

UDIT SHARMA

Eli Broad College of Business
Michigan State University
632, Bouge St. Room N465
East Lansing, MI 48824

Mobile: (517) 802 7999
sharmaud@msu.edu
www.linkedin.com/in/sharma-udit
<https://broad.msu.edu/profile/sharmaud/>

EDUCATION

Michigan State University, East Lansing, MI

Ph.D. in Marketing **2023 (expected)**

Michigan State University, East Lansing, MI

Master of Science in Marketing Research **2018**

Nirma University, Ahmedabad, India

Master of Business Administration, Marketing **2013**

Panjab University, Chandigarh, India

Bachelor of Business Administration, General Management **2009**

RESEARCH INTERESTS

Marketing Strategy with special emphasis on marketing and finance interface, brand management, marketing capabilities of top management teams, and customer experience management.

WORKING PAPERS/WORK-IN-PROGRESS

Generic title: Product Quality and Service Quality: Systematic review of operationalizations, research contexts, and implications.

- Authors: Udit Sharma
- Status: Coding completed, data analyzed, framework created, draft being written

Generic title: Marketing in bio-technology

- Authors: Ahmet Kirca and Udit Sharma
- Status: Search for papers completed, coding under process

Generic title: Marketing capabilities of top management teams and firm performance

- Authors: Ahmet Kirca and Praveen Nath
- Status: Data collection under process

DOCTRAL COURSEWORK

Substantive

Marketing Pro-Seminar G. Tomas M. Hult

Methodology

Research Design in Marketing G. Tomas M. Hult
Advanced Multilevel Kimberly Kelly
Modeling
Partial Least Squares Wietske Van Osch
Modeling

Non-degree coursework

ESTIMATE – Tutorial in Modern Applied Jeffrey M. Wooldridge & Timothy J.
Tools of Econometrics Vogelsang

TEACHING EXPERIENCE

Michigan State University

Instructor

Summer 2019

- MKT319 (Consumer and Market Insights)

HONORS AND AWARDS

- Junior Research Fellowship by University Grants Commission (UGC), Government of India (2014).
- Rated in top ten percentile of the employees in annual performance appraisal at Oriental Bank of Commerce (2015 and 2017).
- Gold Medal for securing highest GPA in the MBA program, Nirma University, India (2013)
- Winner (Gold Medal-West India) of Business Simulation Competition organized by All India Management Association (2012).

PROFESSIONAL CERTIFICATIONS AND MEMBERSHIP

- Member, The Honor Society of Phi Kappa Phi, Michigan State University (2019)
- Student member, American Marketing Association (AMA), Detroit Chapter (2018 and 2019)
- Member, Gold Medalist Club, Knowledge Consortium, State Government of Gujarat, India (2015 - present)

PROFESSIONAL SERVICE

- Volunteer for the IIE Behavior Conference held from November 7-8, 2018 in Chicago.
- Communications volunteer, American Marketing Association (AMA), Detroit Chapter (2018)

WORK EXPERIENCE

American Customer Satisfaction Index, Ann Arbor, MI

Research/Analyst (Intern)

6/2018-12/2018

- Modelled customer satisfaction for four Fortune 500 clients using ACSI's proprietary methodology based on Partial Least Squares Structured Equation Modelling, enabling them to prioritize improvements with drivers of satisfaction.
- Provided data analysis support for syndicated research and diagnostic modelling support for custom research to delivery team, for second and third quarter (2018) release of ACSI scores and industry reports.

Capital Region Airport Authority, Lansing, MI

Student Project

9/2018 -12/2018

- Integral part of a team research project, that measured the existing brand positioning and market tested alternate brand positioning strategies for the Capital Region International Airport.

Dawn Food Products Inc., Farmington, MI

Student Project

8/2018 -12/2018

- Researched the challenges faced and measures adopted by small business owners across different industries, identifying areas where company can provide support to its customers in artisanal bakery segment.

Oriental Bank of Commerce, Delhi (NCR), India

Manager, Marketing

7/2017-9/2017

- Led research projects to identify changes in evaluation criteria and related consumer ratings for two product lines and used the insights to reduce customer defection by 13%.
- Undertook financial assessment for credit facilities of over \$11 million to 17 clients during rotation program in the corporate credit department of the bank.

Assistant Manager, Marketing

6/2014-7/2017

- Used statistical methods to quantify the impact of advertising spend across retail products offered by the bank, optimizing allocation of advertising budget of over \$5 million.
- Coordinated the conceptualization and launch of social media channels of the bank, channels are producing encouraging rate of user traffic and engagement (110,000+ followers).
- Managed the design and implementation of Marketing Automation Platform, enabling real-time availability of data for more effective decision-making.

FINO Paytech Limited, Mumbai, India

Management Trainee (Marketing Communications)

4/2013-11/2013

- Formulated brand guidelines for a newly established product division, increasing consistency in brand usage and reducing design and/or execution time of promotional materials by 30-40%.
- Designed and implemented sales force reward and recognition program that covered over 200 employees, retaining 12% more employees as compared to the previous year.

IDBI Bank Limited, Chandigarh, India*Assistant Manager (Relationship Officer)***2/2011-6/2011**

- Assisted the Branch Head during the opening of a new retail banking branch and sought highest opening day business of \$ 0.30 million for any branch till that date in the state.
- Established corporate tie ups with 3 organizations and sourced salary accounts of their employees (over 700), leading the newly established branch to the list of top ten fastest growing branches in the entire State.

Foresight Communications Private Limited, New Delhi, India*Account Executive (Client Servicing and Sales)***8/2009-1/2011**

- Managed branding, advertising and related deliverables of firm's three biggest clients, with above 90% client ratings.
- Prepared sales presentations and sourced two new clients in the real estate industry, which went on to contribute over 7% of firm's revenue.

SKILLS

- Statistical Platforms: SPSS (Statistics, Syntax, and Modeller), M-Plus, and HLM
- Languages: English (Fluent), French (Basic), and Hindi (Native)

PROFESSIONAL REFERENCES

- Dr. Ahmet Kirca, Associate Professor, Eli Broad College of Business, Michigan State University
- Dr. Forrest Morgeson, Director of Research, American Customer Satisfaction Index (ACSI LLC.)