

Nita Umashankar
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Education

- Ph.D., Business Administration, 2010; The University of Texas at Austin, Austin, Texas
- M.S., Marketing, 2007; The University of Texas at Austin, Austin, Texas
- B.B.A., Honors in Marketing and Entrepreneurship, 2004; The University of Arizona, Tucson, Arizona
- B.S., Molecular and Cellular Biology, 2003; The University of Arizona, Tucson, Arizona

Awards

- Poets & Quants Top Undergraduate Business Professor National Award, 2017
- Marketing Science Institute (MSI) “Research Accelerator” Award, 2017
- Top Professor in Master’s Program in Marketing, Georgia State University, 2015
- Top Professor in Master’s Program in Marketing, Georgia State University, 2014
- Fisher IMS and AMA Servsig Dissertation Award, 2010
- Excellence in Teaching Award, The University of Texas at Austin, 2009

Work Experience

J. Mack Robinson College of Business, Georgia State University

- Assistant Professor of Marketing, 2010 (Aug) – 2018
* Off tenure clock for maternity leave in 2014
- Associate Professor of Marketing, 2018 (Aug)

Fowler College of Business, San Diego State University

- Assistant Professor of Marketing, present

Publications: Refereed Scholarly Journals

Parker, Jeffrey R., Nita Umashankar, and Martin G. Schleicher (forthcoming) “How and Why the Collaborative Consumption of Food Leads to Overpurchasing, Overconsumption, and Waste,” *Journal of Public Policy & Marketing*.

Umashankar, Nita, Morgan K. Ward, and Darren Dahl (2017), “The Benefit of Becoming Friends: Complaining After Service Failures Leads Customers with Strong Ties to Increase Loyalty,” *Journal of Marketing*, 81 (6), 79–98.

- Umashankar, Nita, Yashoda Bhagwat, and V. Kumar (2017), “Do Loyal Customers Really Pay More for Services?” *Journal of the Academy of Marketing Science*, 45 (6), 807–826.
- Rao, Vithala, Yu Yu, and Nita Umashankar (2016), “Anticipated Versus Actual Synergy in Merger Partner Selection and Post-merger Innovation,” *Marketing Science*, 35 (6), 934–952.
- Umashankar, Nita, Raji Srinivasan, and Jeffrey Robert Parker (2016), “Cross-buying After Product Failure Recovery? It Depends on How You Feel About it,” *Journal of Marketing Theory & Practice*, 24, (1), 1–22.
- Yu, Yu, Nita Umashankar, and Vithala Rao (2015), “Choosing the Right Target: Relative Preference for Resource Similarity versus Complementarity in Acquisition Choice,” *Strategic Management Journal*, 37 (8), 1808–1825.
- Kumar, V., Nita Umashankar, Kihyun Hannah Kim, and Yashoda Bhagwat (2014), “Assessing the Influence of Economic and Customer Experience Factors on Service Purchase Behaviors,” 33 (5), *Marketing Science*, 673–692.
- Srinivasan, Raji and Nita Umashankar (2014), “There’s Something in a Name: Value Relevance of Congruent Ticker Symbols,” *Customer Needs and Solutions*, 1, 241–252.
- Umashankar, Nita and Raji Srinivasan (2013), “Designing Social Interventions to Improve Newcomer Adjustment: Insights from the Indian Sex Worker Community,” *Journal of Public Policy & Marketing*, 32 (2), 271–285.
- Umashankar, Nita, Raji Srinivasan, and Dustin Hindman (2011), “Developing Customer Service Innovations for Service Employees: The Effects of NSD Characteristics on Internal Innovation Magnitude,” *Journal of Service Research*, 14 (2), 164–179.

