

Amalesh Sharma
(Curriculum Vitae July 2023)
Mays Business School, Department of Marketing
Texas A&M University
201J Wehner|4112 TAMU
College Station, TX 77843-4112
Email: asharma@mays.tamu.edu

Employment

- **Mays Business School, Texas A&M University**
 - Carol and G. David Van Houten, Jr. '71 Professor 2023 to Present
 - Associate Professor (with Tenure) 2023 to Present
 - Research Director-Center for Retailing Studies (CRS) 2023 to Present
 - Pamela M. and Barent W. Cater '77 Endowed Faculty Fellow 2022 to present
 - Assistant Professor of Marketing 2017 to present

Education

- **J. Mack Robinson College of Business, Georgia State University, Atlanta**
 - Ph.D. in Business Administration (Marketing) 2017
 - M.S. (Managerial Science) 2015
 - M.S. (Business Economics) 2014
- **ITM Business School, Mumbai, India**
PGDM (Equivalent to MBA), Major: Marketing; Minor: Finance 2007-2009
- **University of Delhi, Delhi, India**
B.S. Physics (1st Class Honors) 2003-2007

Research Interest

Focus: Marketing Mix Effectiveness and Marketing-Operations Interface

Areas of Interest

Substantive: Business-to-Business (B2B) Relationships, Healthcare, Emerging Markets, Sustainability, and Retail Distribution

Methods: Econometric Data Analysis, Structural Models, Field Experiments

Publications (UT¹ Dallas and FT50² Listed Journals, and Specialized Marketing Journals)

1. **Sharma, A., Borah, S. B., Haque, T. & Adhikary, A. (2024).** Engaging Customers and Suppliers for Environmental Sustainability: Investigating the Drivers and the Effects on Firm Performance. *Journal of the Academy of Marketing Science*.
2. **Sharma, A., Borah, S. B., & Moses, A. C. (forthcoming).** Achieving Social and Economic Sustainability through Innovations in Transformative Services: A Case of Healthcare Organizations in an Emerging Market. *Journal of the*

¹ UT Dallas list of 24 leading scholarly journals.

² Financial Times List of 50 scholarly journals

Academy of Marketing Science. [Equal Contributions].

