

Anita Pansari

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RESEARCH

Research Interests

Substantive: Customer Relationship Management, Services Marketing, Retailing, Marketing Strategy

Methods: Econometric Models, Survey Research, Structural Equation Modelling

Publications

Gupta Shaphali, Anita Pansari and V. Kumar (2018), "Global Customer Engagement," *Journal of International Marketing*

Pansari Anita and V. Kumar (2018), "Customer Engagement Marketing", in *Customer Engagement Marketing. edited by Robert W Palmatier, V. Kumar, Colleen.M. Harmaling*

Pansari Anita and V. Kumar (2017), "Customer Engagement- The Construct, Antecedents and Consequences." *Journal of the Academy of Marketing Science*.

Kumar, V. and Anita Pansari (2016),"Competitive Advantage through Engagement." *Journal of Marketing Research*.

Kumar, V. and Anita Pansari (2016), "National Culture, Economy, and Customer Lifetime Value: Assessing the Relative Impact of the Drivers of Customer Lifetime Value for a Global Retailer", *Journal of International Marketing*, 24 (1), 1-21.

Kumar, V. and Anita Pansari (2015),"Measuring the Benefits of Employee Engagement." *MIT Sloan Management Review*, 56 (4), 67-72.

Kumar, V. and Anita Pansari (2015), "Aggregate -Level and Individual Level Customer Lifetime Value." in *Handbook of Customer Equity*, edited by V. Kumar and Denish Shah.

Kumar, V. and Anita Pansari (2014), "The Construct, Measurement, and Impact of Employee Engagement: a Marketing Perspective." *Customer Needs and Solutions*, 1(1), 52-67.

Roy, S. and Anita Pansari (2014), "Owner or Endorser? Investigating the Effectiveness of Celebrity Owners of Sports Teams as Endorsers". *International Journal of Sports Marketing and Sponsorship*, 15(2), 89-106.

Research Under Review

“Impact of Free Samples on Customer Experience and Customer Engagement”,
Co- Authors: Jee Won (Brianna) Choi and V. Kumar – Second Round Revision at *Journal of Marketing Research*
(Winner of the MSI Research Initiative on Customer Experience and received a grant a USD 15,000 for this study)

Research in Progress

“Effects of Payment Methods and Perceived Vice Consumption on Customers’ Purchasing Behavior”, Co- Authors Khodakarami, Farnoosh, Clay Voorhees, Xiayoun Zheng

“Engagement Orientation: A Conceptual Framework of the Construct, and Consequences”,
Co- Author: V. Kumar

CONFERENCE PRESENTATIONS

“Effects of Payment Methods and Perceived Vice Consumption on Customers’ Purchasing Behavior”-2018, Winter American Marketing Association Conference, Austin, Texas, February 2018

“Engagement: A Source of Competitive Advantage” -2017 Academy of Marketing Science Conference, San Diego, California, May 2017

“The Impact of Product Innovations on Customer Engagement” – 2017 Winter American Marketing Association Conference, Orlando, Florida, February 2017

“National Culture, Economy, and Customer Lifetime Value: Assessing the Relative Impact of the Drivers of Customer Lifetime Value for a Global Retailer”-2016 Winter Marketing Academic Conference, Las Vegas, Nevada, February 2016.

“National Culture, Economy, and Customer Lifetime Value: Assessing the Relative Impact of the Drivers of Customer Lifetime Value for a Global Retailer”- 2015 Global Fashion Management Conference, Florence, Italy, June 2015.

“Engagement Orientation”- 2014 Summer Marketing Educators Conference, San Francisco, California, August 2014.

“Customer is Neither the King nor the Queen”- 2014 China Marketing International Conference, Wuhan, China, July 2014.

“The Construct, Measurement, and Impact of Employee Engagement: A Marketing Perspective”- 2014 Winter Marketing Educators Conference, Orlando, Florida, February 2014.

“From Marketing Orientation and Interaction Orientation to Engagement Orientation”- A catalyst to profits”- Marketing Edge Conference, Chicago, Illinois, October 2013.

