## SWETA CHATURVEDI THOTA

## **Assistant Professor of Marketing**

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## **ACADEMIC EXPERIENCE**

## University of San Francisco, School of Management, San Francisco, California

Assistant Professor of Marketing (tenure track), 2008 – present

## James Madison University, College of Business, Harrisonburg, Virginia

Assistant Professor of Marketing (tenure track), 2004 – 2008

## Louisiana State University, Baton Rouge, Louisiana

Graduate Assistant, Teaching (Instructor), 2001 – 2003 Research Assistant, 2000 – 2003

## **EDUCATION**

#### Doctor of Philosopy (Ph.D.) in Business Administration, 2004

Louisiana State University, Baton Rouge, LA Major: Marketing, Minor: Mass Communication

## Master of Business Administration (M.B.A), 1997

FORE School of Management, New Delhi, India

Major: Marketing

## Bachelor of Science (B.S.), 1994

Dayalbagh University, Agra, India Major: Chemistry, Minor: Zoology

#### **RESEARCH**

## Publications and Forthcoming Articles (In Chronological Order)

**Thota, Sweta Chaturvedi,** Ji Hee Song and Abhijit Biswas (2012), "Is a Web Site Known by the Banner Ads It Hosts? Assessing Forward and Reciprocal Spillover Effects of Banner Ads and Host Web Sites," *International Journal of Advertising.* Forthcoming, November Issue, Acceptance rate: 12%. Submitted: November 2010. Accepted: April 2012.

Lead author – developed the paper idea, theoretical conceptualization, experiments, wrote most of the paper and addressed most of the changes during both revision rounds at IJA. Improvised and incorporated changes from prior revisions at *Psychology and Marketing, Journal of Advertising*, and *Journal of Interactive Marketing*.

**Thota, Sweta Chaturvedi,** "A Resolution Model of Consumer Irritation Consequences and Company Strategies: Social Networking and Strategy Implications," forthcoming, *Journal of Applied Business and Economics*. (Accepted May 24, 2012). Acceptance rate: 16%.

**Thota, Sweta Chaturvedi,** Ji Hee Song and William Val Larsen (2010), "Do Animated Banner Ads Hurt Websites? The Moderating Roles of Website Loyalty and Need for Cognition," *Academy of Marketing Studies Journal*, Volume 14, Issue 1, 91 – 116. {Cites: 2}. Acceptance rate: 25%.

Lead author – developed the paper idea, theoretical conceptualization, experiments, wrote most of the paper and addressed most of the changes during revision.

Saini, Ritesh and **Sweta Chaturvedi Thota** (2010), "Relative Thinking in Price Comparisons: The Role of Affect, Processing-Style & Intuition," *Journal of Consumer Psychology, Volume* 20 (2), 185 – 192. {Cited by 4}. Acceptance rate: 5-10%. Submitted September 29, 2008. Published March 29, 2010.

Second author - helped with theoretical conceptualization, developed the model and graphs.

**Thota, Sweta Chaturvedi** and Abhijit Biswas (2009), "I Want to Buy the Advertised Product Only! An Examination of the Effects of Additional Product Offers on Consumer Irritation in a Cross Promotion Context," *Journal of Advertising*, Volume 38, Number (1), Spring (123 – 136). {Cited by 2}. Submitted: March 2006: Published January 2009. Acceptance rate: 10-15%.

Lead author – the paper is an offshoot from my dissertation. Thus, contributed toward most of the conceptualization, theory, constructs, experiments, analysis and write up.

**Thota, Sweta Chaturvedi** and Newell D. Wright (2006), "Do Consumers Hold Grudges and Practice Avoidance Forever? A Markov Chain Model of The Decay of Grudgeholding and Avoidance Attitudes,"

*Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, Vol. 19, 89 – 102. {Cited by 2}. Acceptance rate: 20%.

Lead author – paper is inspired from my research on Markov Chain Models titled "Resistance to Persuasion: Modeling the Impact of Counterattitudinal Information on the Current and the Subsequent Attitudes of Individuals."

