

SUNEAL BEDI

sbedi@iu.edu

Mobile: 352.999.1903

EDUCATION

Ph.D. Marketing, Ph.D. Business Ethics, The Wharton School, University of Pennsylvania (Joint)
M.S. Marketing, The Wharton School, University of Pennsylvania
J.D., Harvard Law School
B.A., *with Honors*, Swarthmore College

ACADEMIC APPOINTMENTS

Kelley School of Business, Indiana University
Assistant Professor, 2019-present

PUBLICATIONS AND WORKS UNDER REVIEW

Measuring Trademark Dilution by Tarnishment (with David Reibstein), forthcoming *Indiana Law Journal*

World Leaders and Nation Brands, in P. Kotler et al, "Mind Your Marketing" Vol 1. 2018, pp. 95-103

Fully and Barely Clothed: Case Studies in Gender and Religious Discrimination in the Wake of Citizens United and Hobby Lobby, 12 *Hastings Business Law Journal*, 133 (2016) (Jackson Lewis Employment Law Best Paper Award Academy of Legal Studies in Business 2015)

Errors in Measuring Patent and Class Action Damages (with David Reibstein), under review

To Boycott or Not to Boycott, under review at the *Journal of Public Policy & Marketing*

WORKS IN PROGRESS

Marketing's Ethical Blindspot: Catering to Consumer Preferences

Trademark Garnishment

The Corporate Pro Se Litigant

Brand as Promise (with Vikram Bhargava)

SELECTED BUSINESS PRESS PUBLICATIONS

“Is America Great Again? Data Says No”, U.S. News and World Report (January 23, 2018). with David Reibstein.

“The Importance of Nation Branding”, U.S. News and World Report (March 20, 2018). with David Reibstein.

“Why Swiping Right on Everyone isn’t a Winning Strategy”, Washington Post (November 4, 2015).

“The Lemon that is Lululemon”, Huffington Post (April 22, 2014).

“Who Owns the Air, The Sriracha Factory Injunction”, Huffington Post (February 10, 2014).

“California’s Attempt to Avenge Revenge Porn”, Huffington Post (November 9, 2013).

“From Pigskin to Bacon: The Legal Issues Surrounding the NFL Concussion Litigation”, Forbes Magazine (May 8, 2012).

TEACHING

The Kelley School of Business, Indiana University

Ethics and the 21st Century Business Leader
Corporate Financial Law and Business Planning

The Wharton School, University of Pennsylvania

Introduction to Law and Legal Practice. (2016 Undergraduate) Received unanimous 4 out of 4 in student course evaluations of “Quality of Instructor.”

Law and Social Values. (2017 Undergraduate) Received unanimous 4 out of 4 in student course evaluations of “Quality of Class” and “Quality of Instructor.”

INDUSTRY EXPERIENCE

Ropes & Gray LLP (2012-2014)

Corporate Associate: Worked in the Real Estate and Private Equity transaction groups.

Midwest Design Lab (2011-present)

Business Strategy Advisor: Advising product design firm in San Francisco and Indianapolis. Providing high-level marketing strategy including designing and implementing conjoint

analysis and market segmentation studies. Proving legal consulting including contract and patent review.

Farepath (2014-present)

Business Advisor: Currently advising social entrepreneurship startup that attempts to fuse advances in technology with community engagement to solve local hunger issues.

CONFERENCES AND PRESENTATIONS

Academy of Legal Studies in Business Conference 2015 (Philadelphia, PA)*
Academy of Legal Studies in Business Conference 2016 (San Juan, Puerto Rico)*
4th Joint Bergamo—Wharton Business Ethics Conference 2016 (Bergamo, Italy)
Boston University Working Paper Intellectual Property Conference 2017 (Boston, MA)*
The Diversity and Ethics Business Workshop 2017 (Philadelphia, PA)*
Texas A&M Intellectual Property Scholar's Roundtable 2017 (Forth Worth, TX)*
Society of Business Ethics Conference 2017 (Atlanta, GA)*
Association of Consumer Research 2017 (San Diego, CA)
Leavey School of Business, Santa Clara University 2018 (Santa Clara, CA)*
Case Western Working Paper Intellectual Property Conference 2018 (Cleveland, Ohio)*
Journal of Marketing and Public Policy Conference 2018 (Columbus, Ohio)*
Academy of Legal Studies in Business Conference 2018 (Savanah, GA)
Houston Law School Working Paper Intellectual Property Conference 2019 (Houston, TX)*
Marketing Science Conference 2019 (Rome, Italy)*
Journal of Marketing and Public Policy Conference 2019 (Washington D.C.)*

*denotes presenting author