

# Anita Pansari

Assistant Professor of Marketing  
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## ACADEMIC EXPERIENCE

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2016-2017 - Visiting Professor at Michigan State University  
2017-2025 - Assistant Professor at Michigan State University  
2025-now - Assistant Professor at Rutgers School of Business–Camden

## RESEARCH

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### Research Interests

*Substantive:* Marketing Strategy, Customer Relationship Management, Political Ideology  
*Methods:* Econometric Models, Survey Research, Structural Equation Modelling

### Publications

1. Brianna Jeewon Paulich, **Anita Pansari**. Kumar Impact of Free Samples on Customer Experience and Customer Engagement” Conditionally accepted at *Journal of the Academy of Marketing Science*, 1-23
2. Forrest Morgeson, Udit Sharma\*, Xiaoxu Wu\*, **Anita Pansari**, Ayalla Ruvio, G. Tomas M. Hult (2023). “Weathering the Crash: Do Customer-Company Relationships Insulate Firms from the Negative Effects of Economic Crises?” *Journal of the Academy of Marketing Science*, 1-23. (with \*Ph.D. student)
3. Aksoy Lerzan, Sandhya Banda\*, Collen Harmeling, Tim Keningham, and **Anita Pansari\***(2022) “Marketing’s Role in Multi-Stakeholder Engagement,” *International Journal of Research in Marketing*, 39 (2), 445-461. **\*Equal contribution - The author's name is alphabetical by last name** (with \*Ph.D. student)
4. Gupta Shaphali, **Anita Pansari**, and V. Kumar (2018), “Global Customer Engagement,” *Journal of International Marketing*, 26 (1), 04-29.
5. **Pansari Anita** and V. Kumar (2018), “Customer Engagement Marketing”, in *Customer Engagement Marketing*, edited by Robert W Palmatier, V. Kumar, Colleen. M Harmeling, pgs. 01-27.
6. **Pansari Anita** and V. Kumar (2017), “Customer Engagement- The Construct, Antecedents and Consequences,” *Journal of the Academy of Marketing Science*, 45 (0), 294-311.

7. Kumar, V., and **Anita Pansari** (2016), “Competitive Advantage through Engagement,” *Journal of Marketing Research*, 53 (4), 497-514.
8. Kumar, V., and **Anita Pansari** (2016), “National Culture, Economy, and Customer Lifetime Value: Assessing the Relative Impact of the Drivers of Customer Lifetime Value for a Global Retailer,” *Journal of International Marketing*, 24 (1), 1-21.  
\*Winner- S. Tamer Cavusgil Award for the Best Paper published in the Journal of International Marketing in 2016
9. Kumar, V., and **Anita Pansari** (2015), “Measuring the Benefits of Employee Engagement,” *MIT Sloan Management Review*, 56 (4), 67-72.
10. Kumar, V., and **Anita Pansari** (2015), “Aggregate-Level and Individual-Level Customer Lifetime Value,” in *Handbook of Customer Equity*, edited by V. Kumar and Denish Shah, pgs 44-75.
11. Kumar, V., and **Anita Pansari** (2014), “The Construct, Measurement, and Impact of Employee Engagement: A Marketing Perspective,” *Customer Needs and Solutions*, 1 (1), 52-67.
12. Roy, S. and **Anita Pansari** (2014), “Owner or Endorser? Investigating the Effectiveness of Celebrity Owners of Sports Teams as Endorsers,” *International Journal of Sports Marketing and Sponsorship*, 15 (2), 89-106

## Research in Progress

1. “Political Ideology and Customer Knowledge Value: Do Conservatives Provide More Valuable Feedback to Firms?” (With Udit Sharma\*, Xiaoxu Wu\*, and Forrest Morgeson; with \*Ph. D student)- *Preparing for submission to Journal of Marketing in November 2024*
2. “What Makes a Unicorn Firm Succeed” (with Nandini Nim, Brianna Jeewon Paulich, Kelly Hewitt, and Kiwoong Yoo\*; with \*Ph.D student), preparing for submission to *Journal of Marketing Research* in December 2024
3. Innovations in the Emerging Markets (Deepa Chandrasekharan, Nandini Nim, Brianna Jee Won Choi, Ashwin Malshe) preparing for submission to *Journal of Marketing* in Fall 2025.
4. “Impact of sustainability communication on Firm Valuation” (with Nandini Nim, Brianna Jeewon Paulich, Kelly Hewitt, and Kiwoong Yoo\*; with \*Ph.D student), *preparing for submission to Journal of Marketing Research* in Spring 2026

### **Conference Presentations**

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1. “Engagement: A Source of Competitive Advantage” -2017 Academy of Marketing Science Conference, San Diego, California, May 2017
2. “The Impact of Product Innovations on Customer Engagement” – 2017 Winter American Marketing Association Conference, Orlando, Florida, February 2017
3. “National Culture, Economy, and Customer Lifetime Value: Assessing the Relative Impact of the Drivers of Customer Lifetime Value for a Global Retailer”
  - a. Winter Marketing Academic Conference, Las Vegas, Nevada, February 2016.
  - b. Global Fashion Management Conference, Florence, Italy, June 2015.
4. “Engagement Orientation”- 2014 Summer Marketing Educators Conference, San Francisco, California, August 2014.
5. “Customer is Neither the King nor the Queen”- 2014 China Marketing International Conference, Wuhan, China, July 2014.
6. “The Construct, Measurement, and Impact of Employee Engagement: A Marketing Perspective”- 2014 Winter Marketing Educators Conference, Orlando, Florida, February 2014.
7. “From Marketing Orientation and Interaction Orientation to Engagement Orientation”- A catalyst to profits”- Marketing Edge Conference, Chicago, Illinois, October 2013.

