

# Akshaya Sreenivasan

(Curriculum Vitae: August 2022)

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## EDUCATION

- 2017 Ph.D., Mass Communications,  
The Pennsylvania State University, University Park, PA.
- 2008 M.A., Broadcast Communications (*Distinction with honors*),  
M.O.P-Vaishnav College for Women, University of Madras,  
Chennai, India.
- 2006 B.S., Electronic Media and Communications (*Distinction with honors*),  
M.O.P-Vaishnav College for Women, University of Madras,  
Chennai, India.

## EMPLOYMENT

- August 2022- Present Clinical Associate Professor (with tenure)  
Mays Business School, Texas A&M University.
- September 2016- present Clinical Assistant Professor- Mays Business School,  
Texas A&M University.
- September 2015- May 2016 Clinical Assistant Professor- Smeal College of Business,  
The Pennsylvania State University.
- August 2012- August 2015 Research Assistant- ICT4D Consortium,  
The Pennsylvania State University.
- January 2013- September 2013 Short Term Consultant- The World Bank (*infodev group*).
- Summer 2012, 2013 Online Instructor- College of Communications,  
The Pennsylvania State University.
- August 2011- May 2012 Teaching Assistant- College of Communications,  
The Pennsylvania State University.
- August 2010- June 2011 Research Assistant- The Online Interaction Lab (TOIL),  
Michigan State University.
- June 2008- August 2009 Reporter/Anchor, NDTV-Hindu news channel,  
Chennai, India.
- June 2006- May 2008 Graduate Assistant- Department of Media Studies  
M.O.P-Vaishnav College for Women,  
University of Madras, India.

June 2007- June 2008

Junior Copy Editor, BBC Radio One,  
Chennai- India.

### TEACHING PROGRAM

#### COURSES TAUGHT

Experiential Marketing, Strategic Digital Marketing, Social Media and Public Relations, Advertising and Creative Marketing Communications, Mass Media and Society\*, Introduction to Marketing, Principles of Marketing, Asian Business Environment and Marketing Consulting.

### RESEARCH PROGRAM

#### RESEARCH INTERESTS

*Information and Communications Technologies for Development (ICT4D), Customer Centricity, UX/CX - Psychological aspects of communications technologies, DEI research.*

#### PUBLICATIONS

Tirosh, N., Bien- Aime, S., **Sreenivasan, A.**, & Lichenstien, D. (2021). Nationalizing the 'refugee crisis': A comparative analysis exploring how elite newspapers in four countries have framed forced migration during World Refugee Day. *Newspaper Research Journal*.

**Sreenivasan, A.**, Bien- Aime, S., & Connolly- Ahern, C. (2017). Connecting homeland and borders using mobile telephony: Exploring the state of Tamil refugees in Indian camps. *Journal of Information Policy*.

Grzeslo, J., **Sreenivasan, A.**, & Bien-Aime, S. (2016). ICTD or technology graves: Exploring ICT lifecycle management in development projects. *Proceedings of the Eighth International Conference on Information and Communication Technologies and Development (ICTD 2016)*. New York: ACM.

Sundar, S.S., & **Sreenivasan, A.** (2015). In machines we trust: Can interactivity and recordability undermine democratic technologies? *Proceedings of the Seventh International Conference on Information and Communication Technologies and Development (ICTD 2015)*. New York: ACM.

DeMaagd, K., Chew, H.E., Huang, G., Khan, M.L. **Sreenivasan, A.**, & LaRose, R. (2014). The use of public computing facilities by library patrons: Demography, motivations and barriers. *Government Information Quarterly (Authors 2, 3, 4, & 5, have been listed in alphabetical order)*.

McCully, W., Lampe, L., Velquez, A., Sarkar, C., & **Sreenivasan, A.** (2011). Hybrid Interaction in Online Communities. *In the proceedings of the 2011 annual Wikisym conference*. New York: ACM.

#### CONFERENCE PRESENTATIONS/PANELS

**Sreenivasan, A.**, & Sundar, S.S. (2015). This news is brought to you by a Drone: User reaction to machine agency in newsgathering. *Paper presented at the Annual AEJMC Conference, San Francisco, CA*.

