

## UDIT SHARMA

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### EDUCATION

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|  |                   |
|--|-------------------|
| Ph.D., Marketing<br>Michigan State University, East Lansing, MI, USA         | Expected May 2024 |
| M.S., Marketing Research<br>Michigan State University, East Lansing, MI, USA | 2018              |
| MBA, Marketing & Finance<br>Nirma University, Ahmedabad, India               | 2013              |

### RESEARCH INTERESTS

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|                |   |
|----------------|---|
| Substantive    | Role of Marketing in Discontinuities (e.g., Business Failures, Economic Crises), Corporate Political Activity & Customer Political Ideology, Customer-Firm Relationships, Marketing's Human Capital in the Upper Echelons of Firms. |
| Methodological | Applied Econometrics, Causal Inference, Experimental Research   |

### REFEREED PUBLICATIONS

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Hult, G. Tomas M., Forrest V. Morgeson III, **Udit Sharma**, and Claes Fornell (2022), "Customer Satisfaction and International Business: A Multidisciplinary Review and Avenues for Research," [\*Journal of International Business Studies\*](#), 53(8), 1695-1733.

Morgeson Forrest V., III, Pratyush N. Sharma, **Udit Sharma**, and G. Tomas M. Hult (2022), "Partisan Bias and Citizen Satisfaction, Confidence, and Trust in the US Federal Government," [\*Public Management Review\*](#), 24(12), 1933-1956.

### PAPERS UNDER REVIEW OR ADVANCED STAGES

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**Sharma, Udit**, Forrest V. Morgeson III (equal first authors), G. Tomas M. Hult, Ayalla Ruvio, Yuyuan Pan, and Shana Redd, "Political Extremism, Loyalty, and Advocacy: A Novel Perspective with Strategic Implications".

- **Status:** Finalizing for re-submission to *Journal of Marketing* (earlier 3<sup>rd</sup> round reject and resubmit at *Journal of Marketing*)

**Sharma, Udit**, Pravin Nath (equal first authors), and Ahmet H. Kirca, "Upper Echelon Marketing Experience and Organizational Survival: How the Top Management Team, CEO, and Board of Directors Differ in their Roles in Preventing Failure".

- **Status:** Finalizing for submission to *Journal of Marketing Research* (earlier 2<sup>nd</sup> round reject at *Journal of Marketing*)

Morgeson Forrest V., III, **Udit Sharma**, Anita Pansari, Ayalla Ruvio, and G. Tomas M. Hult., "Weathering the Crash: Do Customer-Company Relationships Insulate Firms from the Negative Effects of Economic Crises?".

- **Status:** Under 3<sup>rd</sup> round review at *Journal of the Academy of Marketing Science*

Wu, Xiaoxu, **Udit Sharma**, Anita Pansari, and Forrest V. Morgeson III, “Political Ideology and Customer Knowledge Value: Do Conservatives Provide More Valuable Feedback to Firms?”

- **Status:** Under 2<sup>nd</sup> round review at *Journal of the Academy of Marketing Science*

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## SELECT WORKING PAPERS

**Sharma, Udit** and Lakshita Boora, “Product Market Fluidity, Marketing Leadership, and Corporate Political Spending Disclosures”.

- **Status:** Data analysis under process (targeted submission to *Journal of Marketing* in summer of 2024)

Basuroy, Suman, Forrest V. Morgeson III, Udit Sharma, and Xiaoxu Wu (ordered alphabetically), “Employee-Customer DEI Profile Matching and Customer Engagement – A Quasi-Experimental Study”.

- **Status:** Data collection under process

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## DOCTORAL SYMPOSIUM DISCUSSANT/PRESENTER

**Presenter:** Mittelstaedt & Gentry Doctoral Symposium, University of Nebraska Lincoln (2023)

**Presenter:** Haring Symposium, Kelly School of Business, Indiana University (2022)

**Discussant:** Haring Symposium, Kelly School of Business, Indiana University (2021)

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## CONFERENCE PRESENTATIONS

Wu, Xiaoxu, **Udit Sharma**, Sean Mcgrath, and G. Tomas M. Hult (2021), “Sustainability in Marketing: Review of Literature, a New Marketing-centered Definition, and Opportunities for Future Research,” *2021 AMA Winter Academic Conference*, St. Petersburg, FL

**Sharma, Udit**, Roger Calantone (2021), “Relative Strategic Emphasis on Value Appropriation and New Product Development Process,” *2021 AMA Winter Academic Conference*, St. Petersburg, FL

Wu, Michael, Xiaoxu Wu, **Udit Sharma**, Ahmet H. Kirca (2021), “Product Portfolio Characteristics and Firm Performance: The Moderating Role of Internationalization,” *2021 AMA Winter Academic Conference*, St. Petersburg, FL

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## MEDIA AND POPULAR PRESS

**Sharma, Udit** and Xiaoxu Wu “Why Should Monopolies Satisfy Their Customers?” – [\*Journal of Marketing Research Scholarly Insights\*](#), August 10, 2021.

