

# Anima Nivsarkar

McCombs School of Business  
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## Education

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|------------------------------------------------------------------------------------------|---------------------------------------|
| <b>The University of Texas at Austin</b><br>Ph.D., Marketing                             | Austin, TX<br>2023 to 2027 (expected) |
| <b>Indian Institute of Foreign Trade</b><br>M.B.A., Marketing and International Business | New Delhi, India<br>2016 to 2018      |
| <b>S.G.S.I.T.S. Indore</b><br>B.E., Civil Engineering, with Distinction                  | Madhya Pradesh, India<br>2012 to 2016 |

## Research Interests

**Substantive Areas:** Marketing strategy, climate change, healthcare, and better marketing for a better world.

**Methods:** Causal inference, panel data econometrics, field experiments, and machine learning.

## Publications

Vedha Ponnappan, **Anima Nivsarkar**, Prakash Satyavageeswaran, and Sundar Bharadwaj. Fit to Persuade: The Role of Source–Appeal Congruence in Cancer Screening Decisions.  
**Journal of Marketing**, 2026.

## Job Market Paper

**Anima Nivsarkar** and Raji Srinivasan. Frozen Choices: Emergency Preparedness Purchasing After an Unprecedented Extreme Weather Event.  
*Preparing for submission to Journal of Marketing Research.*

## Working Papers

**Anima Nivsarkar** and Raji Srinivasan. CEO Career Concerns and Greenwashing.

## Work in Progress

**Anima Nivsarkar** and Raji Srinivasan. Control What You Can: Environmental Pollution and Compensatory Health Behavior.

**Anima Nivsarkar** and Raji Srinivasan. When Seasons Shift: Climate Change and Retail Demand.

**Anima Nivsarkar** and Raji Srinivasan. Everyday Nationalism and Consumer Choices.

## **Selected Awards & Honors**

ISMS Marketing Science Doctoral Consortium Fellow, 2026.

Marketing Strategy Consortium Fellow, Georgia State University, 2026.

Professional Development Award, 2026.

UT Austin Continuing Fellowship, 2026.

Outstanding Graduate Research Fellowship, nominee, 2026.

Bonham Memorial Fund Scholarship, 2026.

McCombs Summer Scholarship, The University of Texas at Austin, 2025.

Graduate School of Business Ph.D. Fellowship, The University of Texas at Austin, 2023 to present.

McCombs Marketing Department Dean's Fellowship Award, 2023 to present.

## **Research Presentations**

### **Frozen Choices: Emergency Preparedness Purchasing After an Unprecedented Extreme Weather Event.**

ISMS Marketing Science Conference, Portugal, 2026.

Marketing Strategy Consortium, 2026.

### **Fit to Persuade: The Role of Source–Appeal Congruence in Cancer Screening Decisions.**

Winter AMA Conference, Nashville, TN, 2023.

Theory and Practice in Marketing, The University of Texas at Austin, 2024.

Indian Institute of Management Udaipur, invited presentation, 2023.

### **Effect of Tax Sourcing on Firm Innovation Outputs.**

Winter AMA Conference, Phoenix, AZ, 2025.

## **Teaching Experience**

### **Instructor**

*Principles of Marketing* (The University of Texas at Austin, undergraduate), Spring 2026.

### **Teaching Assistant**

*Principles of Marketing*, Prof. Ethan Pew.

*Marketing Policies*, Prof. Raji Srinivasan.

*Consumer Behavior in a Digital World*, Prof. Adrian Ward.

*Principles of Marketing, BBA Honors*, Prof. Leigh McAlister.

## **Service**

### **Ad Hoc Reviewer**

Summer AMA Conference, San Francisco, CA, 2023.

### **Organizing Committee**

Theory and Practice in Marketing, The University of Texas at Austin, 2024.

## Research Experience

### **Indian Institute of Management Udaipur**

Research Assistant, Profs. Prakash Satyavageeswaran and Vedha Ponnappan

Rajasthan, India

2021 to 2023

## Relevant Coursework

### **Marketing**

Behavioral Decision Research, Adrian F. Ward

Marketing Research Methods, Rex Yuxing Du

Marketing Management and Strategy, Vijay Mahajan

Marketing Models I, Raghunath S. Rao

Marketing Models II, Doug J. Chung

### **Economics and Econometrics**

Microeconomic Theory I, Vasiliki Skreta

Microeconomic Theory II, Svetlana Boyarchenko

Econometrics I, Stephen Donald

Econometrics II, Brendan Kline

Longitudinal Analysis, Andrew Henderson

Mathematical Statistics, Joel Nilbert

Empirical Methods for Corporate Finance, Cesare Fracassi

Empirical Methods in Operations Management, Ioannis Stamatopoulos

### **Seminars Outside The University of Texas at Austin**

Causal Inference Mixtape 1, 2, and 3, Scott Cunningham, Fall 2024.

ISMS Marketing Strategy Seminar, Fall 2024.

## Professional Experience

### **Tata Motors Limited**

Senior Manager, Marketing Analytics and Strategy

Bangalore, India

2018 to 2021

## Activities and Skills

**Computer Skills:** R, Stata, Python, natural language processing, large language models, and agentic AI workflows.

## References

### **Raji Srinivasan**

Jack R. Crosby Regents Chair in Business  
Administration  
Professor of Marketing  
McCombs School of Business  
The University of Texas at Austin  
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### **Kathleen Li**

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### **Sundar Bharadwaj**

The Coca-Cola Company Chair of Marketing and  
Professor  
Department of Marketing  
Terry College of Business  
University of Georgia  
sundar@uga.edu