3. Wichmann, J., Uppal, A., **Sharma, A.**, & Dekimpe, M., (2022). A Global Perspective on the Marketing Mix across Time and Space. *International Journal of Research in Marketing*, 39(2), 502-521 [Equal Contributions].
4. **Sharma, A.**, Kumar, V., Borah, S. B., & Adhikary, A. (2022). Complexity in a Multinational Enterprise's Global Supply Chain and its International Business Performance: A Bane or a Boon? *Journal of International Business Studies*, 53.5: 850-878.
5. Mukhopadhyay S., **Sharma A.**, Kumar V., & Chung S. T. (2022). Impact of Review Narrativity on Sales in a Competitive Environment. *Production and Operations Management*, 31.6: 2538-2556.
6. Adhikary, A., Diatha, K. S., Borah, S. B., & **Sharma, A.** (2021). How Does the Adoption of Digital Payment Technologies Influence Unorganized Retailers' Performance? An Investigation in an Emerging Market. *Journal of the Academy of Marketing Science*, 49, 882–902 [Equal Contributions].
7. **Sharma, A.**, Cosguner, K., Sharma, T. K., & Motiani, M. (2021). Channel Intermediaries and Manufacturer Performance: An Exploratory Investigation in an Emerging Market. *Journal of Retailing*, 97.4, 639-657.
8. Kumar, V., Borah, S. B., **Sharma, A.**, & Y. L. Akella (2021). Chief Marketing Officers' Discretion and Firms' Internationalization: An Empirical Investigation. *Journal of International Business Studies*, 52.3: 363-387.
9. **Sharma, A.**, Pathak, S., Borah, S. B., & Adhikary, A. (2020). Is it Too Complex? The Curious Case of Supply Network Complexity and Focal Firm Innovation. *Journal of Operations Management*, 66(7-8), 839-865.
10. Borah, S. B., Prakhya, S., & **Sharma, A.** (2020). Leveraging Service Recovery Strategies to Reduce Customer Churn in an Emerging Market. *Journal of the Academy of Marketing Science*, 48(5), 848-868. [Equal Contributions].
11. Kumar, V., Nim, N., & **Sharma, A.** (2019). Driving Growth of Mwallets in Emerging Markets: A Retailer's Perspective. *Journal of the Academy of Marketing Science*, 47(4), 747-769.
12. **Sharma, A.**, Kumar, V., & Cosguner, K. (2019). Modeling Emerging Market Firms' Competitive Retail Distribution Strategies. *Journal of Marketing Research*, 56(3), 439-458.
13. **Sharma, A.**, Kumar, V., Yan, J., Borah, S. B., & Adhikary, A. (2019). Understanding the Structural Characteristics of a Firm's Whole Buyer–supplier Network and its Impact on International Business Performance. *Journal of International Business Studies*, 50(3), 365-392.
14. **Sharma, A.**, Saboo, A. R., & Kumar, V. (2018). Investigating the Influence of Characteristics of the New Product Introduction Process on Firm Value: The Case of the Pharmaceutical Industry. *Journal of Marketing*, 82(5), 66-85.
15. Kumar, V., **Sharma, A.**, & Gupta, S. (2017). Accessing the Influence of Strategic Marketing Research on Generating Impact: Moderating Roles of Models, Journals, and Estimation Approaches. *Journal of the Academy of Marketing Science*, 45(2), 164-185.
16. **Sharma, A.**, Kumar, V., & Borah S. B. (2017). Ritualization: A Strategic Tool to Position Brands in International Markets. *Journal of International Marketing*, 25(2), 1-24.
17. Saboo, A. R., **Sharma, A.**, Chakravarty, A., & Kumar, V. (2017). Influencing Acquisition Performance in High-Technology Industries: The Role of Innovation and Relational Overlap. *Journal of Marketing Research*, 54(2), 219-238.

18. Kumar, V., **Sharma, A.**, Donthu, N., & Rountree, C. (2015). Implementing Integrated Marketing Science Modeling at a Non-Profit Organization: Balancing Multiple Business Objectives at Georgia Aquarium. *Marketing Science*, 34 (6), pp. 804-814.
19. Kumar, V., Sunder, S., & **Sharma, A.** (2015). Leveraging Distribution to Maximize Firm Performance in Emerging Markets. *Journal of Retailing*, 91(4), 627-643.
20. Kumar, V., **Sharma, A.**, Shah, R., & Rajan, B. (2013). Establishing Profitable Customer Loyalty for Multinational Companies in the Emerging Economies: A Conceptual Framework. *Journal of International Marketing*, 21(1), 57-80.

Publications (Other Referred Journals)

