Sales Force Management, Rausing Executive Development Centre, Lahore University of Management Sciences (LUMS), August 2018

Managing Marketing Channels, Rausing Executive Development Centre, Lahore University of Management Sciences (LUMS), April 2018

Sales Force Management, Rausing Executive Development Centre, Lahore University of Management Sciences (LUMS), March 2018

Marketing in the Digital Age, Rausing Executive Development Centre, Lahore University of Management Sciences (LUMS), October 2017

Building Impactful Brands, Rausing Executive Development Centre, Lahore University of Management Sciences (LUMS), September 2017

**TRAINING AND WORKSHOPS ATTENDED**

Faculty Development Workshop, Lahore University of Management Sciences (LUMS), Lahore, August 2017

Teaching Seminar, Ivey Business School, London Ontario, September-December 2014

PhD Camp, Institute for the Study of Business Markets (ISBM), San Francisco, July 27-August 1, 2014

Introduction to GIS, Map and Data Centre-Western University, London Ontario, October 3, 2014

The Language of Conference Presentations, Western Teaching Support Center, London Ontario, June 10-12, 2014

ArcGIS Desktop, Network Analysis Modules, June-July 2014

Advanced Statistics Workshop, Ivey Business School, May 12-23, 2014

Training Camp, Monitoring & Evaluation, ASP-LUMS, Lahore, July 16-20, 2012

Training Camp, Training of Trainers, ASP-LUMS, Lahore, June 4-8, 2012

### **PROFESSIONAL AFFILIATIONS**

American Marketing Association (AMA)

Urban and Regional Information Systems Association (URISA) Ontario

### **REVIEWING**

European Marketing Academy (EMAC) Regional Conference, Prague, Czech Republic, September 2018

American Marketing Association (AMA) Summer AMA Conference, Boston, MA, August 2018

European Marketing Academy (EMAC) Winter Educators Conference, Glasgow, UK, May 2018

American Marketing Association (AMA) Winter Educators Conference, New Orleans, LA, February 2018

American Marketing Association (AMA) Summer AMA Conference, San Francisco, CA, August 2017

BMM-EMAC 8th Biennial International Conference on Business Market Management, Graz, Austria, July 2017

European Marketing Academy (EMAC) Winter Educators Conference, Groningen, Netherlands, May 2017

American Marketing Association (AMA) Winter Educators Conference, Orlando, FL, February 2017

European Marketing Academy (EMAC) Winter Educators Conference, Oslo, Norway, May 2016

American Marketing Association (AMA) Winter Educators Conference, Las Vegas, NV, February 2016

American Marketing Association (AMA) Winter Educators Conference, San Antonio, TX, February 2015

### **ADMINISTRATIVE EXPERIENCE**

Deputy Director MBA Program, LUMS, 2017-present

Member, MBA Committee, LUMS, 2017-2019

Member, Undergraduate Curriculum Committee, LUMS, 2017-2019

Faculty Representative, Admission Committee, LUMS, 2012-2013

Faculty Representative, Undergraduate Curriculum Committee, LUMS, 2012-2013

Student Counselor, FAST Business School, 2009-2010

Faculty Advisor, Industry Liaison Committee, FAST Business School, 2009-2010

### **DOCTORAL COURSEWORK**

#### *Marketing*

Theories of Marketing  
Marketing Metrics  
Consumer Behavior  
Experimental Design  
Decision Making

Kersi D. Antia  
Raji Srinivasan  
Matthew Thomson  
Allison Johnson  
Neil T. Bendle

#### *Quantitative*

Mathematics for Economists  
Econometrics & Quantitative Methods I  
Econometrics & Quantitative Methods II  
Time Series Econometrics  
Univariate Analysis  
Structural Equation Modelling

Andres Carvajal  
John Knight  
Youngki Shin  
John Knight  
Chris Higgins  
Bradley A. Corbett

#### *Other Coursework*

Research Methodology I  
Research Methodology II  
Foundations of Management Teaching  
Cross Disciplinary Research

Matthew Thomson  
Matthew Thomson  
Debbie Compeau  
Mark Zbaracki

## REFERENCES

**Dr. Kersi D. Antia**

Professor of Marketing  
Ivey Business School  
Western University, Canada  
Phone: +1 519-661-4179  
E-mail: kantia@ivey.ca

**Dr. Neil T. Bendle**

Associate Professor of Marketing  
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**Dr. Vishal Kashyap**

Professor of Business-to-Business Management  
University of Graz, Austria  
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E-mail: vishal.kashyap@uni-graz.at