**Sreenivasan, A.**, Bien-Aime, S., & Connolly-Ahern, C. (2014). ICT use in post conflict reconstruction and development: The story of Sri Lankan Tamil refugees. *Paper presented at the Emerging ICT and Citizens' Values Track, STS Italia Conference, Milan, Italy*.

National Communications Association (NCA, 2015). *Communicating In the Interest of Human Dignity: The Arthur Page Refugee Communication Project.*

### **BOOK CHAPTERS**

Sundar, S. S., Oh, J., Kang, H., & **Sreenivasan, A.** (2013). How does technology persuade? Theoretical mechanisms for persuasive technologies. *In J. P. Dillard & L. Shen (Eds.), the SAGE Handbook of Persuasion (2nd ed.): Developments in Theory and Practice (pp. 388-404). Thousand Oaks, CA: Sage Publications.*

### **HONORS AND AWARDS**

- Herb Thompson Teaching Excellence Award (2020)
- Arthur Page Center for Integrity in Public Communications Grant Awardee (2016).
- LaMarr Kopp Graduate Research Award for Excellence in International Research, The Pennsylvania State University (University wide research award for 2015)
- Don Davis Program in Ethical Leadership- Student Research Award (2015).
- Arthur Page Center for Integrity in Public Communications Travel Grant (2015)
- Arthur Page Center for Integrity in Public Communications Grant Awardee (2014).
- Don Davis Program in Ethical Leadership- Student Research Award (2014).
- Don Davis Program in Ethical Leadership- Student Research Award (2013).
- University of Madras- Rank 1: M.A. - Broadcast Communication.
- University of Madras- Rank 2: B.S. - Electronic Media.
- Best Graduating Student- M.A. - Broadcast Communication.
- Proficiency Rank holder- M.A. - Broadcast Communication (2006-2008).
- Proficiency Rank Holder - B.S. Electronic Media (2003-2006).
- First prize in State level Paper presentation on Information Communication Technology (2008), University of Madras; M.O.P-Vaishnav College for Women.
- IIT-Madras Research Project on “Media recall pattern of fast-moving consumer goods among women in Chennai” (2007).

### **SERVICE PROGRAM**

#### **COMMITTEE SERVICE**

- Presidents' charge: Communications Outreach and Engagement Committee Member (2021): In support of the overarching goal of increasing the number of students from underrepresented groups who attend and graduate from Texas A&M, the Communications Outreach and Engagement (COE) team is charged with
  - Developing a communications outreach plan to increase engagement of prospective students from underrepresented groups and their families and to create a sustainable pipeline for recruiting them.

- Creating an innovative platform for documenting and sharing the stories of successful current and former students of color with the goal of enhancing the ability of others to project themselves as successful Aggies.
- Faculty lead: Analytics and Consulting (2017 – present)
  - As the faculty advisor for the Business Analytics and Consulting Association (BACA, formerly AMA), I helped in redesigning the analytics certificate into a professional distinction program. This involved working with students in the Analytics and Consulting track to find academic and professional activities that would help them network with consulting companies as well as finding enriching experiences that would further hone their analytics skill. The professional distinction program is available to students across the Texas A&M University. We have been successful in attracting students from different non- business majors.
  - Created a new Marketing Consulting (Mktg 430) course for the upper-level students in the Marketing department. The course requires students to work on a semester long consulting project that explores concepts of customer centricity and customer-based marketing strategies. The course also provides students an opportunity to fine tune their analytical skills by working on customized solutions for the client.
  - Secured grants and sponsorships for development and ongoing support of the Analytics and Consulting program
    - Marketing Excellence Fund: \$2500 from the Carter Enterprises.
    - Marketing Excellence Fund: \$3000 from Home Based Services.
- Mays Transformational Leadership Academy (MTLA) Diversity Member (2018- present): Assisting in college wide diversity programs by helping in teaching and evaluations.
- Advertising: Helped in redesigning the advertising minor in the Marketing department. Currently teaching social media marketing and PR for the undergraduates in the department.
- Worked with students and faculty in the marketing department to lead social media marketing for the Spirit of Texas event (2017).