## **Research Under Review**

**Thota, Sweta Chaturvedi**, "How Long Do We Stay Irritated? The 'Staying Power' of Irritation – A Markov Chain Model of Irritation Retention and Decay." Status: Paper submitted to *Journal of Customer Behaviour* (Submitted April 14).

Larsen, William Val, Ruth Shelton and **Sweta Chaturvedi Thota** (2012), "Truth and Consequences: Moral Improvement Through Being Known and Accountable." Status: Paper submitted to *Marketing Intelligence and Planning* on March 14, 2012.

Third author: contributed toward theory and paper development.

## Research in Progress (In Order of Readiness)

**Thota, Sweta Chaturvedi**, "Is there a Better Price for this Good? Internet and Prevalence of Relative Thinking." Status: Data collection and analysis complete; manuscript in preparation for submission to *Journal of Retailing*. Expected submission date: December 2012.

Ricardo Villarreal, **Sweta Chaturvedi Thota**, and Shelley Blozis, "An Investigation of the Effect of Hijacked Advertising Messages on Attitudes," Status: two experiments completed, manuscript in preparation for submission to *Journal of Advertising*. Expected submission date: October 31, 2012.

Second author – contributed toward theory and experiment development, formulation, data collection analysis; active participation.

**Thota, Sweta Chaturvedi**, "Relative Thinking on the Internet: The Moderating Effect of Affective and Cognitive Priming. Status: Three experiments completed, targeted for the *Journal of Retailing*. Expected submission date: March 2013.

**Thota, Sweta Chaturvedi** and Val Larsen, "Does Sleeper Effect Hold in High Involvement Situations? The Moderating Roles of Involvement and Need for Cognition." Status: theoretical model developed and data collected, manuscript is targeted for *Journal of Consumer Psychology*. Expected submission date: June 2013.

 $Lead\ author\ \hbox{--}\ developed\ the\ paper\ idea,\ theoretical\ conceptualization,\ and\ experiments.$ 

#### **Conference Proceedings/ Presentations (p = presenter)**

Ricardo Villarreal, **Sweta Chaturvedi Thota**, and Shelley Blozis (2012), "Hijacked Advertising: Effects on Attitudes Toward the Brand," Eds. Kevin Shanahan. Accepted for publication at *Society for Marketing Advances* 2012.

**Thota, Sweta Chaturvedi**, "Is There a Better Price for This Good? Internet and Price Perceptions," paper presented at 2012 *Academy of Marketing Science Annual Conference* (**p**).

Ricardo Villarreal, **Sweta Chaturvedi Thota**, and Shelley Blozis (2010), "An Investigation of the Effect of Hijacked Advertising Messages on Brand Attitudes, *DMEF Direct Interactive Marketing*. **Invited paper**. Presented in San Francisco on October 9, 2010 (**p**).

Saini, Ritesh and **Sweta Chaturvedi Thota** (2008), "Relative Thinking in Price Comparisons: The Role of Affect, Processing-Style & Intuition," *Association for Consumer Research*, (Ann L. McGill, and Sharon Shavitt, eds.), available at http://www.acrweb.org/acr/assets/program.pdf.

Saini, Ritesh and **Sweta Chaturvedi Thota** (2008), "Psychophysics of Search - The Role of Context & Individual Differences," Presented at *American Marketing Association Summer Educators Conference*, San Diego, California, (James Brown and Rajiv Dant Eds.), available at <a href="http://www.marketingpower.com/Calendar/Documents/Program%20for%20Website%20-%20July%2021.pdf">http://www.marketingpower.com/Calendar/Documents/Program%20for%20Website%20-%20July%2021.pdf</a>.

Agustin, Clara, **Sweta Chaturvedi Thota** and Prashant Yadav (2008), "Do Retailer Return Policies Really Matter on Consumer Choice," *INFORMS* available at <a href="http://www.marketscience2008.sauder.ubc.ca/files/programScheduleFinal.pdf">http://www.marketscience2008.sauder.ubc.ca/files/programScheduleFinal.pdf</a>.