### **Research Workshops**

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1. “Customer Engagement”- Department of Marketing, Management, and Supply Chain at UTEP, February 2024.
2. “Publishing in Scholarly Journals”- Pre-Consortium Workshop for Ph.D. Students and Young Faculty at 4<sup>th</sup> AIM-AMA Sheth Foundation Doctoral Consortium, Delhi, India, January 2016.
3. “Challenges Facing Young Academics and Publishing in Scholarly Academic Journals”- Workshop conducted at 2015 Research Camp, Leeds Business School, London, UK, June 2015.

### **Honors & Awards**

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2023-Research Fellow, AMA Marketing Strategy Consortium, University of Georgia, Atlanta

2023-Participated in the Mentor-Mentee Program, as a Mentee at 2023 AMA Winter Academic Conference

2019-Fellow, Professor’s Institute, SMU Cox School of Business

2018-Faculty Fellow, AMA Sheth Doctoral Consortium, University of Leeds.

2018-Consortium Fellow, AMA Marketing Strategy Consortium, University of Missouri.

2017-Thought Leader, “The Thought Leadership Conference on Customer Engagement” at Indian School of Business, July 2017,

2017-AMS Mary Kay Cosmetic- Best Dissertation Award winner

2016-AMA Matthew Joseph Emerging Scholar Award

2016-Doctoral Fellow, AMA Sheth Doctoral Consortium, University of Notre Dame

2016-Recipient of “Who’s Who among Students in American Universities and Colleges”

2015-Doctoral Fellow, Academy of Marketing Science (AMS) Doctoral Consortium.

2012-Doctoral Fellow, AIM-AMA Sheth Foundation Doctoral Consortium.

2005-University Topper in Master of Economics (2003- 2005), Madras University, India.

2005-Received 7 gold medals for academic excellence, University of Madras, Master of Economics (2003- 2005), Madras University, India.

2002-Represented the State (Tamilnadu), India at the National Cadet Corps, National Integration Camp

2000-Received Merit Certificate for being among the top 0.01 students in the country in Economics, India

## **TEACHING EXPERIENCE**

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### **Michigan State University**

Digital Marketing Analytics, Fall 2023, Spring 2024

New Product Management, Fall 2022- 2024

Digital Marketing, Fall 2020- Fall 2024

Marketing Management, Fall 2020

Emerging Topics in Business, Fall 2018- 2019

Consumer Behavior, Spring 2018

Data Base Marketing, Fall 2016-2017

### **Georgia State University**

Marketing Research, Fall 2015- Summer 2016

## **Teaching Assistant**

Customer Relationship Management (MBA), Fall 2014

Product and Brand Management (MBA), Fall 2014

Strategic Marketing Management, Executive MBA (EMBA), Summer 2014

## **ACADEMIC SERVICE**

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2024-Doctoral Committee, Sandhya Banda, ISB, India

2024-Doctoral Committee, Xiaoxu Wu, Michigan State, USA

2024-DEI Initiative –Women in Marketing Strategy group with the Marketing Strategy SIG at AMA- [Women in Marketing Strategy | Groups | LinkedIn](#)

2021-present-Open Minds- [Open-Minds | Groups | LinkedIn](#)

2023-Doctoral Committee, Victor Cherensky, Michigan State, USA

2018-present–Department PhD Committee Member

2021, 2023-PhD Student Recruitment Committee

2018-Doctoral Committee Member, Jonathan Michael

2016-Assistant Professor Recruiting Committee

2017-Fixed Term Recruiting Committee

2017-UGC Committee

## **Editorial Review Board**

*Journal of International Marketing* (2019-present)

## **Ad Hoc Reviewer**

*European Journal of Marketing* (2021-present)

*International Marketing Review* (2018)

*International Journal of Marketing* (2017)

*Journal of the Academy of Marketing Science* (2017-present)

*Journal of Business Research* (2018- present)

*Journal of Consumer Psychology* (2018)

*Journal of International Marketing* (2017-present)

*Journal of Marketing* (2024)

*Journal of Marketing Research* (2019)

*Journal of Services Research* (2018-present)

*MIS Quarterly* (2021)

## **PROFESSIONAL ASSOCIATION**

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American Marketing Association (AMA)

Academy of Marketing Science (AMS)

## **INDUSTRY EXPERIENCE**

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Customer Care Officer, Standard Chartered Bank, India (2005-2006)  
Branch Service Partner, Yes Bank, India (2007-2008)  
Intern at Green Peace International, India (2005)  
Intern at “The Banyan,” India (2004)

## **EDUCATION**

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2012 – 2016 **Ph.D. in Marketing**

J. Mack Robinson College of Business, Georgia State University

2008- 2011 - **Research Scholar**

ICFAI Business School, Hyderabad, India.

2003- 2005 **M.A in Economics**

Madras University, India

2000- 2003 **B.A in Economics**

Madras University, India