

UDIT SHARMA

Eli Broad College of Business
Michigan State University
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East Lansing, MI 48824

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EDUCATION

| | |
|--|-------------------|
| Ph.D., Marketing Michigan State University, East Lansing, MI, USA | Expected May 2024 |
| M.S., Marketing Research Michigan State University, East Lansing, MI, USA | 2018 |
| M.B.A, Marketing & Finance 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

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

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 3rd 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 2nd round reject at *Journal of Marketing*)

Morgeson Forrest V., III, **Udit Sharma**, Xiaoxu Wu, 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 3rd 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 2nd round review at *Journal of the Academy of Marketing Science*

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 analysis under process (targeted submission to *Journal of Marketing* in summer of 2024)

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)

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

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.

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

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)

Instructor

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

Teaching Assistant

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

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

HONORS AND AWARDS

- Donald A. and Shirley M. Taylor Research Excellence Award, Michigan State University (2022)
- Robert P. Poland Endowed Doctoral Fellowship, Michigan State University (2019-2023)
- 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

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 in the subsequent year.

ACADEMIC REFERENCES

G. Tomas M. Hult, Professor of Marketing
Eli Broad College of Business, Michigan State University

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East Lansing, MI 48824
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Suman Basuroy, Professor of Marketing
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Ahmet H. Kirca, Associate Professor of Marketing
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Forrest V. Morgeson III, Assistant Professor of Marketing
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Pravin Nath, Assistant Professor of Marketing
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Clemson University

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pnath@clemson.edu