

UDIT SHARMA

Eli Broad College of Business
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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

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

REFEREED PUBLICATIONS

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?", *Journal of the Academy of Marketing Science*. (forthcoming)

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, G. Tomas M. Hult, Ayalla Ruvio, Yuyuan Pan, and Shana Redd, "Political Extremism, Brand Loyalty, and Advocacy: A Novel Perspective with Strategic Implications"

- **Status:** Under review at *Journal of Marketing* (earlier 2nd 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*)

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, Xiaoxu Wu (equal first authors), Myongjin Kim, Suman Basuroy, and Forrest V. Morgeson III, “Credit Officer Gender, Credit Terms Negotiation, and Customer Credit Default: Evidence from a Quasi-Experiment”

- **Status:** Data analysis under process (targeted submission to *Marketing Science* in fall of 2023)

Park, Hanyong, Xiaoxu Wu, and **Udit Sharma**, “Customer Political Identity and Price-Quality Judgements”

- **Status:** Data collection under process (targeted submission to *Journal of Marketing Research* in spring of 2024)

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)

DOCTORAL SYMPOSIUMS AND CONSORTIUMS

Fellow: Academy of Marketing Science (AMS) Doctoral Consortium Fellow (2023)

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

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

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: Its Role in 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 or Conference Reviewer

- Journal of Product Innovation Management (2022, 2023)
- Industrial Marketing Management (2020)
- 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

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 (audited)	Hanyong Park

ADDITIONAL SEMINARS AND WORKSHOPS

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

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, 23)
- 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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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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