

Divya Anand

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EMPLOYMENT

2022- Current Assistant Professor of Marketing and Supply Chain
Gatton College of Business & Economics, University of Kentucky

EDUCATION

2017- 2022 Ph.D. in Marketing
University of Missouri, Columbia

2013-2015 Post-graduate Diploma in Management (Marketing & Economics)
Indian Institute of Management, Lucknow

2009-2012 B.A. (Honors) in Economics
Miranda House, University of Delhi

RESEARCH INTERESTS

Substantive: disruptive events, channel management, social media disruptions, brand communication strategy, customer relationship marketing

Methodological: quasi-experimental- synthetic control methods, difference-in-differences with spillover, temporal causal inference, interrupted time series model

Computational: R, Python (Jupyter), Amazon Web Services, Twitter API, SafeGraph API, NLogit

PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW

Anand, Divya, Andrew T. Crecelius, Justin M. Lawrence, and Lisa K. Scheer, “Impact of Direct Channel Relationship Termination (*title changed*)”

- Revising for 2nd round review at the *Journal of Marketing Research*

Anand, Divya and Murali Mantrala (2019), “Responding to Disruptive Business Model Innovations: the case of traditional banks facing fintech entrants”, *Journal of Banking and Financial Technology* ([Link](#))

WORKING PAPERS

Anand, Divya, Vamsi K. Kanuri, and Lisa K. Scheer, “Mitigation Strategies for Social media firestorms” (Manuscript in preparation; target: *Marketing Science*)

- *Winner*, 2021 RMSIG Small Research Grant

Anand, Divya, and Lisa K. Scheer, “Implementing Strategic Marketing Change: Minimizing Channel Partners’ Negative Responses” (write-up stage; target: *Journal of the Academy of Marketing Science*)
 - *Winner*, 2019 ISBM Doctoral Dissertation Award

Anand, Divya, and Lisa K. Scheer, “Influencing consumer behavior towards Healthcare Regulations: Insights from COVID-19” (preliminary data analysis completed; target: *Journal of Marketing Research*)

Anand, Divya, and Lisa K. Scheer, “A county-level analysis of Public Response to COVID-19 Lockdown Mandate” (preliminary data analysis completed; target: *Personnel Review*)

AWARDS AND HONORS

2022	Graduate Teaching Excellence Award, University of Missouri, Columbia
2022	Marketing Strategy Consortium Fellow, Texas A&M University
2022	<i>Winner</i> , Mizzou18 Awards by the University of Missouri Alumni Association
2021	<i>Winner</i> , AMA RMSIG Small Research Grant
2021	<i>Winner</i> , AMA MASSIG Doctoral Student Scholarship
2021	AMA-Sheth Consortium Fellow, Indiana University
2021	<i>Presenter</i> , 30 th Annual Mittelstaedt & Gentry Doctoral Symposium, UNL (Virtual)
2021	9 th AIM-AMA Sheth Foundation Doctoral Consortium, Fellow
2020	Ph.D. Enhancement Scholarship Award, University of Missouri, Columbia
2020	AMS Consortium Fellow
2020	ISBM Doctoral Fellow
2019	<i>Winner</i> , ISBM Doctoral Dissertation Competition
2019	Raymond & Susan Chen International Ph.D. Scholarship
2019	Outstanding Graduate Research Assistant Award, University of Missouri, Columbia
2019	<i>Discussant</i> , 28 th Annual Mittelstaedt & Gentry Doctoral Symposium, UNL
2018	ISBM Ph.D. Student Camp Fellow
2017-present	Trulaske College of Business Ph.D. Scholarship, University of Missouri, Columbia

RESEARCH PRESENTATIONS

Invited Presentations

Baruch College	2022
Loyola Marymount University	2021
University of Central Florida	2022
University of Kentucky	2022
University of North Carolina at Chapel Hill	2021
University of North Carolina at Charlotte	2021
University of North Texas	2022
University of Texas at Austin	2021
ISBM B2B Research Webinar- August series (Link)	2020
Insights from the Recruitment War, University of Missouri- Columbia	2022

Conference Presentations

Anand, Divya (2021), “*Enhancing Buyer Compliance with Channel Demotion*”, 30th Annual Mittelstaedt & Gentry Doctoral Symposium, University of Nebraska-Lincoln (Virtual).

Anand, Divya (2020), “*Implementing Strategic Marketing Change: Minimizing Channel Partners’ Negative Responses*”, 2019 Winter AMA Conference- San Diego, CA (competitive paper presentation).

Anand, Divya (2019), Discussant for “*Brand Perceptions and Consumer Support in the face of a Transgression: Warmth over Competence*”, 28th Annual Mittelstaedt & Gentry Doctoral Symposium, University of Nebraska-Lincoln .

ACADEMIC SERVICE AND AFFILIATIONS

- 2022 Invited Reviewer for the 2023 AMA Winter Academic Conference
- 2022 Organizer, CEDAR Marketing Speaker Series at the University of Kentucky
- 2021 Journal of Marketing Research Scholarly Insights by AMA DocSIG:
Anand, Divya and Lennay Chapman (2021), Blog on JMR article “*The Positive Effect of not following others on Social Media*” ([Link](#))
- 2018 Volunteer for the Marketing Strategy Consortium Fellow, University of Missouri- Columbi

Academic Affiliations: AMA, ISBM, DocSIG, RMSIG

TEACHING

Teaching Interests

Sales management, marketing research, international marketing, marketing analytics, digital/ social media marketing, brand and channel management

Teaching Experience

Full time instructor- Sales Management (for undergraduates)

- Spring 2022 (Online) Overall effectiveness: 4.4/5 (36 students)
- Fall 2021 (In-person) Overall effectiveness: 4.5/ 5 (30 students)
- Spring 2021(Online) Overall effectiveness: 4.4/ 5 (30 students)
- Spring 2020 (Hybrid) Overall effectiveness: 4.5/ 5 (28 students)

Select qualitative teaching feedback:

- This was easily one of my favorite courses in all of college. It helped me see what I should look for in the workplace as well as how to get there. Divya you did a great job bringing experience into a learning environment.
- Instructor was very enthusiastic. Her use of real-life experiences applicable to content were excellent. Very good use of articles and group presentations.
- I really enjoyed the interactive part of this class. The instructor made it fun with games that included interacting with her and fellow classmates while also learning.
- [Divya] was the best part of the class—very knowledgeable & available to all student needs.
- I enjoyed the class setup and learned a ton about the sales industry. I really respected the teaching style and I believe everything was super fair and well thought out.

PROFESSIONAL EXPERIENCE

Go-to-market Lead at Syngenta India Ltd. 2015-2017

Responsibilities: strategize, implement, and monitor a distribution strategy change in West and South India commercial units

Awards: Asia-Pacific Musketeer Award, Asia Pacific Winner & Global Finalist

Marketing Research Intern at Unilever Nepal Ltd. 2014

Responsibilities: Assess market positioning and future prospects of the Asian beauty market

International Business Correspondence Executive, HREIPL, Nepal 2012-2013

Responsibilities: Manage B2B client's Product Purchase and Annual Service Maintenance Contracts

REFERENCES

On Request