Prashant Yadav and **Sweta Chaturvedi Thota** (2006), "Designing Customer Return Policies to Optimize Overall Channel Profitability," INFORMS 2006, Pittsburgh, PA.

**Thota, Sweta Chaturvedi** and Newell D. Wright (2006), "Do Consumers Hold Grudges and Practice Avoidance Forever? A Markov Chain Model of The Decay of Grudgeholding and Avoidance Attitudes," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, Eds. Stephen A. Goodwin.* 

**Thota, Sweta Chaturvedi,** "How Do Consumers Evaluate Line Extensions? The Importance of Consumer Attitudes in Line Extension Success," presentation at *2006 AMA Winter Educators Conference*, Eds. Jean Johnson and John Hulland, Vol. 17, pp. 202 – 203 (p).

**Thota, Sweta Chaturvedi,** "Multimarket Contact and the Moderating Role of Dominant Local Players: A Conceptual Overview," 2005 AMA Winter Educators Conference, Eds. Kathleen Seiders and Glen B. Voss, pp. 103 – 104 (**p**).

Biswas, Abhijit and **Sweta Chaturvedi Thota** (2003), "The Effect of Irrelevant Information on Consumer Irritation and Attitudes: The Moderating Role of Need to Evaluate," *2003 Advances in Consumer Research*, *Annual Conference*: Volume 31 (**p**).

**Chaturvedi, Sweta,** "Towards an Integrated Framework for Determining the Success of Line Extensions," presentation at *2003 AMA Winter Educators Conference*, Eds. Geraldine R. Henderson and Marian Chapman Moore, pp. 289 – 290 (**p**).

**Chaturvedi, Sweta,** "Resistance to Persuasion: Modeling the Impact of Counterattitudinal Information on the Current and the Subsequent Attitudes of Individuals," *Society for Marketing Advances 2002 Conference*, Eds. Beverly T. Venable, pp. 142 – 145. This paper earned the **Best Student Paper Award** in Consumer Behavior Track (**p**).

**Chaturvedi, Sweta,** "Multimarket Contact: Identification of Moderating Factors that Reduce Mutual Forbearance," *Society for Marketing Advances 2002 Conference*, Eds. Beverly T. Venable, pp. 252 – 253 (**p**)

Reynolds, Kristy, **Sweta Chaturvedi** and Jamye Foster, "Product Knowledge, Involvement, and Shopping Enjoyment: Effects on In-Store Perceptions and Behavioral Intentions," *Society for Marketing Advances* 2002 Conference (**p**).

## **Research Grants and Awards**

- Recipient of 2010 Outstanding Research Award in the School of Business and Professional Studies.
- Recipient of Competitive Summer Research Grant of \$10,500 by Faculty Development Committee of the School of Management, USF for Summer 2012.
- Recipient of summer research grant of \$16000 by USF during Summer 2011.
- Recipient of summer research grant of \$16000 by USF during Summer 2010.
- Recipient of summer research grant of \$16000 by USF during Summer 2009.
- Recipient of a Competitive Faculty Research Grant by College of Business Research/Grants/Awards Committee, James Madison University, Summer 2005.
- Recipient of a **Competitive Faculty Research Grant** by College of Business Research/Grants/Awards Committee, James Madison University, Summer 2007.
- Recipient of Best Student Paper Award for single-authored paper in Consumer Behavior Track at the
   Society for Marketing Advances 2002 Conference for "Resistance to Persuasion: Modeling the Impact of
   Counterattitudinal Information on the Current and the Subsequent Attitudes of Individuals."
- Selected and participated in the School of Management Writing Retreat in February 2012.
- Selected and participated in the School of Management Writing Retreat in October 2011.
- 2003 Society of Marketing Advances (SMA) Doctoral Consortium Fellow.

