

Anima Nivsarkar

2110 Speedway, Austin, TX, 78705 | anima.nivsarkar@mcombs.utexas.edu

Education

University of Texas at Austin

Ph.D. in Marketing

Texas, USA

2023 – 2028 (*Expected*)

Indian Institute of Foreign Trade

Master of Business Administration

New Delhi, India

2016 – 2018

- Graduated with dual major in Marketing and International Trade

S.G.S.I.T.S. Indore

Bachelor of Engineering

Madhya Pradesh, India

2012 – 2016

- Graduated with distinction in Civil Engineering

Research Interest

Quantitative Marketing, Marketing Strategy, Causal Inference, , Field Experiments, Climate Change, Selective Disclosures, Healthcare

Working Papers

Role of Credible Sources and Message Appeals in the Adoption and Valuation of Cancer Screening (with Vedha Ponnappan, Prakash Satyavageeswaran, and Sundar Bharadwaj)

- **Status:** Invited for 3rd round review at the Journal of Marketing

Effect of Tax Sourcing on Firm Innovation Outputs (with Stephen Stewart and Raji Srinivasan)

- **Status:** Preparing manuscript for submission

Work-In-Progress

TMT Career Concerns and Selective Disclosures (with Raji Srinivasan)

- **Status:** Data collection in progress

Conference Presentations

Winter AMA, Nashville TN

2023

Theory and Practice in Marketing, Austin TX

2024

Winter AMA, Phoenix AZ

2025

Awards and Honors

Graduate School of Business Ph.D. Fellowship, UT Austin

2023-Present

McCombs Marketing Department Dean's Fellowship Award

2023-Present

Teaching Experience

I have been a course assistant for the following courses at UT Austin:

Principles of Marketing, BBA Honours, Course Instructor: Leigh McAlister

Fall 2023, Fall 2024

Consumer Behavior in a Digital World, MBA, Course Instructor: Adrian Ward

Spring 2024

Marketing Policies, BBA, Course Instructor: Raji Srinivasan

Spring 2025

Research Experience

Indian Institute of Management Udaipur

Rajasthan, India

Research Assistant

2021 – 2023

- Worked with Prof. Prakash Satyavageeswaran and Prof. Vedha Ponnappan

Corporate Experience

Tata Motors Limited Bangalore

Karnataka, India

Senior Manager Marketing Analytics and Strategy

2018 – 2021