

Priya Rangaswamy
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Mays Business School, Texas A&M University
220 Wehner, 4112 TAMU, College Station, TX 77843

EDUCATION

Ph.D., Business Administration (Marketing) (*Expected 2023*)
Texas A&M University, TX
(Defended Proposal: June 2022)

MBA, Finance
Lehigh University, PA

Bachelor of Engineering, Electronics & Communication
PSG College of Technology, Anna University, India

RESEARCH INTERESTS

Substantive: Innovation, Sustainability/CSR, Marketing-Finance Interface
Methodological: Econometric Models, Causal Inference, Machine Learning

MANUSCRIPTS UNDER REVIEW

1. **Rangaswamy, Priya**, and Alina Sorescu, “Determinants and Financial Implications of Business Model Innovation: Evidence from Initial Public Offerings,” (*revise & resubmit at Journal of Marketing*; manuscript based on the first essay of doctoral dissertation)
2. Kovalenko, Larisa, **Priya Rangaswamy**, and Alina Sorescu, “Firm Response to Geopolitical Crises: An Examination of the Stock Market Response to the Russian Boycott During the War in Ukraine,” (*under review at Journal of Marketing*)

WORKING PAPERS

1. **Rangaswamy, Priya**, and Alina Sorescu, “Climate Change and the Innovation Output of Firms,” (preparing for submission to *Journal of Marketing Research*; manuscript based on the second essay of doctoral dissertation)

- Best in Track Award in the Marketing Strategy Track at *Summer AMA* conference, Chicago, IL, August 2022

PROJECTS IN PROGRESS

1. **Rangaswamy, Priya**, and Alina Sorescu, “The Financial Valuation of Innovation Inputs and Outputs.”
2. **Rangaswamy, Priya**, “When Brand Protection Leads to Brand Crisis: An Analysis of Disposable Fashion.”

CONFERENCE PRESENTATIONS (* denotes Presenter)

***Rangaswamy, Priya**, and Alina Sorescu, “Determinants and Financial Implications of Business Model Innovation: Evidence from Initial Public Offerings.”

- *Winter AMA* conference, Las Vegas, NV, February 2022
- *Theory + Practice in Marketing* conference, Atlanta, GA, May 2022
- *INFORMS Marketing Science* conference, June 2022
- *Journal of Product Innovation Management* Research Forum, Orlando, FL, November 2022 (invited to present)

***Rangaswamy, Priya**, and Alina Sorescu, “Climate Change and the Innovation Output of Firms.”

- *Summer AMA* conference, Chicago, IL, August 2022

*Kovalenko, Larisa, **Priya Rangaswamy**, and Alina Sorescu, “Firm Response to Geopolitical Crises: An Examination of the Stock Market Response to the Russian Boycott During the War in Ukraine.”

- *Marketing Strategy Meets Wall Street* conference, Chicago, IL August 2022

RECOGNITION AND GRANTS

First place, PDMA Doctoral Consortium Dissertation Research Competition,	
University of Tennessee, Knoxville	2022
Recipient, Dean’s Award for Outstanding Research, Texas A&M University	2022
Fellow, AMA-Sheth Foundation Doctoral Consortium, Indiana University	2021
Finalist, Business for a Better World Dissertation Proposal Competition,	
Colorado State University	2022

Fellow, ISMS Doctoral Consortium	2022
Finalist, ISBM Doctoral Dissertation Award Competition	2020
Fellow, Marketing Strategy Doctoral Consortium, UT Austin	2020
Recipient, Mays Innovation Research Center Grant, Texas A&M University	2020
Recipient, Ph.D. Enhancement Fellowship, Texas A&M University	2018 – Present
Recipient, ‘Catch the Spark’ Award for Excellence & Innovation, LSI Corp.	
Recipient, ‘PayPal Appreciates Talent’ (PAT) Awards, PayPal Inc.	
Recipient, ‘Spot’ Award, CA Technologies	

RESEARCH AND TEACHING EXPERIENCE

Research Assistant – Marketing	
Texas A&M University	2018 – Present
<ul style="list-style-type: none"> Responsibilities include assisting with building a multi-year Innovation Index for the <i>Mays Innovation Research Center</i> based on a sample of over 5000 firms 	
Lehigh University	
Instructor, Texas A&M University	
Marketing Research (4 sections, undergraduate level)	Spring 2021
Marketing Research (1 section, undergraduate level)	Spring 2022
Teaching Assistant	
Product Innovation and Marketing Strategy, Texas A&M University	
<ul style="list-style-type: none"> Administrator: MARKSTRAT Simulation 	Fall 2018 – Fall 2020
Options and Futures Markets, UT Dallas	2017 – 2018
Business Information Systems, Lehigh University	

PROFESSIONAL EXPERIENCE

- Sr. Business Analyst (Product Management), Viacom Inc., NY
- Market Research Analyst – II, LSI Corporation, PA
- Sr. Software Engineer, PayPal Inc./Ness Technologies, India
- Software Engineer, CA Technologies, India

PROGRAMMING SKILLS

Stata, R, Python, SAS, MS SQL

DOCTORAL COURSEWORK

Marketing

Applied Econometrics and Multivariate Analysis (Alina Sorescu)
Marketing Models (Venkatesh Shankar)
Marketing Strategy (Shrihari Sridhar)
Consumer Behavior (Suresh Ramanathan)

Management

Strategic Management (Steven Boivie)

Economics

Econometrics I (Econometric Theory) (Yonghong An)
Econometrics II (Causal Inference and Quasi-Experimental Methods) (Jason Lindo)
Applied Econometric Methods I (Ximing Wu)
Applied Econometric Methods II (Ariun Ishdorj)
Industrial Organization I (Steven Puller, Fernando Luco, Benjamin Klopck)
Microeconomic Theory (Kyle Hyndman) *
Economics of Climate Change (Audited) (Bruce McCarl)

Statistics

Applied Multivariate Analysis (Machine Learning Methods) (Darren Homrighausen)
Advanced Statistics & Probability (John Wiorkowski) *

Finance

Innovation Literature in Economics and Business (Korok Ray)
Empirical Corporate Finance (Vikram Nanda) *
Theoretical Asset Pricing (Huibing Zhang) *
Mathematical Finance (Feng Zhao) *
Theory of Finance and its Applications (Michael Rebello) *
Optimization (Milind Dawande) *

**Courses taken at UT Dallas as part of first year Ph.D. Finance coursework (2017 – 2018)*

ADDITIONAL COURSES (*online*)

MOOC

The Data Scientists' Toolbox, R Programming, Data Science, Tableau 9

Stanford University, CA

Strategic Innovation & Design Thinking, Decision Quality, Decision Analysis

SERVICE

Judge, Humana Healthcare Analytics Case Competition
Texas A&M University

2021

REFERENCES

Dr. Alina Sorescu (Chair)
Professor of Marketing
Paula and Steve Letbetter '70 Chair in Business
Chancellor EDGES Fellow
Texas A&M University
asorescu@mays.tamu.edu

Dr. Rajan Varadarajan
University Distinguished Professor
Distinguished Professor of Marketing
Regents Professor
Ford Chair in Marketing and E-Commerce
Texas A&M University
rvaradarajan@mays.tamu.edu

Dr. Nandini Ramani
Assistant Professor of Marketing
Texas A&M University
nramani@mays.tamu.edu