#### EDITORIAL / PROFESSIONAL ACHIEVEMENT AND ACTIVITIES (SINCE 2003)

- Chair, Brand and Product Management Track, Society for Marketing Advances, 2012.
- Chair, Ethnic Marketing Track, 2012 Academy of Marketing Science Annual Conference.
- Reviewer, Winter American Marketing Association 2011: Consumer Behavior and Brand Communication tracks and reviewed 4 papers.
- Session chair and presenter at the 2010 DMEF Conference.
- Reviewer, Journal of Asia Business Studies, September 2010: Invited by the editor of the journal Roger Chen.
- Reviewer, Society for Marketing Advances (SMA 2005) Doctoral Dissertation Competition. Chair, Dr.
   Theresa B. Flaherty.

- **Reviewer**, *Society for Marketing Advances* (SMA 2006) Integrated Marketing Communications Track. Chair, Dr. Judith Anne Garretson-Folse.
- Reviewer, 2006 Levy and Weitz Retailing Doctoral Dissertation Competition, sponsored by AMA
  Retailing SIG and the Miller Center for Retailing Education and Research at the University of Florida.
  Chair, Dr. Kathleen Seiders.
- **Reviewer**, 2003 Academy of Marketing Science Annual Conference.
- Session Chair and Discussion Leader, Consumer Behavior Track, 2003 Academy of Marketing Science Annual Conference.
- **Reviewer**, 2003 Society for Marketing Advances Conference.
- JMU Marketing Program Research Symposium Series Initiated and presented my research twice to
   JMU Marketing Faculty to enhance the research culture within the marketing program.

## **Ad-hoc Reviewer for Conferences and Journals**

- Academy of Marketing Science Conference
- Society for Marketing Advances Conference
- Levy and Weitz Retailing Doctoral Dissertation Competition
- Ad hoc Reviewer for International Journal of Advertising
- Reviewer for Winter American Marketing Association 2011.
- Ad hoc reviewer for Journal of Asia Business Studies.

#### **TEACHING**

1. Courses Taught at University of San Francisco and Teaching Evaluations: I have taught three core and elective courses at the undergraduate level at USF Marketing Management, Consumer Behavior, and Marketing Research (in Fall 2012). Overall means for my teaching are significantly higher for required and elective courses at 4.5 from unit mean (4.38) and institutional mean (4.39) means. I have succeeded in achieving evaluations as high as 4.87 and 4.68 (Fall 2010 and Spring 2012 respectively) for Marketing Management. Similarly, my teaching endeavors for the Consumer Behavior elective have met with success and have been high at 4.44 and 4.72 during Fall 2009 and Spring 2012, respectively.

Qualitative student perception of my teaching: Letters from my past students show that they learned a lot from my course(s), gained deep marketing and managerial insights from class lectures, assignments, presentations, projects, and case studies—all of which indicate that students perceived that my course is up-to-date with current business developments.

#### 3. Curriculum Development, Assessments and Assurance of Learning

- i. Liaison, Assurance of Learning and Course Champion for Marketing:
  - Responsible for: (a) coordinating efforts for updating course descriptions and standardizing syllabus and content across multiple sections, (b) providing course-related input to Faculty Director of Assessment—Sonja Poole and Associate Dean on Assurance of Learning, (c) assisting assessment efforts, and (d) guiding adjunct faculty who taught this course. A letter of support from Faculty Director of Assessment that testifies my efforts can be found in this binder.
- ii. Conducted, collected and analyzed assessment data for Marketing BUS 302: Identified learning goals for the course and questions that tap each of these learning goals. Assessment data reported the percentage of students who correctly scored on each of these questions shedding light on the extent to which the learning goals were met across different sections of BUS 302.
- 4. Invited: Member, Multicultural Marketing Team, Fall 2009

Developed a Multicultural Marketing (MCM) Emphasis/ Certificate Program within the Marketing Major. As a member of the MCM taskforce initiated by Dean Duffy, we devised the description, goals and curriculum map for the MCM emphasis. I was instrumental in developing the 20-unit curriculum flowchart—an area where there was a lack of clarity and transparency. This taskforce laid out the learning goals for the course and suggested how these goals would be tapped through the courses taught. Another significant contribution was the proposal and development of two new courses – BUS 362 (Multicultural Marketing) and BUS 368 (Marketing Implications of Cultural and Ethnic Identity).