**Sharma, Udit** and Xiaoxu Wu, “How Does Main Street Drive Wall Street?” – [\*Journal of Marketing Research Scholarly Insights\*](#), July 1, 2021.

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## PROFESSIONAL SERVICE

### Ad-hoc Journal Reviewer

- Journal of Product Innovation Management (2022),
- Industrial Marketing Management (2020)

### Conference Reviewer

- Journal of Product Innovation Management Research Forum (2020),
- Decision Science Institute Annual Conference (2020),
- American Marketing Association Global SIG Conference (2021, 2022)

## SELECT DOCTORAL COURSEWORK

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### Statistics and Econometrics

|   |                       |
|---|-----------------------|
| Applied Econometrics                        | Jeffrey M. Wooldridge |
| Quantitative Methods in Public Policy - III | Leslie E. Papke       |
| Advanced Econometric Methods - II           | Timothy J. Vogelsang  |
| Advanced Econometric Methods - I            | Justin Kirkpatrick    |
| Applied Econometrics (audited at UTSA)      | Richard Gretz         |
| Statistical Models in Marketing             | Suman Basuroy         |
| Research Design in Marketing                | G. Tomas M. Hult      |
| Advanced Multilevel Modeling                | Kimberly Kelly        |
| Organizational Research Methods             | John R. Hollenbeck    |

### Substantive

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|--|--------------------------------------|
| Marketing Pro-Seminar                  | G. Tomas M. Hult                     |
| International Business Theory          | Ahmet H. Kirca                       |
| Marketing Strategy                     | G. Tomas M. Hult                     |
| Marketing Relations                    | G. Tomas M. Hult and Roger Calantone |
| Marketing Theory and Critical Analysis | Ahmet H. Kirca                       |
| Seminar on Buyer Behavior              | Hanyong Park                         |

## ADDITIONAL SEMINARS AND WORKSHOPS

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|---|--|
| Causal Inference - Econometrics II (2022)   | Scott Cunningham                               |
| Reduced Form DID (2021)                     | Jeffrey M. Wooldridge                          |
| Modern Applied Tools of Econometrics (2020) | Jeffrey M. Wooldridge and Timothy J. Vogelsang |
| Marketing Theory Workshop at MSU (2019)     | Ajay K. Kohli                                  |
| Broad College Teaching Bootcamp (2020)      | Jeremy Van Hof                                 |

## TEACHING EXPERIENCE (MICHIGAN STATE UNIVERSITY)

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### Instructor

|                                |               |         |
|--------------------------------|---------------|---------|
| Marketing Research (MKT 319)   | 2020 (Summer) | 5.0/5.0 |
| Market Analytics (MKT 317)     | 2022 (Summer) | 4.2/5.0 |
| Managerial Marketing (MKT 330) | 2023 (Summer) | N/A     |

### Teaching Assistant

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|-----------------------------|---------------|-----|
| Consumer Insights (MSC 807) | 2021 (Summer) | N/A |
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## PROFESSIONAL ASSOCIATIONS

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American Marketing Association (member since 2019)  
Academy of Marketing Science (member since 2022)  
Academy of International Business (member since 2020)

## HONORS AND AWARDS

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- Donald A. and Shirley M. Taylor Research Excellence Award, Michigan State University (2022)
- Junior Research Fellowship by University Grants Commission (UGC), Government of India (2014).
- Gold Medal for securing the highest GPA in the MBA program, Nirma University, India (2013)
- Winner (Gold Medal-West India) of the Business Simulation Competition organized by All India Management Association (2012).

## INDUSTRY EXPERIENCE

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### **American Customer Satisfaction Index, Ann Arbor, MI, USA**

*Research Analyst*

**6/2018-12/2018**

- Modeled customer satisfaction for several Fortune 500 clients enabling them to prioritize improvements with drivers of satisfaction.
- Provided data analysis support for syndicated research and diagnostic modeling support for the second and third quarter (2018) release of ACSI scores and industry reports.

### **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 assessments for credit facilities of over \$11 million to 17 clients during a rotation program in the corporate credit department of the bank.

*Assistant Manager, Marketing*

**6/2014-7/2017**

- Quantified the impact of advertising spending across retail products offered by the bank, optimizing the advertising budget allocation of over \$2 million.
- Coordinated the conceptualization and launch of social media channels for the bank, leading to channels producing an encouraging rate of user traffic and engagement (110,000+ followers).
- Managed the design and implementation of the 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 a sales force reward and recognition program that covered over 200 employees, retaining 12% more employees as compared to the previous year.

## ACADEMIC REFERENCES

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**G. Tomas M. Hult**, Professor of Marketing  
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**Suman Basuroy**, Professor of Marketing  
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**Ahmet H. Kirca**, Associate Professor of Marketing  
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