RESEARCH WORKSHOPS

“Publishing in Scholarly Journals”- Pre-Consortium Workshop for Ph.D. Students and Young Faculty at 4th AIM-AMA Sheth Foundation Doctoral Consortium, Delhi, India, January 2016.

“Challenges Facing Young Academics and Publishing in Scholarly Academic Journals”- Workshop conducted at 2015 Research Camp, Leeds Business School, London, UK, June 2015.

HONORS & AWARDS

2019 – Fellow at Professor’s Institute, SMU Cox School of Business

2018- Faculty Fellow at AMA Sheth Doctoral Consortium, University of Leeds.

2018- Consortium Fellow, Marketing Strategy Consortium, University of Missouri.

2017- Invited as a Thought Leader on Engagement to “The Thought Leadership Conference on Customer Engagement” at ISB, July 2017

2017- S. Tamer Cavusgil Award for the Best Paper published in the Journal of International Marketing in 2016 (National Culture, Economy, and Customer Lifetime Value: Assessing the Relative Impact of the Drivers of Customer Lifetime Value for a Global Retailer)

2017- Mary Kay Cosmetic- Best Dissertation Award winner

2016 – Matthew Joseph Emerging Scholar Award

2016- Doctoral Fellow at AMA Sheth Doctoral Consortium, University of Notre Dame

2016- Recipient of “Who’s Who among Students in American Universities and Colleges”

2016- Received a grant a 15000 USD from “*MSI Research Initiative on Customer Experience*” for proposal submitted on “Impact of Free Samples on Customer Experience and Customer Engagement”, Co- Authors: Jee Won (Brianna) Choi and V. Kumar

2015 – Doctoral Fellow at Academy of Marketing Science (AMS) Doctoral Consortium.

2012- Doctoral Fellow AIM-AMA Sheth Foundation Doctoral Consortium.

2005- University Topper in Masters of Economics (2003- 2005), Madras University, India.

2005- Received 7 gold medals from the University of Madras during Masters of Economics (2003- 2005), Madras University, India.

2002- Represented the State (Tamilnadu), India at the NCC National Integration Camp

2000- Received Merit Certificate for being among the top 0.01 students in the country in Economics, India.

TEACHING EXPERIENCE

Emerging Topics in Business, Fall 2018, Michigan State University, USA

Consumer Behavior, Spring 2018, Michigan State University, USA

Data Base Marketing, Fall 2017 and 2016, Michigan State University, USA

Data Base Marketing (Online), Fall 2016, Michigan State University, USA

Marketing Research, Summer 2016, Georgia State University, USA

Marketing Research, Fall 2015, Georgia State University, USA

Marketing Management, Fall 2011 ICFAI Business School, India

Georgia State University, Teaching Assistant

Customer Relationship Management (MBA), Fall 2014

Product and Brand Management (MBA), Fall 2014

Strategic Marketing Management, Executive MBA (EMBA), Summer 2014

ACADEMIC SERVICE

2018- Doctoral Committee Member, Jonathan Michael

Ad Hoc Reviewer

2018 – Journal of Services Research (2)

2018- Journal of Business Research (3)

2018- Journal of Consumer Psychology (1)

2018- International Marketing Review (1)

2017- Journal of International Marketing

2017- Journal of Marketing

2017- Journal of the Academy of Marketing Science

2017- International Journal of Marketing

2016 -AMA Winter Educators' Conference

PROFESSIONAL ASSOCIATION

American Marketing Association (AMA)

Academy of Marketing Science (AMS)

INDUSTRY EXPERIENCE

Customer Care Officer, Standard Chartered Bank, India (2005- 2006)

Branch Service Partner, Yes Bank, India (2007-2008)

Intern at Green Peace International, India (2005)

Intern at “The Banyan”, India (2004)

EDUCATION

2012 – 2016 **Ph.D. in Marketing**

J. Mack Robinson College of Business, Georgia State University

2008- 2011 - **Research Scholar**

ICFAI Business School.

2003- 2005 **M.A in Economics**
Madras University, India

2000- 2003 **B.A in Economics**
Madras University, India