- 5. Member, Undergraduate Marketing Curriculum Review Team, January May 2012
- 6. Member, MBA Marketing Curriculum Review Team, January May 2012

Worked with the Marketing and Law Department and recommended adding new marketing courses, and suggested renaming and modifications of existing courses in both the undergraduate and the MBA curricula. Proposed offering new "Pricing and Behavioral Economics" courses at the undergraduate level and "Behavioral Pricing" course at the MBA level. The UPC unanimously approved this course.

#### 7. Member, Revising the MBA Marketing electives, January – March 2011

Worked with the Marketing, Globalization, and Strategy Department and developed a new proposal to revise the MBA Marketing electives. This proposal entailed (a) proposal of a new course – Marketing Analytics; (b) rename four two-unit courses to become the new IMC (Integrated Marketing Communication) Series, and (c) move the 2-unit High Tech marketing to Consumer Behavior Course. These proposals were approved by GPC.

#### 8. Represented MCM and Marketing Major for McLaren FARE 2009, 2010, 2011, 2012

The advising event is held each semester to help students plan their course schedules prior to registration week. Students greatly benefit from this chance to sit with their faculty before determining their schedules. The FARE is a wonderful opportunity for both students and faculty to meet and chat while enriching and solidifying their relationship with McLaren College of Business.

## 9. Advisor: Marketing Undergraduate Students

Active role in student counseling and advising at the school and department level to effectively direct course roadmap for students.

#### 10. Student recommendation letters

I have written numerous letters of recommendation for my students to enhance their applications for jobs and for a variety of positions that are sought after completion of a business undergraduate program.

#### **SERVICE**

#### University

## Promoter, USF MBA program at the World MBA Fair August 2009, New Delhi, India: Worked to increase MBA recruitment from India.

## 2. Initiator, Dual Degree MBA Program with Institute of Management Technology, Ghaziabad, India.

In this proposal + 1 MBA program, students could undergo their first year at IMT (completing 28 units) and come to USF for the second year, finishing the remaining 28 units here. My proposal was that USF award a USF MBA degree to Dual Degree MBA students in the process (similar to other programs with Fordham University, New York).

## **School of Management**

#### 1. Invited: Chair of Outstanding Research Awards Committee, 2010 and 2011:

We recommended the award nominees for Assistant, Associate, and Full Professor categories and submitted our recommendations to the Dean.

#### 2. Invited: Adjuncts Hiring Liaison by Department Chair Roger Chen, Fall 2010:

Identified and hired adjunct faculty for the Department of Marketing, Globalization, and Strategy. Worked with the Department Chair, Roger Chen and Academic Planning & Resources Manager, Laura Camara to accomplish this important task.

#### 3. Assessment Liaison for Marketing Major:

I was instrumental in leading, organizing, and constructing of initial documents that finally led to official confirmation of the re-accreditation of the School of Management with AACSB in Spring 2012. I made 'Assessment Reports' for the academic years 2008 – 2009, 2009 – 2010, and 2010 – 2011. These reports contain the AOL plan, identification of assessment instruments, and collecting student performance data on the identified assessment instruments. The AOL plan outlines the plan for Marketing majors in terms of goals, and how these goals are covered through various courses and during the different years in the program etc. I set up assessment of marketing major in Spring 2011.

## 4. Member, Faculty Development Committee (FDC), 2008 – 2009, 2009 – 2010 and 2010 – 2011: Identified initiatives that helped address some of the pressing issues faculty face such as the need to attain a certain level of AQ status for accreditation.

One of our core roles was to review faculty's applications for research and development.

