

Anita Pansari

Assistant Professor of Marketing
Department of Marketing
Rutgers School of Business–Camden

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ACADEMIC EXPERIENCE

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

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*, Xiaoxou 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*, Xiaoxou 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

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

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 4th 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

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

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

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

American Marketing Association (AMA)

Academy of Marketing Science (AMS)

INDUSTRY EXPERIENCE

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

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