

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

Tata Motors Limited

Senior Manager, Marketing Analytics and Strategy

Bangalore, India
2018–2021

Relevant Doctoral 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

Microeconomics Theory I

Vasiliki Skreta

Microeconomics 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 UT Austin

Causal Inference Mixtape (1, 2, 3)

Scott Cunningham, Fall 2024

ISMS Marketing Strategy Seminar

Fall 2024