Streamlined Faculty Development Committee's call for applications. The committee encouraged the faculty members to apply for summer research grants each year. FDC then reviewed applications and suggested recommendations to the Dean for grant awards.

In the year 2009 – 2010, \$332,500 was awarded to support the research and development activities of 31 faculty members who were deemed worthy of receiving supports based on their track records and future plans.

#### 5. Organizer, Research Seminar Series for BPS, Fall 2009, Spring 2010, Fall 2010:

Invited faculty and colleagues at and outside of USF to present at our Research Colloquium. These seminars foster a research culture and enable faculty members to exchange and share research ideas at USF. Through this endeavor, there were fourteen research presentations by faculty in Fall 2009, thirteen in Spring 2010, and five in Fall 2010.

## 6. Invited: Member of the New Marketing Faculty Search Committee for the Marketing Department, Fall 2012:

We are responsible for identifying suitable candidates amidst a pool of 130 candidates, compile results from interviews with them at the Summer AMA at Chicago, invite the selected few candidates for a campus visit and then make offers to candidates of our top choice by the end of Fall.

7. Invited: New Marketing Faculty Search Committee for the Department of Organizations, Leadership & Society, Fall 2010 by Richard W. Stackman (Associate Professor and Chair, Department of Organizations, Leadership & Society) and Barry Doyle (Associate Dean): We were charged with identifying candidates and hiring two talented faculty for the Department of Organizations, Leadership, & Society. As part of the committee, I attended the research presentations, met with all the candidates, and conducted reference checks for Rebekah Dibble. We proposed hiring of the three top candidates of our choice on October 11, 2010. All candidates joined USF.

## 8. Invited: Member, New Marketing Faculty Search Committee for the Hospitality Program, Fall 2009.

We were charged with the identification and hiring of suitable faculty for the Hospitality Department at the School of Business and Professional Studies. Our committee was responsible for identifying candidates and hiring talented faculty for this department. I also contributed by pulling out the rankings of the Hospitality and Tourism journals and helped evaluate the research candidacy of the interview candidates. I conducted the reference checks for Sun-Young Park. We hired Sun Young Park and Michelle Millar as Assistant Professors.

# 9. Invited: Member of the New Marketing Faculty Search Committee for the Marketing Department, Fall 2008:

Responsible for identification and hiring of suitable faculty for the Marketing Department at the School of Business and Professional Studies. Conducted reference checks for Ricardo Villarreal. Hired Ricardo Villarreal as an Assistant Professor.

## 10. Active Reviewer for New Faculty Search Committee, Tech Faculty, Fall 2008:

Reviewed, evaluated, and provided detailed feedback on the following candidates for the search committee chair: Professor JP Allen: Ryan Wright from Washington State University, Vijay Mehrotra from San Francisco State University, and Yeliz Eseryel from Syracuse University. Professors Ryan Wright and Vijay Mehrotra were hired as tenure track faculty.

#### 11. Exploration and Initiation Efforts of a subject pool:

I met with Shirley McGuire, Professor of Psychology at USF, to learn more about setting up a subject pool. In addition, to enhance a culture of data collection for research purposes, I invited John Banasavich from CIT to demonstrate to our faculty the usage of the online tool—Survey Monkey to conduct and analyze research on April 13, 2010. Unfortunately, the result of a faculty survey conducted by me to explore faculty response to setting up of a subject pool was not very positive. So, given this response, I was advised by Nicholas Tay, the Chair of FDC, to postpone/abandon the idea of a subject pool.

## 12. Member, UPC – 2011 to present:

Approved the Bachelor of Science in Management (BSM).

Sponsored skunk works sessions to discuss a proposed change to the undergraduate degree completion program for working adults.

Approved proposed courses by Marketing and Law Department: Marketing Data Analysis; Distribution and Channel Management; Integrated Marketing Communications; Promotion, Advertising and Public Relations; Behavioral Pricing, and Brand Strategy Management.