Publications: Books and Monographs

- Yu, Yu, Nita Umashankar, and Vithala Rao, *Choosing the Right Target*, Lambert Academic Publishing, 2017.
- Kumar, V., Nita Umashankar, and Brianna JeeWon Choi, “CRM Metrics and Strategies to Enhance Performance in Service Industries,” in *The Handbook of Service Marketing Research*, edited by Roland Rust and Ming-Hui Huang, 2014.
- Kumar, V., Nita Umashankar, and Insu Park, “Tracing the Evolution and Projecting the Future of In-Store Marketing,” in *Shopper Marketing and the Role of In-Store Marketing, Review of Marketing Research*, 2014.

Kumar, V. and Nita Umashankar “Enhancing Financial Performance: The Power of Customer Metrics,” in *Handbook of Marketing and Finance*, Edited by Shankar Ganesan, Edward Elgar Publishing, 2012.

Work in Progress

Rao, Vithala, Umashankar, Nita, and Garrett Sonnier, “Reallocating Marketing Resources Based on the Informational Role of Price,” writing the manuscript, target submission to *Journal of Marketing Research* is Fall, 2018.

Umashankar, Nita, Cem Bahadir, and Sundar Bharadwaj “The Effect of Mergers & Acquisitions on Customer Satisfaction,” writing the manuscript, target submission to *Journal of Marketing* is Fall, 2018.

Umashankar, Nita, Dhruv Grewal, and Brett Matherne, “Drivers of the Decision to Adopt High-risk, High-reward Services” data collection ongoing, target is special issue of *Journal of Marketing Research*.

Umashankar, Nita, Thomas Reutterer, and Pete Fader, “Linking Service Touchpoints to CLV” data collection ongoing, target is *Journal of Marketing*.

Umashankar, Nita, Thomas Reutterer, Kathrin Gruber, and Pete Fader, “Taste-matching between Picky Customers and Less-qualified Service Providers” data collection ongoing, target is *Marketing Science*.

Ashley Goreczny, Nita Umashankar, and Madhu Viswanathan, “Strategies to Increase Adoption of Healthy Behaviors by Illiterate Consumers: A Field Study Approach,” data collection ongoing, target is *Journal of Consumer Research*.

Refereed Conference Proceedings

“Drivers of the Decision to Adopt High-risk, High-reward Services” with Brett Matherne and Dhruv Grewal: Organizational Frontlines Research Preconference Symposium, New Orleans, LA, February, 2018.

“Strategies to Increase Adoption of Healthy Behaviors by Illiterate Consumers: A Field Study Approach” with Ashley Goreczny, Umashankar, Nita, and Madhu Viswanathan: Winter American Marketing Association Educators’ Conference, New Orleans, LA, February, 2018.

“The Effect of Mergers & Acquisitions on Customer Satisfaction,” with Sundar Bharadwaj and Cem Bahadir: Marketing Strategy Meets Wall Street Conference, San Francisco, CA, August, 2017.

- “The Effect of Mergers & Acquisitions on Customer Satisfaction,” with Sundar Bharadwaj: Winter American Marketing Association Educators’ Conference, Orlando, FL, February, 2017.
- “Rewarding an Employee after a Service Failure? The Effect of Employee Negative Self-disclosure on Rating Inflation,” Winter American Marketing Association Educators’ Conference, Las Vegas, NV, February, 2016.
- “To Please or Not to Please? The Moderating Effect of Customer Experience on the Relationship Between Loyalty and Price Sensitivity,” with Yashoda Bhagwat and V. Kumar: NASMEI Conference, Chennai, India, 2015.
- “To Please or Not to Please? The Moderating Effect of Customer Experience on the Relationship Between Loyalty and Price Sensitivity,” with Yashoda Bhagwat and V. Kumar: Winter American Marketing Association Educators’ Conference, San Antonio, TX, 2015.
- “Did You Bring Enough for Everybody? How Sharing Contexts Influence Food Choices,” with Jeffrey R. Parker and Martin G. Schleicher: Association for Consumer Research, Baltimore, MD, 2014.
- “Suffering in Silence: Customers’ Reluctance to Complain Damages Service Relationships,” with Morgan K. Ward and Darren Dahl: Winter American Marketing Association Educators’ Conference, Orlando, FL, 2014.
- “Suffering in Silence: Customers’ Reluctance to Complain Damages Service Relationships,” with Morgan K. Ward and Darren Dahl: Association for Consumer Research, Chicago, IL, 2013.
- “The Emergence of Innovation Hotspots across Nations,” with Monte J. Schaffer and Uchila Umesh: Winter American Marketing Association Educators’ Conference, Las Vegas, NV, 2013.
- “Effects of Cultural Distance on Cross-buying in Product Recovery Dyads Between Developed and Emerging Markets,” with Raji Srinivasan: Marketing Science Emerging Markets Conference, Philadelphia, PA, 2012.
- “Assessing the Role of Economic, Customer Experience, and Behavioral Factors on Customer Profitability in the Service Industry,” with V. Kumar, Yashoda Bhagwat, and Hannah Kim: Marketing Science, Boston, MA, 2012.
- “Customer Metrics and Firm Performance,” with V. Kumar: Winter American Marketing Association Educators’ Conference, Austin, TX, 2011.