1. **Sharma, A.**, Borah, S. B., Adhikary, A. & Pathak, S. (2024). Supply Base Concentration and Firm Innovation Performance: A Contingency Study of Supply Base Breadth, Depth, Dispersion, and Collaboration. *Journal of Business Research*.
2. Dwivedi et al. (2023). Metaverse Marketing: How the Metaverse will Shape the Future of Consumer Research and Practice. *Psychology and Marketing*.
3. **Sharma, A.**, Y. L. Akella, and Borah, S. B. (2022). Knowledge Structure of Chief Marketing Officers (CMOs): A Review, Bibliometric Analysis, and Research Agenda. *Journal of Business Research*, 151, 448-462.
4. **Sharma, A.**, Pathak, S., Borah, S. B., & Adhikary, A. (2022). Collaboration Strategies in Buyer-Supplier Relational (BSR) Networks and Sustainable Firm Performance: A Trade-off Story. *International Journal of Production Economics*, 108558.
5. **Sharma, A.**, Soni, M., Borah, S. B., & Haque, T. (2022). From Silos to Synergies: A Systematic Review of Luxury in Marketing Research. *Journal of Business Research*, 139, 893-907.
6. Khandeparkar, K., Motiani, M. & **Sharma, A.** (2021). Thank You for Not Smoking – A Multi-method Investigation to Understand the Effect of Anti-smoking Warnings in Television Programs. *Journal of Business Research*, 128: 462-472.
7. **Sharma, A.**, Borah, S. B., & Moses, A. C. (2021). Responses to COVID-19: The Role of Governance, Healthcare Infrastructure, and Learning from Past Pandemics. *Journal of Business Research*, 122, 597-607.
8. Adhikary, A., **Sharma, A.**, Diatha, K. S., & Jayaram, J. (2020). Impact of Buyer-supplier Network Complexity on Firms' Greenhouse Gas (GHG) Emissions: An Empirical Investigation. *International Journal of Production Economics*, 230, 107864.
9. **Sharma, A.**, & Borah, S. B. (2020). Covid-19 and Domestic Violence: An Indirect Path to Social and Economic Crisis. *Journal of Family Violence*, 1-7. (DOI: 10.1007/s10896-020-00188-8).
10. **Sharma, A.**, Adhikary, A., & Borah, S. B. (2020). Covid-19's Impact on Supply Chain Decisions: Strategic Insights from NASDAQ 100 Firms using Twitter Data. *Journal of Business Research*, 117, 443-449.
11. **Sharma, A.**, Soni, M., Borah, S. B., & Saboo, A. R. (2020). Identifying the Drivers of Luxury Brand Sales in Emerging Markets: An Exploratory Study. *Journal of Business Research*, 111, 25-40.
12. Moses, A., & **Sharma, A.** (2020). What Drives Human Resource Acquisition and Retention in Social Enterprises? An Empirical Investigation in the Healthcare Industry in an Emerging Market. *Journal of Business Research*, 107, 76-

88.

13. **Sharma, A.**, Moses, A. C., Borah, S. B., & Adhikary, A. (2020). Investigating the Impact of Workforce Racial Diversity on the Organizational Corporate Social Responsibility Performance: An Institutional Logics Perspective. *Journal of Business Research*, 107, 138-152.
14. Kumar, V., & **Sharma, A.** (2017). Leveraging Marketing Analytics to Improve Firm Performance: Insights from Implementation. *Applied Marketing Analytics*, 3(1), 58-69.
15. **Sharma, A.** (2011). Take-off of Online Marketing: Casting the Next Generation Strategies. *Business Strategy Series*. Vol. 12, Issue 4, pp. 202 –208.

Publications in Business Magazines

1. How to Help Your CMO Boost Global Growth (2021). *Harvard Business Review*, November-December 2021 [Idea Watch]. Link: <https://hbr.org/2021/11/how-to-help-your-cmo-boost-global-growth>
2. Finding the Perfect Pace for Product Launches (2018). *Harvard Business Review*, July-August 2018 [Idea Watch]. Link: <https://hbr.org/2018/07/finding-the-perfect-pace-for-product-launches>
3. Boosting Demand in the Experience Economy (2015). *Harvard Business Review*, January-February 2015, [Idea Watch]. Link: <https://hbr.org/2015/01/boosting-demand-in-the-experience-economy>

Publications in Practitioner Outlets

1. Akella Y. L., Borah, S.B., & **Sharma, A.** (2020). How Luxury Brands can Create Hedonistic Experiences, Virtually. *Forbes India*, June 10 (available at <https://www.forbesindia.com/blog/coronavirus/how-luxury-brands-can-create-hedonistic-experiences-virtually/>)
2. Kumar, V., Nim N., and **Sharma, A.** (2017). M-Wallets: Marketing Power or a Hype. *Mind Your Marketing*, Vol. 03, Issue 1.

