

Akshaya Sreenivasan

(Curriculum Vitae: March 2024)

Office Address:

220L, Wehner Building,
Mays Business School,
Texas A&M University,
College Station, TX- 77845.

Office Phone: (979) 845 8812

Email: asreenivasan@mays.tamu.edu

EDUCATION	
2017	Ph.D., Mass Communications, The Pennsylvania State University, University Park, PA.
2008	M.A., Broadcast Communications (<i>Distinction with honors</i>), M.O.P-Vaishnav College for Women, University of Madras, Chennai, India.
2006	B.S., Electronic Media and Communications (<i>Distinction with honors</i>), M.O.P-Vaishnav College for Women, University of Madras, Chennai, India.
EMPLOYMENT	
September 2022- Present	Clinical Associate Professor Mays Business School, Texas A&M University.
September 2023- Present September 2022- August 2023	Director - Aggies in TECH Assistant Director - Aggies in TECH Mays Business School, Texas A&M University
September 2016- August 2022	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, College of Communications, The Pennsylvania State University.
January 2013- September 2013	Short Term Consultant- The World Bank (<i>infodev group</i>).
Summer 2012, 2013	Online Instructor- The Penn State World Campus College of Communications, The Pennsylvania State University.
August 2011- May 2012	Teaching Assistant- Introduction to Communications (Comm. 201) College of Communications, The Pennsylvania State University.
August 2010- June 2011	Research Assistant- The Online Interaction Lab (TOIL), Communications, Arts and Sciences, 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	
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, Marketing & Consumer Insights, and Marketing Consulting.

RESEARCH INTERESTS

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

BOOK

- Kanuri, V & Sreenivasan, A. Introduction to Digital Marketing (1st Edition), Sage Publishing (forthcoming).

PUBLICATIONS (*Journal Articles and Conference Proceedings*)

- 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

COMMITTEE SERVICE

- ***Aggies in TECH (2022- Present):*** As the director of the Aggies in Tech program, I am entrusted with the overall management of this high-impact initiative. My responsibilities encompass a wide range of tasks, including the recruitment of students from diverse academic backgrounds across various schools within our university. Throughout my tenure, I have successfully recruited three cohorts of students from different campuses at Texas A&M. Working closely with the advising office, I play a key role in shaping the curriculum and scheduling classes to ensure they align with our program's objectives and academic standards. In addition to administrative duties, I am deeply engaged in providing both academic and professional guidance to our students. Drawing upon my expertise, I mentor them to navigate their educational journey and prepare them for the dynamic landscape of the business technology sector. Many of our students have secured internships or are in the process of securing internships at esteemed companies such as SpaceX, Tesla, LinkedIn, Salesforce, PwC, Morgan Stanley, Goldman Sachs, Atlassian, Dell, HP, Oracle, American Airlines, Warner Bros, and USAA, among others. Furthermore, I have spearheaded numerous networking initiatives and cultivated external opportunities for our students. This includes hosting representatives from nearly 20 different companies on campus at Texas A&M, as well as organizing networking events on the West Coast, which involved visits to the aforementioned companies. The Aggies in Tech program holds a distinguished reputation within Texas A&M University for its dedication to fostering the next generation of professionals in the technology-driven business landscape. Our program stands out due to its rigorous academic curriculum, comprehensive professional development initiatives, and strategic industry partnerships. I have personally forged partnerships with four different colleges across our campus, further enhancing the program's reach and impact.
- ***Staff Hiring Committee (2022):*** I was part of an 8-member team at Mays Business School to help select the Executive Director of Marketing & Communications. The committee met weekly during the summer of 2022 to sift through the candidates and invite selected participants for verbal- and in-person interviews.
- ***Freshman Business Initiative- Instructor Mentor (Fall 2022):*** I was the faculty instructor for the Freshman Business Initiative class in Fall 2022. I helped with one of the small groups in 105 Wehner

between 11:30- 12:20 p.m. (Fridays) to learn about opportunities in the Business School. I also ran a LinkedIn career-ready workshop and a resume review session for the freshman class.

- ***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 to enhance 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 skills. The professional distinction program is available to students across 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 the 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 the *Journal of Information Policy* (JIP).
- Ad-hoc reviewer for the *Information Technology and Development Journal* (ICTD).
- Member- Academy of International Business (AIB)
- Member- Interactive Advertising Bureau (IAB)

INDICATORS OF TEACHING LEADERSHIP

Experiential Marketing: Collaborated with Texas A&M University to develop an innovative Experiential Marketing course (Mktg 485) tailored for undergraduate students at Mays Business School. The curriculum combined theoretical instruction with practical application during a weeklong immersion at the SXSW festival in Austin. Students actively participated in promoting the Texas A&M brand through booth management, online and offline advertising, and serving as brand ambassadors. Additionally, they conducted comprehensive data analytics to evaluate the effectiveness of current and proposed brand activations, offering insightful recommendations for future initiatives. This course was jointly instructed alongside Dr. Lisa Troy during the Spring semester of 2019.

Advising: As the advisor for the student chapter of the American Marketing Association (AMA), my responsibilities encompass the comprehensive oversight of student activities. This includes the facilitation of brown bag series sessions, the procurement of funds through sponsorship and donations, the management of student roles, and the administration of the professional distinction program associated with the Analytics and Consulting Track (ANC) within the Marketing department.

TAMU Content Creators Club (advisor, 2020- 2024): I was the advisor for the student-operated entity, TAMU Content Creators, assuming responsibility for its operational integrity and financial sustainability. My duties entail overseeing the organization's activities and implementing strategies to maintain its fiscal well-being.

Digital Learning Community: As a participant, I fulfilled the role of liaison for the Marketing Department, facilitating interdepartmental communication and spearheading endeavors to innovate teaching methodologies. Furthermore, I assumed leadership responsibilities for the recording studio (Room 340Y) within the Mays Business School. This pop-up studio served as a platform for professors to transform traditional lecture materials into visually engaging presentations. Operational since the autumn of 2020, the studio continues to support pedagogical initiatives within the institution.

Mays Transformational Leadership Academy (MTLA): 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 6 weeklong immersion program. The students are usually from underprivileged 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), 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.

Business Minor- Mktg 409: Since 2022, I have been (along with Dr. Lisa Troy) working with the Office of Academic Innovation (OAI) at Texas A&M University to develop new material for the Marketing 409-

Principles of Marketing (for non-business majors). The fully asynchronous online course was developed from the ground up using technologies including features available on Canvas, articulate, as well as video capturing using Zoom, and the Evans library studios.

Business Minor- Mktg 409: We have also been working with software provider Cartedo to develop custom simulations for students in the course. The 11-round simulations have been created exclusively for the students at Texas A&M. We have worked for the last 1.5 years to develop the simulation. I was tasked with creating the storyline for the product. We also met with the designer to make sure our ideas were translated to the active space. Here, we explored the use of AI bots, as well as auto grading to help students develop soft skills as well as marketing skills.