“Designing Social Interventions to Improve Newcomer Adjustment: Insights from the Indian Sex Worker Community,” with Raji Srinivasan: Winter American Marketing Association Educators’ Conference, Austin, TX, 2011.

Invited Talks

2017

San Diego State University
Kennesaw University
Georgia Research Symposium

2016

Kentucky University
Georgia State University Panel

2015

Georgia State University Panel

2014

Southern Methodist University

2010

Case Western University
University of Georgia
Georgia State University
Singapore Management University
Boston College

Teaching

Courses Taught: Marketing Research, Business Intelligence, Marketing Strategy
Levels: Professional MBA, Executive MBA, Masters, Undergraduate

Ratings (on a scale of 1-5)

- 2018 Ratings: 4.8
- 2017 Ratings: 4.9, 4.9, 4.6, 5.0
- 2016 Ratings: 4.8, 4.5
- 2015 Ratings: 4.8, 4.9, 4.9
- 2014 Ratings: 4.6, 4.9
- 2013 Ratings: 4.6, 4.7, 4.6, 5.0
- 2012 Ratings: 4.6, 4.7, 3.8, 4.5
- 2011 Ratings: 4.8, 4.1
- 2010 Ratings: 4.2

Supervision of Doctoral Dissertations and Master's Theses

- Ashley Goreczny (Georgia State University), Dissertation Committee Member
- Insu Park (Georgia State University), Dissertation Committee Member
- Yashoda Bhagwat (Georgia State University), Dissertation Committee Member
- Maureen Schumacher (Georgia State University), Dissertation Committee Member
- Lauren Schuman (Georgia State University), Master's Thesis Advisor

Service Activities Internal to the University

College

- Conducting market research for the MBA program, present
- MBA Digital Marketing Pathway Committee, present
- MBA steering committee member, present
- Nexus program faculty member, present
- Experiential learning taskforce, 2017
- Professional MBA relaunch committee, 2016 - present
- MBA Black Students Association case competition coach, 2016
- Search committee member for Assistant Dean of MBA Programs, 2016

Department

- Research seminar series organizer, 2016 - present
- Faculty Advisor of GSU's Marketing Association Chapter, 2014 - present
- Chair of job recruiting committee for marketing department, 2011- 2014

Service Activities in Academic and Professional Organizations

Editorial Review Board

- *Journal of Marketing*, present

Ad hoc Reviewer

- *Journal of Marketing*, 2014 – 2018
- *Journal of Marketing Research*, present
- *Journal of Public Policy & Marketing*, 2014 – present
- *Journal of Service Research*, 2010 – present
- *The Service Industries Journal*, 2017 - present
- *Journal of Consumer Research*, 2015-2016
- *Journal of Marketing Management*, 2012

Conference Reviewer

- Winter American Marketing Association Educators' Conference, 2012 – present
- Summer American Marketing Association Educators' Conference, 2013 – present

Conference Leadership

- Georgia Research Symposium Organizer, 2017