Book Chapters and Monographs

1. **Sharma, A.**, Borah, S. B., Adhikary, A., & Haque, T. (2021). Accountability Beyond Profitability: Understanding the Impact of Marketing Actions on Environmental and Social Performance. *Review of Marketing Research*, In Marketing Accountability for Marketing and Non-marketing Outcomes. Emerald Publishing Limited.
2. Arunachalam, S., **Sharma, A.** (2019). Marketing Analytics, Essentials of Business Analytics, An Introduction to the Methodology and its Applications. Springer (ISBN: 978-3-319-68836-7; 978-3-319-68837-4 (eBook)).

Manuscripts under Review

[Manuscript titles and author details are suppressed to preserve double blind process]

Working Papers

[Manuscript titles and author details are suppressed to preserve double blind process]

Work in Progress

[Manuscript titles and author details are suppressed to preserve double blind process]

Honors, Awards and Recognitions

1. MSI Young Scholar 2023
2. **Outstanding Reviewer**, 2023-**Journal of the Academy of Marketing Science**
3. Georgia State University **40 Under 40 Outstanding Young Alumni**, 2023
4. **Winner**-2019 Marketing Research SIG Donald R. Lehmann Award
5. **Winner**-2016 PDMA Doctoral Dissertation Proposal Award
6. **Winner**-2018 John A. Howard/AMA Doctoral Dissertation Award
7. **Runner-up** - 2016 AMS/Mary Kay Doctoral Dissertation Proposal Competition
8. **Winner** - Provost Dissertation Fellowship, Georgia State University, 2016
9. **Runner-up**- 2016 SMA Doctoral Dissertation Competition
10. **Winner** - 2015 ISBM Doctoral Support Award Competition
11. **Faculty Fellow** -2018 AMA Sheth Foundation Doctoral Consortium, Leeds University Business School
12. **Faculty Fellow** -2018 6th AIM-AMA Sheth Foundation Doctoral Consortium, WE School, Bengaluru, India
13. **Fellow**-2017 Global SIG Doctoral Consortium
14. **Faculty Fellow**- 2017 AIM-AMA Sheth Foundation Doctoral Consortium, Mumbai, India
15. **Finalist**- 2016 MMA StuKent Outstanding Teacher-Scholar Doctoral Student Competition
16. **GTA Teaching Excellence Award**- Georgia State University, 2016
17. **Winner**- Louis Samuel Brooke Scholarship, 2016
18. Institute for Study of Business Markets Doctoral Fellow, 2016
19. **Teaching Fellow** - Georgia State University, 2015-2016
20. **Dissertation Grant Award** - Georgia State University, 2015-2016
21. **Fellow** - AMA Sheth Foundation Doctoral Consortium, 2015
22. **Finalist** - 2013-14 Gary L. Lilien ISMS- MSI Practice Prize Competition
23. **Fellow** - ISMS Doctoral Consortium, 2014
24. **Fellow** - 2nd AIM-AMA Sheth Foundation Doctoral Consortium, 2013
25. **Fellow** - ISBM PhD Student Camp for Research, 2012
26. 2nd Best Research Paper Award - 7th SIMSR Asia Marketing Conference, 2012
27. Academic Associate Award - Indian School of Business, Hyderabad: Class of 2011
28. Best Research Scholar of the year award - ITM Business School, Mumbai, India, 2009
29. Best Paper Award - "Future of Online Marketing in India: Challenges and opportunities", BITS Pilani, Interface 2009

Research Grant

1. Mays Innovation Research Center-Faculty Research Grant (Date of the Award-08/11/2020)
2. Reynolds and Reynolds Sales Leadership Institute Faculty Research Grant (Date of the Award-08/28/2021)
3. Mays Innovation Research Center-Faculty Research Grant (Date of the Award-05/10/2022)

