

ANIMA NIVSARKAR
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EDUCATION

University of Texas at Austin <i>PhD Student, Marketing</i>	Aug 2023 – May 2028 (expected)
Indian Institute of Foreign Trade (IIFT) Delhi <i>Master of Business Administration</i>	Jun 2016 – Mar 2018
SGSITS, Indore <i>Bachelor of Engineering (Civil Engineering)</i>	Aug 2012 – May 2016

RESEARCH INTERESTS

Marketing Strategy, Branding, Digital Transformation, Social Media, and Marketing-Finance Interface

RESEARCH EXPERIENCE

Indian Institute of Management Udaipur <i>Research Assistant (for Professors Vedha Ponnappan and Prakash Satyavageswaran)</i>	May 2021 – Jul 2023
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Skills

- Identifying research direction, submitting IRB proposals, and conducting systematic literature reviews
- Statistical modeling using R and SPSS including regression, structural equation modeling, ANOVA, and factor analysis
- Data scraping using R and Python from Twitter, google search, and websites
- Text analysis, machine learning, and natural language processing using R and Python including Quanteda, LDA, Genism (Doc2Vec)
- In-depth interviewing and qualitative/ thematic analysis using QDA Miner

Effect of Source Credibility on the Uptake of the Offering and Willingness to Pay: Field Experiment on Cervical Cancer Screening

- Designed a field experiment to examine the effect of source credibility (expert vs peer) on the adoption and value perception of cervical cancer screening in rural India
- Conducted in-depth interviews with 6 NGOs and 10 community members followed by thematic analysis using QDA Miner to design manipulation and streamline operations in the field
- Developed surveys and managed a team of 20 field staff members to administer the survey and elicit the willingness to pay
- Cleaned and coded the data for 375 respondents and conducted structural equation modelling using Lavaan and Process macro in R to understand the mediation effect

Did JK Rowling Kill Harry Potter’s Magic? Spillover Effects of Creator Brand on Creation

- Used Twitter data to investigate the spillover effects post a crisis involving the creator brand onto the creation brand.
- Scraped, cleaned, and parsed over 300,000 tweets collected across multiple hashtags and over various time periods using Twitter’s archival search through R
- Conducted sentiment analysis using Bing, NRC, Loughran, and Afinn lexicons to understand the variation in sentiments post an exogenous event
- Examining the textual data using topic modelling and machine learning algorithms (LDA, LIWC)

Other Research Projects Assisted

- Drafted a report for the Department of Foreign Affairs and Trade, Australian Government examining the primary healthcare-seeking behavior in semi-urban communities of north India.
- Analyzed the data using SPSS and R including confirmatory factor analysis and multiple regression models based on the Health Belief Model.

- Conducted in-depth interviews with over 25 participants to understand the barriers to healthcare referral and analyzed the transcripts using QDA Miner
- Worked on a newspaper article discussing the vaccine hesitancy in rural India during the COVID-19 pandemic
- Developed hypotheses and prepared IRB documents and protocols

Indian Institute of Foreign Trade

Oct 2016 – Jan 2018

Master's Thesis Student Advised by Professor M. Venkatesan

- Proposed research design and developed hypotheses for a study to investigate if social preferences, lack of self-control, and limited rationality affect purchase decision-making during online shopping
- Designed and administered a survey to over 200 respondents and analyzed the survey data using SPSS including factor analysis, ANOVA, Cronbach alpha, and linear regression
- The study revealed that lack of self-control was the dominant factor affecting purchase decisions of online shoppers and limited rationality had the least impact

Econometrics Project Team Lead Supervised by Professor Sanjay Rastogi

- Managed a five-person research team for a project that examined the smartphone purchase behavior of consumers through feature and brand preferences
- Performed a series of multivariable regression analyses on SPSS using survey data collected from 250 participants

Indian Institute of Management Indore

Jun 2014 – Aug 2014

Research Intern for Professor Ashish Sadh

- Developed and managed a case study on Pharma E-tailing in India for presentation at the 15th International Marketing Trends Conference, 2016
- Assisted with in-depth interviews and secondary research to prepare the case study as part of the curriculum for the MBA course

RESEARCH PROJECTS

Working Paper

Nivsarkar, A., Ponnappan, V., Satyavageeswaran, P., and Bharadwaj, S.G. Effect of Source Credibility on the Uptake of the Offering and Willingness to Pay: Field Experiment on Cervical Cancer Screening

- *Submitted to Winter AMA 2023 as part of the special session on Better Marketing for Better World: Experimental Evidence from Emerging Markets*
- *Submitted to Chicago Booth-India Quantitative Marketing Conference 2022*
- *Submitted to 16th NASMEI Conference, 2022*

Work in Progress

Nivsarkar, A. Did JK Rowling Kill Harry Potter's Magic? Spillover Effects of Creator Brand on Creation (data collection)

- *Submitted to 16th NASMEI Conference, 2022*

PROFESSIONAL EXPERIENCE

Tata Motors Limited

Apr 2019 – May 2021

Senior Manager – Marketing Analytics & Strategy

- Project Lead for Dealer (Seller) Profitability Management for three consecutive years
- The profitability initiative resulted in 60% of dealers showing an incremental profit of more than 11% each
- Implemented the Lead Generation Model increasing the Sales Funnel Conversion by 10 Percentage points
- As part of the expense control team, brought down expenses by 40% for marketing training alongside an enhanced impact of around 10%

Tata Motors Limited

Apr 2018 – Mar 2019

Senior Manager – Marketing Analytics & Strategy

- Project Lead for Dealer (Seller) Profitability Management in South Region
- Identified relevant sales, service, and allied business interventions for maximizing the profit before tax
- The dealers reported an incremental profit of \$10 Mn/month basis the opportunities identified
- Awarded highest performance rating for the fiscal year 2019