

Sakshi S. Babar

Doctoral Candidate, December 2023

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EDUCATION

Terry College of Business, University of Georgia, (Athens, GA) Ph.D. (Marketing); <i>CGPA – 3.98/4.0</i>	2026 (Expected)
Indian Institute of Management (IIM), (Udaipur, India) Master of Business Administration; <i>CGPA – 3.57/4.0</i>	2018
HHL Leipzig Graduate School of Management (Leipzig, Germany) Exchange Student, MBA and MS Programs, <i>CGPA – 1.7/1.0</i>	2017
National Institute of Technology (NIT), (Hamirpur, India) Bachelor of Technology (Computer Science); <i>CGPA – 8.4/10</i>	2014

RESEARCH INTERESTS

Substantive: Climate Change and Marketing, Marketing Strategy, B2B Marketing
Methodological: Panel Data Econometrics, Machine Learning (NLP, LLMs), Conjoint Analysis, Grounded Theory

WORKING PAPER

Babar, Sakshi S., and Bharadwaj, Sundar G., “Climate Marketing Strategies and Firm Value,” *under review at Journal of Marketing Research*

WORK IN PROGRESS

Babar, Sakshi S.*, and Bharadwaj, Sundar G., “New Climate Product Announcements and Stock Market Reaction,” *data collection and analysis in progress*

Babar, Sakshi S., Youngtak M. Kim, Tatiana Dyachenko, and Sundar G. Bharadwaj, “Climate Labeling Policy and Consumer Choice,” *data collection and analysis in progress*

Babar, Sakshi S., Prakash Satyavageswaran, and Sundar G. Bharadwaj, “Selling to the Government in Emerging Markets,” *data analysis, manuscript in progress*

Satyavageswaran, Prakash, Ashish Galande, Sundar G. Bharadwaj, and **Sakshi S. Babar**, “When Collectives Cannot See the Customer: The Dark Side of Stewardship,” *manuscript in progress*

CONFERENCE PRESENTATIONS (*presenter)

Babar, Sakshi S.*, and Bharadwaj, Sundar G., “Climate Marketing Strategies and Firm Value,” *Winter AMA 2024, St. Pete’s, FL (Competitive Paper; Accepted for Presentation)*

Babar, Sakshi S.*, and Bharadwaj, Sundar G., “New Climate Product Announcements and Stock Market Reaction,” *Winter AMA 2024*, St. Pete’s, FL (*Competitive Paper; Accepted for Presentation*)

Babar, Sakshi S.*, and Bharadwaj, Sundar G., “Climate Marketing Strategies and Firm Value and Risk,” *EMAC 2023*, Odense, Denmark (*Winner of EMAC-Sheth Sustainability Award*)

Babar, Sakshi S.*, and Bharadwaj, Sundar G., “Climate Marketing Strategies and Firm Value and Risk,” *Winter AMA 2023*, Nashville, TN (*Competitive Paper*)

Babar, Sakshi S.*, Prakash Satyavageeswaran, and Sundar G. Bharadwaj, “Selling to the Government in Emerging Markets,” *Winter AMA 2023*, Nashville, TN (*Competitive Paper*)

Satyavageeswaran, Prakash, Ashish Galande, Sundar G. Bharadwaj, and **Sakshi S. Babar**, “When Collectives Cannot See the Customer: The Dark Side of Stewardship,” *Winter AMA 2023*, Nashville, TN (*Poster Presentation*)

Babar, Sakshi S.*, and Bharadwaj, Sundar G., “Climate Marketing Strategies and Firm Value and Risk,” *2023 Marketing Research Symposium*, Clemson University, SC

Babar, Sakshi S.*, Youngtak M. Kim, Tatiana Dyachenko, and Sundar G. Bharadwaj, “Climate Labeling Policy and Consumer Choice (2022),” *ISMS Marketing Science Conference*, Chicago, IL (Virtual).

Babar, Sakshi S.*, Satyavageeswaran, Prakash, and Bharadwaj, Sundar G. (2021), “Selling to the Government: Tendering Change in Emerging Markets,” *Summer AMA 2021*, (Virtual) (*Special Session*)

Babar, Sakshi S.*, Satyavageeswaran, Prakash, and Bharadwaj, Sundar G. (2020), “Selling to the Government: Tendering Change in Emerging Markets,” *The 14th Great Lakes-NASMEI Marketing Conference*, Chennai, India (Virtual).

HONORS AND AWARDS

Winner, EMAC-Sheth Foundation Sustainability Research Competition, €5000	2023
Winner, ISBM 2022 Doctoral Competition, \$3000	2023
Doctoral Fellow, Institute for the Study of Business Markets (ISBM)	2023
Fellow, EMAC Doctoral Colloquium, <i>Marketing Strategy Track</i>	2023
Fellow, ISMS Marketing Science Doctoral Consortium	2023
Runner-up, AMS Review – Sheth Foundation Doctoral Competition for Conceptual Articles (DoCCA)	2023
Sawtooth Software Grant, Sawtooth Software	2022-Present
Knox Scholarship, University of Georgia, \$8,000	2022-Present
Director’s Gold Medal for Scholastic Achievement, IIM Udaipur	2018
DAAD Scholarship, German Academic Exchange Service, HHL Leipzig, €3,000	2017
Silver Medalist, Computer Science Department, NIT Hamirpur	2014
Merit Rank Certificate (Top 0.1% of successful candidates across India), CBSE	2009

TEACHING

Teaching Assistant, Terry College of Business, University of Georgia
– MARK3000, Principles of Marketing (Honors)

Fall 2022

ACADEMIC SERVICE

Session Chair, *Marketing Strategy and Firm Performance*, Winter AMA 2023, Nashville, TN
Session Chair, ISMS Marketing Science Conference, 2022, Chicago, IL (Virtual)
Contributor (with Ishita Nagpal), *Journal of Marketing Research Scholarly Insights*, “*How Do Nutritional Warning Labels Affect Prices?*”, Oct 2023

EMPLOYMENT HISTORY

Graduate Research Assistant, University of Georgia (Athens, GA), 2021 – Present
Research Assistant, IIM Udaipur (Udaipur, India), Oct 2020 – Aug 2021
Research Associate, Indian School of Business (Mohali, India), Oct 2019 – Sep 2020
Senior Manager, Marketing Strategy, Cummins (Pune, India), May 2018 – Sep 2019
Analyst, Wireline Business, Verizon (Hyderabad, India), Jun 2014 – Jun 2016

DOCTORAL COURSEWORK

Marketing/ Theoretical

Theory Construction (Ajay Kohli)
Seminar in Marketing Strategy I (Sundar G. Bharadwaj)
Seminar in Marketing Strategy II (Son Lam)
Seminar in Buyer Behavior (Julio Sevilla)
Seminar in Consumer Behavior (Rosanna K. Smith)
Seminar in Strategic Management (Scott Graffin)

Methodology

Multivariate Statistics (John Hulland)
Marketing Models (Anindita Chakravarty)
Statistics for Econometrics (Leonard Goff)
Introduction to Econometrics (Brantley Callaway)
Econometrics I (Carolina Caetano)
Econometrics II (Joshua Kinsler)
Econometrics for Strategic Management (Timothy Quigley)
Financial Research Methodology (Ugur Lel)

REFERENCES

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Marketing
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