1. **Amalesh Sharma**, Yousuf OC, V Kumar, Shintaro Okazaki, and Stefan Bernritter. “Interactive Video Ads, Brand Choice, and Engagement: A multi-study investigation.” *2021 American Marketing Association Marketing Educators’ Annual Summer Conference, Virtual (peer-reviewed)*.
2. **Amalesh Sharma**, Abrar Ali Saiyed, Sourav Borah, and Aditya Moses. “Innovation and Emerging Market Small and Medium Multinational Enterprises’ (EMSMMNEs) Internationalization? Role of CEO background, External Knowledge Scarcity, and Nature of Collaboration.” *2021 American Marketing Association Marketing Educators’ Annual Winter Conference 2021, Virtual (peer-reviewed)*.
3. **Amalesh Sharma**, Alok Saboo, Sourav Borah, and Anirban Adhikary. “Supplier Concentration and Firm Performance: Role of Relative Size, Relative Reputation, and Location.” *2021 American Marketing Association Marketing Educators’ Annual Winter Conference 2021, Virtual (peer-reviewed)*.
4. **Amalesh Sharma**, Alok Saboo, Sourav Borah, and Anirban Adhikary. “Supplier Concentration and Firm Performance.” *2020 American Marketing Association Marketing Educators’ Annual Winter Conference, San Diego (peer-reviewed)*.
5. Sourav Borah, Anirban Adhikary, and **Amalesh Sharma**. “Investigating the Impact of Payment Technology Adoption on Small-sized Retailers’ Performance in Emerging Markets.” *2020 American Marketing Association Marketing Educators’ Annual Winter Conference, San Diego (peer-reviewed)*.
6. **Amalesh Sharma**, Sourav Borah, V Kumar, and Yashaswy Akella CMO Discretion and Firms’ Internationalization”, *2020 American Marketing Association Marketing Educators’ Annual Winter Conference, San Diego (peer-reviewed)*.
7. **Amalesh Sharma**, Alok Saboo, Sourav Borah, and Anirban Adhikary. “Supplier concentration and Firm Performance: Moderating role of multi-tier supplier network.” *2019 INSEAD Marketing Strategy Meets Wall Street Conference, France (peer-reviewed)*.
8. Alok Saboo, **Amalesh Sharma**, Anindita Chakravarty, and V Kumar. “Resource Overlap and Acquisition Performance”, *2016 American Marketing Association Marketing Educators’ Annual Winter Conference, Las Vegas (peer-reviewed)*.
9. **Amalesh Sharma**, Alok Saboo, V Kumar. “Investigating the Impact of Pace, Rhythm and Scope of New Product Introduction Process on Firm Performance.” *Indian School of Business, Hyderabad, India, 2016 (Invited)*.
10. V Kumar, Sarang Sunder, and **Amalesh Sharma**. “Leveraging Distribution to Maximize Firm Performance in Emerging Markets.” *Huazhong University of Science and Technology, Wuhan, China, October 2015 (Invited)*.
11. **Amalesh Sharma**, V Kumar, and Koray Cosguner. “Distribution Dynamics and Brand Performance: Role of Market Type, Macro-economy and Retail Store Formats.” *2015 INFORMS Marketing Science Conference, Baltimore (peer-reviewed)*.
12. **Amalesh Sharma**, V Kumar, and Anita Luo. “Modeling New Product Adoption in B2B Markets.” *2014 INFORMS Marketing Science Conference, Emory University, Atlanta (peer-reviewed)*.
13. V Kumar, Sarang Sunder, and **Amalesh Sharma**. “Do Product Forms and Marketing Mix Elements Evolve in Emerging Markets.” *2014 INFORMS Marketing Science Conference, Emory University, Atlanta (peer-reviewed)*.
14. V Kumar, Sarang Sunder, and **Amalesh Sharma**. “Maximizing Firm Performance in an Emerging Market: Optimizing Distribution Strategies across Brands, Product Forms, and Store Formats.” *2014 Theory + Practice in Marketing Conference, Kellogg School of Management, Northwestern University (peer-reviewed)*.