#### **OTHER SERVICE ACTIVITIES**

- Ad- hoc reviewer for *Journal of Information Policy* (JIP).
- Ad-hoc reviewer for *Information Technology and Development Journal* (ICTD).
- Member- Academy of International Business (AIB)
- Member- Interactive Advertising Bureau (IAB)

#### **INDICATORS OF TEACHING LEADERSHIP**

**Experiential Marketing:** Teamed up with Texas A&M University to create a unique Experiential Marketing class (Mktg 485) for the undergraduate students at Mays Business School. The class involved theory-based learning followed by a weeklong immersion at the SXSW festival in Austin. The students

helped promote the Texas A&M brand, by managing booths, advertising (online and offline) as well as acting as ambassadors. The students also collected data analytics to provide inputs on success/ failures of existing (and new) brand activations and future recommendations. This class was co-taught with Dr. Lisa Troy (Spring 2019).

**Advising:** As the advisor for the Business Analytics and Consulting Association (BACA, formerly AMA), Akshaya mentors' students from different academic units at Texas A&M in the field of Marketing Analytics & Consulting. Additionally, she is also the faculty advisor for the TAMU Content Creators club, working with students in the creative media marketing space.

**Digital Learning Community:** As a member of the digital learning community at the College level, Akshaya acts as the Marketing Department's liaison to foster communication between the different academic units as well as exploring new methods of teaching and learning. Additionally, Akshaya also heads the recording studio (340Y) in the Mays Business School. The pop-up studio helps professors translate lecture notes to visual presentations. The studio has been in operation since the Fall of 2020.

**Mays Transformational Leadership Academy (MTLA):** As part of the diversity efforts at the Mays Business School, MTLA hosts high school students from different cities from across the country for a weeklong immersion program. The students are usually from under privileged backgrounds/ first generation students who have been given opportunities to explore a business curriculum. I was the instructor for the Marketing component (2018 and 2019). The class was designed specially to meet the requirements of the diversity initiative and at the same time, cater to project driven marketing instruction.

**Independent Study Advisor:**

*Spring 2019:* Created consulting opportunities for student(s) to earn academic credit. The project involved working with a small privately operated firm in Houston to deliver custom driven solutions for brand development.

*Spring 2017:* Created research opportunity for student(s) to work on an exploratory study on the advertising and branding of flavored yogurt in the United States. The research paper was later presented in the university wide research symposium.

**Digital Marketing Cases:** Initiated a case-based approach to teach social media marketing and marketing consulting. Students apply real social media tools in scenarios including content development, crisis communications, and multi-platform marketing. Students critique and develop social media campaigns. Similarly, in the upper-level marketing consulting class, students have an opportunity to learn through customer centric cases.

**Digital Simulation:** Working with *SimulationDeck- Nusura* to create a crisis communications simulation for the students in the social media and PR class. This simulation enables students to work in a controlled social media setting, involving role-play and team decision-making.

**Certification:** Successfully partnered with Hootsuite (Fall 2016-now), the market leader for social media monitoring. Students completed training modules with the company and received a certificate of completion (free of cost). The certificate is universally accepted.

**Application of knowledge:** Students celebrated Texas A&M's 140 birthday by creating a multi- platform 14-day campaign highlighting the unique aspects of the University. Students partnered with different organizations, and professionals on campus to highlight human-interest stories.

**Industry Consulting Projects:** Collaborated with a variety of companies to create theory-practice projects for students. These companies include Mahindra USA (MUSA), The Carter Enterprises, Schlotzsky's, Zöe's Kitchen, Jimmy Johns, and Potbelly.

**Industry Networking:** Invited a variety of companies to participate in the creation of student learning experiences including NBC, Wells Fargo, The Powell Group, Deloitte, Sendero Consulting, Texas Instruments, Adlucent Advertising Agency, The Richards Carlsberg Group, and Fox News.