

# Anima Nivsarkar

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2110 Speedway, Austin, TX 78705

## Research Interests

**Substantive:** Quantitative Marketing • Climate Change • Better Marketing for a Better World • Healthcare

**Methodological:** Causal Inference • Panel Data Econometrics • Field Experiments • Machine Learning

## Education

**The University of Texas at Austin**  
Ph.D. in Marketing, Quantitative Methods

Austin, TX  
May 2028 (Expected)

**Indian Institute of Foreign Trade**  
Master of Business Administration  
Dual major in Marketing and International Trade

New Delhi, India  
2016–2018

**S.G.S.I.T.S. Indore**  
Bachelor of Engineering, Civil Engineering (with Distinction)

Madhya Pradesh, India  
2012–2016

## Publications

“Role of Credible Sources and Message Appeals in the Adoption and Valuation of Cancer Screening”  
with Vedha Ponnappan, Prakash Satyavageeswaran, and Sundar Bharadwaj. *Journal of Marketing*, 2025.

## Working Papers

“Frozen Choices: How Extreme Weather Events Change Consumer Behavior”  
with Raji Srinivasan

## Work in Progress

“CEO Career Concerns and Greenwashing”  
with Raji Srinivasan

“Climate Change and Consumer Health”  
with Somdatta Basak

“Effect of Tax Sourcing on Firm Innovation Outputs”  
with Stephen Stewart

## Conference Presentations

Winter AMA, Phoenix, AZ 2025  
Theory and Practice in Marketing, Austin, TX 2024  
Winter AMA, Nashville, TN 2023

## Awards and Honors

McCombs Summer Scholarship, UT Austin 2025  
Graduate School of Business Ph.D. Fellowship, UT Austin 2023–Present  
McCombs Marketing Department Dean’s Fellowship Award 2023–Present

## Teaching Experience

**McCombs School of Business, The University of Texas at Austin** Austin, TX  
*Course Assistant*  
Principles of Marketing, BBA Honours (Leigh McAlister) Fall 2023, Fall 2024  
Consumer Behavior in a Digital World, MBA (Adrian Ward) Spring 2024  
Marketing Policies, BBA (Raji Srinivasan) Spring 2025  
Principles of Marketing, BBA (Ethan Pew) Fall 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

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### Tata Motors Limited

*Senior Manager, Marketing Analytics and Strategy*

Bangalore, India

2018–2021

## Relevant Doctoral Coursework

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### Marketing

Behavioral Decision Research  
Marketing Research Methods  
Marketing Management and Strategy  
Marketing Models I  
Marketing Models II

Adrian F. Ward  
Rex Yuxing Du  
Vijay Mahajan  
Raghunath S. Rao  
Doug J. Chung

### Economics

Microeconomics Theory I  
Microeconomics Theory II  
Econometrics I  
Econometrics II  
Longitudinal Analysis  
Mathematical Statistics  
Empirical Methods for Corporate Finance  
Empirical Methods in Operations Management

Vasiliki Skreta  
Svetlana Boyarchenko  
Stephen Donald  
Brendan Kline  
Andrew Henderson  
Joel Nilbert  
Cesare Fracassi  
Ioannis Stamatopoulos

### Seminars Outside UT Austin

Causal Inference Mixtape (1, 2, 3)  
ISMS Marketing Strategy Seminar

Scott Cunningham, Fall 2024  
Fall 2024