15. V Kumar, Sarang Sunder, and **Amalesh Sharma**. "A Multichannel Distribution Strategy to Manage Brand-Product Forms in an Emerging Market: Accounting for other Marketing Mix Elements and Competitive Actions." *2014 American Marketing Association Marketing Educators' Annual Winter Conference, Orlando (peer-reviewed)*.

Other Conference Presentations

1. **Amalesh Sharma** and Sourav Borah. "Product Placement in Blogs and its Impact on Source Credibility: An Empirical Investigation." *2011 International Marketing Conference, Indian Institute of Management, Kolkata, India (peer-reviewed)*.
2. Suresh Dasari, Dinar Kale, and **Amalesh Sharma**. "Path Dependence to Path Creation: Evolving Dynamic Capabilities of Indian Pharmaceutical Industries." *2010 International Seminar on Pharmaceuticals in Emerging Economy, Deakin University, Australia (peer-reviewed)*.
3. **Amalesh Sharma**. "Impact of Distribution Models on Sales Strategy: With Special Reference to Lubricant Market in India." *2010 National Conference on Strategic Management, Institute of Public Enterprise, Osmania University, Hyderabad, India (peer-reviewed)*.
4. **Amalesh Sharma** and Vinod Sople. "Importance of Brand Equity for Corporate Image Creation: With Special Reference to Indian Private Banking Sector." *2009 North American Society for Marketing Research Conference, Great Lakes Institute of Management, Chennai, India (peer-reviewed)*.
5. **Amalesh Sharma** and Vinod Sople. "Corporate Governance: Strategic Imperative for Creating Values for Indian Firms." *2009 12th Nirma International Conference on Management, Nirma University, India (peer-reviewed)*.

Teaching Experience

Texas A&M University

- 2023 (Fall)
 - ANLY 608 (Graduate)-Linear and Logistic Regression (Student Evaluation: Section 1=4.58/5. Section 2=4.25/5)
- 2023 (Summer)
 - ANLY 605 (Graduate)- Visualizing and Understanding Data with Modern Tools (Student Evaluation: Section 1=4/5. Section 2=4.4/5)
- 2023 (Spring)
 - MKTG 626 (Graduate) - Marketing Analytics II (Student Evaluation=4.65/5)
 - MKTG 431 (Undergraduate) - Marketing Analytics (Student Evaluation: Section 1=4.79/5. Section 2=4.70/5)
- 2022 (Fall)
 - ANLY 608 (Graduate)-Linear and Logistic Regression (Student Evaluation: Section 1=5/5. Section 2=4.13/5)
- 2022 (Summer)
 - ANLY 605 (Graduate)- Visualizing and Understanding Data with Modern Tools (Student Evaluation: Section 1=4.56/5. Section 2=4.67/5)
- 2022 (Spring)
 - MKTG 626 (Graduate) - Marketing Analytics II (Student Evaluation=5/5)
 - MKTG 431 (Undergraduate) - Marketing Analytics (Student Evaluation: Section 1=4.16/5. Section 2=4.38/5)
- 2021 (Summer)
 - BUAD 689 (Graduate) - Data Visualization (Student Evaluation: Section 1=4.71/5. Section 2=4.23/5)
- 2021 (Spring)
 - MKTG 626 (Graduate) - Marketing Analytics II (Student Evaluation=4.83/5)

- MKTG 431 (Undergraduate) - Marketing Analytics (Student Evaluation: Section 1=4/5. Section 2=3.75/5. Section 3=4.2/5. Section 4=2.67/5)
- 2020 (Summer)
 - BUAD 689 (Graduate) - Data Visualization (Student Evaluation=4.45/5)
- 2020 (Spring)
 - MKTG 626 (Graduate) - Marketing Analytics II (Student Evaluation=4.6/5)
 - MKTG 431 (Undergraduate) - Marketing Analytics (Student Evaluation: Section 1=3.55/5. Section 2=3.84/5)
- 2019 (Summer)
 - BUAD 689 (Graduate) - Data Visualization (Student Evaluation=3.95/5)
- 2019 (Spring)
 - MKTG 626 (Graduate) - Marketing Analytics II (Student Evaluation=5/5)
 - MKTG 431 (Undergraduate) - Marketing Analytics (Student Evaluation: Section 1=4.36/5. Section 2=4.5/5)
- 2018 (Spring)
 - MKTG 626 (Graduate) - Marketing Analytics II (Student Evaluation=4.65/5)
 - MKTG 431 (Undergraduate) - Marketing Analytics (Student Evaluation: Section 1=4.46/5. Section 2=4.04/5)

