

**Dr. Sunil K. Singh**  
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Marketing  
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## **Education**

Ph D, University of Missouri-Columbia, 2017.  
Major: Marketing  
Supporting Areas of Emphasis: Statistics  
Dissertation Title: Email B2B Sales Negotiations: Dynamic Use of Textual Cues as Influence Tactics

MBA, Xavier Labor Relation Institute, 2005.  
Major: Marketing  
Supporting Areas of Emphasis: Finance

B.Tech. Mechanical Engineering, College of Engineering and Technology, 2001.

## **Academic, Government, Military and Professional Positions**

### **Academic**

Assistant Professor, University of Nebraska-Lincoln, Department of Marketing, College of Business. (August 2017 - Present).

Visiting Faculty, University of Maryland. (2016 - 2017).

### **Professional**

Senior Analyst, Business Technology Office, McKinsey and Company, Gurgaon, India. (2007 - 2010).

Transition Manager, Credit Card Services, Genpact, Gurgaon, India. (2005 - 2007).

Junior Engineer, Exhaust Systems, Shiela Engineering Works, Rourkela, India. (2002 - 2003).

## **Professional Memberships**

Academy of Marketing Science. (2017 - Present).

American Marketing Association. (2017 - Present).

INFORMS. (2017 - Present).

## **TEACHING**

### **Teaching Experience**

**University of Nebraska-Lincoln**  
GRBA 813, Managerial Marketing, 4 courses.  
MRKT 996, Directed Reading or Research, 1 course.

# RESEARCH

## Published Intellectual Contributions

### Refereed Journal Articles

Marinova, D., Singh, S. K., Singh, J. (in press). Frontline Problem-solving Interactions: A Dynamic Analysis of Verbal and Nonverbal Cues. *Journal of Marketing Research*.

Singh, S. K., Marinova, D., Singh, J., Evans, K. (in press). Customer Query Handling in Sales Interactions: Dynamic Analysis of Salesperson's Behavior and Customer Attention. *Journal of the Academy of Marketing Science*.

### Conference Proceedings

Singh, S. K., Marinova, D., Singh, J. (2017). *Email Negotiations in B2B Selling: Dynamic Use of Textual Cues as Influence Strategies*. Orlando, FL: Organizational Frontline Research Symposium.

Singh, S. K., Marinova, D., Singh, J. (2015). *Email Negotiations in B2B Selling: Dynamic Use of Textual Cues as Influence Strategies*. Denver, CO: AMS Annual Conference.

Singh, S. K., Marinova, D., Singh, J. (2015). *Email Negotiations in B2B Selling: Dynamic Use of Textual Cues as Influence Strategies*. Baltimore, MD: ISMS Marketing Science Conference.

Singh, S. K., Marinova, D., Singh, J. (2014). *Email Negotiations in B2B Selling: Dynamic Use of Textual Cues as Influence Strategies*. Columbia University, New York, NY: Thought Leadership on Sales Conference.

Singh, S. K., Marinova, D., Singh, J. (2012). *Frontline Cognitive and Emotional Work and its Customer Satisfaction Consequences: A Pilot Study*. Tampa, FL: AMA Winter Marketing Educators' Conference.

## Presentations Given

Singh, S. K. (Presenter & Author), Marinov, D. (Author Only), Singh, J. (Author Only), Organizational Frontline Research Symposium, "Email Negotiations in B2B Selling: Dynamic Use of Textual Cues as Influence Strategies," Orlando, FL. (2017).

Singh, S. K. (Presenter & Author), Marinov, D. (Author Only), Singh, J. (Author Only), AMS Annual Conference, "Email Negotiations in B2B Selling: Dynamic Use of Textual Cues as Influence Strategies," Denver, CO. (2015).

Singh, S. K. (Presenter & Author), Marinov, D. (Author Only), Singh, J. (Author Only), ISMS Marketing Science Conference, "Email Negotiations in B2B Selling: Dynamic Use of Textual Cues as Influence Strategies," Baltimore, MD. (2015).

Singh, S. K. (Presenter & Author), Marinov, D. (Author Only), Singh, J. (Author Only), Thought Leadership on Sales Conference, "Email Negotiations in B2B Selling: Dynamic Use of Textual Cues as Influence Strategies," Columbia University, New York, NY. (2014).

Singh, S. K. (Presenter & Author), Marinova, D. (Author Only), Singh, J. (Author Only), AMA Winter Marketing Educators' Conference, "Frontline Cognitive and Emotional Work and its Customer Satisfaction Consequences: A Pilot Study," American Marketing Association, Tampa, FL. (2012).

Singh, S. K. (Presenter & Author), Marinova, D. (Author Only), Singh, J. (Author Only), Robert Mittelstaedt Doctoral Symposium, "Frontline Cognitive and Emotional Work and its Customer Satisfaction Consequences: A Pilot Study," University of Nebraska-Lincoln, Department of Marketing, Lincoln, NE. (2012).

## **Awards and Honors**

Winner, OFR Symposium Young Scholar Award. (2017).

Finalist, May Kay Dissertation Proposal Competition. (2015).

ISBM Business Marketing Doctoral Fellow. (2015).

Winner, AMA Sales SIG Dissertation Proposal Competition. (2015).

Winner, ISBM Dissertation Proposal Competition. (2015).

AMA-Sheth Doctoral Consortium Fellow. (2014).

Winner, Marketing Science Institute/Sales Excellence Institute Competitive Grant, \$10,000. (2013).

MSI Research Grant, \$8,000, Marketing Science Institute. (2012).

## **SERVICE**

### **Professional Service**

Reviewer, Ad Hoc Reviewer, AMA Marketing Educators' Conference. (2015).

Reviewer, Ad Hoc Reviewer, Academy of Management Conference. (2014).

Reviewer, Ad Hoc Reviewer, AMA Marketing Educators' Conference. (2014).

Reviewer, Ad Hoc Reviewer, AMA Marketing Educators' Conference. (2012).