#### 13. Member, Admissions and Recruiting Objective Team, Fall 2009:

Formulated Undergraduate and Graduate admissions, recruiting organizational chart, and suggested recommendations for admissions processing and recruiting for the undergraduate and graduate students.

Identified key issues surrounding the integration of incumbent processes from legacy CPS and SOBAM related to targeting, recruiting, and admitting new undergraduate and graduate students into the School of Business and Professional Studies. Key areas of focus: determine the proper service model for admissions and recruiting, and communicate any changes to these processes to the students.

#### 14. Search and validation on Pillai's Institute, India:

Conducted a search and validation for Associate Dean of Corporate and International Programs at USF, Carlos Baradello in January 2010 on whether Pillai's Institute is "connected" to the federation of colleges and universities of University of Mumbai. My search led to the validation result that their institutes and Management colleges are legitimate in India and Carlos Baradello's partnership with them would be a legitimate one.

## 15. Contributed in "Feature Stories"

Feature Stories is a smart initiative to highlight the achievements of our faculty and aims at improving our visibility within the University and in the wider community. This project highlights aspects of my work in correlation with the University and SOM's values, goals, and mission.

## **Marketing Department**

#### 1. Assessment Liaison, Marketing Major: 2009 – 2010 and 2010 – 2011:

I made an 'Assessment Report', containing the AOL plan, identification of assessment instruments, and collecting student performance data on the identified assessment instruments. The AOL plan outlined the plan for Marketing majors in terms of goals, how these goals are covered through various courses and during the different years in the program etc. I assessed two Marketing major sections in Fall 2009 and reported their performance.

#### 2. Invited: Member, Multicultural Marketing Team, Fall 2009:

Developed a Multicultural Marketing (MCM) major/Certificate Program within the Marketing Major. We identified key issues surrounding the integration of incumbent processes from legacy CPS and SOBAM related to targeting, recruiting, and admitting new undergraduate and graduate students into the School of Business and Professional Studies and attract students in this concentration. Also, the key areas of focus for our team included determining the proper service model for admissions and recruiting and communicating any changes to these processes to the MCM students.

## 3. Assessor:

Assessment on Ethics: provided support for AOL in the school for BSBA. Provided an analysis of each individual student's score on ethics questions in the core and elective Marketing courses (Marketing Management and Consumer Behavior) – the degree to which each individual student (by ID) scored—correct, incorrect on each of the ethics questions.

## 4. Represented MCM and Marketing Major for McLaren FARE 2009, 2010, 2011, 2012:

The advising event held each semester to help students plan their course schedules prior to registration week. Students greatly benefit from this chance to sit with their faculty before determining their schedules. The FARE is a wonderful opportunity for both students and faculty to meet and chat while enriching and solidifying their relationship with McLaren College of Business.

 Invited member by department head Roger Chen as Representative, Marketing Department, and Undergraduate "Introduction to Your College" on August 23, 2010.

My role was to facilitate the appeal of Marketing courses offered by the School of Management to the new and traditional student population. Met undergraduate students after the event.

#### **INDUSTRY EXPERIENCE**

## ICICI Bank, New Delhi, India

Assistant Manager, 1999 – 2000

- Led bank operations at the branch.
- Managed service quality of newly introduced services at the regional level and coordinated with heads of the individual branch locations in northern India.
- Evaluated marketing strategy to launch new services and analyzed feedback at the regional level to understand customer satisfaction, quality monitoring, and the brand image of the service.

#### Herald Publications Private Limited, Bombay, India

Business Manager, 1998 – 1999

- Positioned the daily as the most widely read in the region.
- Developed and implemented marketing strategy to increase visibility and sales of the newspaper.
- Helped sales achieve their advertising targets.
- Developed strategy to improve the brand image of the daily with existing and potential customers.

## Real Value Marketing Services Private Limited, New Delhi, India

Assistant Manager, 1997 – 1998

- Coordinated and planned the activities of the sales executives.
- Forecasted and achieved sales targets.
- Developed and implemented strategies to improve distribution and reach of the product.
- Implemented corporate sales strategies and goals.