Georgia State University, Instructor

2014 - 2017

- Marketing Management
- Introduction to Basic Marketing

Georgia State University, Teaching Assistant

2013

- Product and Brand Management (MBA)
- Customer Relationship Management (MBA)

Indian School of Business, Hyderabad, India

2009-2011

- Academic Associate (PGP Program)
 - **Courses:** Marketing Management, Strategic Innovation Management, Marketing Decision Making, International Marketing, Marketing Models, Pricing, Economics of Strategy, Negotiation Analysis
- Academic Associate (PGPMAX Program)
 - **Course:** Competitive Strategy

Service

- **Associate Editor**
 - Journal of Business Research (April 2020 to present)
- **Editorial Review Board**
 - Journal of Marketing (JM) (March 2023 to present)
 - Journal of International Business Studies (JIBS) (April 2022 to present)
 - Journal of the Academy of Marketing Science (JAMS) (May 2022 to present)
 - Journal of Operations Management (JOM) (March 2021 to present)
 - Journal of Retailing (JR) (September 2020 to present)
 - Journal of Business Research (JBR) (August 2019 to present)
 - Journal of International Marketing (JIM) (November 2019 to present)
- **Ad-Hoc Reviewer**
 - Production and Operations Management (POMS)
 - International Journal of Research in Marketing (IJRM)
 - Journal of Management (JOM)
 - Journal of Marketing Theory and Practice

- Entrepreneurship Research Journal
- Human Relations
- Naval Research Logistics
- Journal of Family Violence
- Psychology and Marketing
- **Conference Reviewer**
 - AMA Winter Marketing Educators' Conference -2016
- **Session Chair-Strategic Implementation of Customer, Product, and Firm-level Decisions**
 - AMA Winter Marketing Educators' Conference -2015
- **Track Chair**
 - Marketing Strategy--AMA Winter Marketing Educators' Conference -2024
 - Marketing in Times of Uncertainty-AMA Summer Marketing Educators' Conference -2023
 - Marketing Strategy-AMA Winter Marketing Educators' Conference -2020
 - Innovation- AMA Summer Marketing Educators' Conference -2020
- **Department of Marketing, Mays Business School**
 - Faculty Recruitment Committee, 2017-2018
 - Faculty Recruitment Committee, 2019-2020
 - Faculty Recruitment Committee, 2023-2024
 - PhD Committee, (2017-present)
 - Coordinator- Research Seminar Series (Fall, 2019-2022)
- **Dissertation Committee-Department of Marketing**
 - Narendra Bosukonda
- **Master's Committee- Department of Recreation, Park, and Tourism Sciences**
 - Logan Stanford
- **Mays Business School**
 - Judge- Humana Mays Analytics Competition in 2018, 2020, 2021
 - Mentoring Task Force 2020-2021
- **External Dissertation Reviewer**
 - Indian Institute of Management, Lucknow, India (2020 to present)
 - NIT Rourkela, India (2020 to present)
- **External Reviewer**
 - Research Grants Council (RGC) of Hong Kong (2021-present_

Industry Experience

- Relationship Manager, Axis Bank Limited, India 2009
- Market Research Intern, Castrol India Pvt. Ltd, India 2008

Membership in Professional Associations

- American Marketing Association (AMA)
- INFORMS Society for Marketing Science (ISMS)
- Academy of Marketing Science (AMS)