

# Sushma Kambagowni

HLH 335L, P.O. Box 880492, Lincoln, Nebraska 68588

Email: [skambagowni2@nebraska.edu](mailto:skambagowni2@nebraska.edu)

## ACADEMIC EMPLOYMENT

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**University of Nebraska - Lincoln**

*June 2025–Present*

Assistant Professor of Marketing

## EDUCATION

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**University of Pittsburgh**

*2020–2025*

Ph.D. in Marketing

**Indian Institute of Management, Calcutta**

*2015–2017*

Master of Business Administration

**Pondicherry University**

*2011–2015*

Bachelor of Technology in Computer Science and Engineering (with Distinction)

## RESEARCH INTERESTS

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**Substantive:** Digital Platforms, New Technologies(AR/VR), Online Communities, User Engagement

**Methodology:** Econometrics, Machine Learning, Natural Language Processing, Experiments

## WORKING PAPERS

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**Sushma Kambagowni**, Vanitha Swaminathan, Mina Ameri, Alok Saboo. “Platforms as Innovation Enablers: How do Platform Support and Innovation Strategy Enhance App Performance?”

Mina Ameri, Vanitha Swaminathan, **Sushma Kambagowni**. “Healthcare Apps, Customer Engagement and the COVID-19 Pandemic Crisis.”

**Sushma Kambagowni** and Vanitha Swaminathan. “The Reality Divide: Factors Impacting Advertisement Engagement in Virtual Reality vs. Non-Virtual Reality Games”

Meheli Basu, **Sushma Kambagowni**, Vanitha Swaminathan. “Building Bonds, Boosting Sales: Engagement in Online Brand Communities for Lateral Exchange Markets”

## HONORS, AWARDS AND SCHOLARSHIPS

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Finalist, AMS Mary Kay Dissertation Proposal Award 2025

Arjang A. Assad Endowed Doctoral Student Award, University of Pittsburgh 2025

AMA TechSIG Doctoral Student Award 2025

AMA Marketing Strategy SIG Doctoral Student Research Award 2024

AMA-Sheth Foundation Doctoral Consortium Fellow, BI Norwegian Business School 2023

Marketing Strategy Doctoral Consortium Fellow, University of Georgia 2023

Sheth PhD Fellow Award, University of Pittsburgh 2023

ISMS Doctoral Consortium Fellow, University of Chicago (Virtual) 2022

Roger S. Albrandt Fellowship, University of Pittsburgh 2020-2025

Dean Assad Excellence in Marketing Research and Education Award, University of Pittsburgh 2021

Sheth Scholar Fellowship, University of Pittsburgh 2020

Student Exchange via Merit List - Jönköping International Business School, Sweden 2016

Undergrad Merit Scholarship - Government of Puducherry 2015

## TEACHING

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### Instructor, University of Pittsburgh

Introduction to Marketing Fall 2023  
- *Nominated as "Most Valuable Professor" by Pitt Athletics - Men's Soccer Team*

Introduction to Marketing Fall 2022

### Teaching Assistant, University of Pittsburgh

Digital and Social Media Marketing, for Dr.Yue Wu Spring 2024

Introduction to Marketing, for Dr.Kiersten Maryott Fall 2021

## CONFERENCES

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### Presentations

"Platforms as Innovation Enablers: How does Platform Support and Innovation Strategy Enhance App Performance?"  
*American Marketing Association, Winter Academic Conference* Feb 2025

"Healthcare Apps, Customer Engagement and the COVID-19 Pandemic Crisis"  
*American Marketing Association, Winter Academic Conference* Feb 2024  
*ISMS Marketing Science Conference, University of Miami* June 2023

### Participation

ISMS Marketing Science Conference, University of Chicago (Virtual) June 2022  
ISMS Marketing Science Conference, University of Rochester (Virtual) June 2021  
AMA Winter Academic Conference, (Virtual) Feb 2021  
ISMS Marketing Science Conference, Duke University (Virtual) June 2020

## SERVICE

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Co-author, [Journal of Marketing Research Scholarly Insights Blog](#) May 2024  
Production Manager, JM Buzz Podcast, Journal of Marketing Fall 2022, 2023-2024  
Doctoral Student Representative, Planning and Budget Committee, Pitt Business 2023-2024  
Adhoc Reviewer, Academy of Marketing Science Annual Conference 2023

## PRE-DOCTORAL EXPERIENCE

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**Accenture Strategy** **Bengaluru, India**  
Business Strategy Consultant *May 2017 — May 2020*

Developed strategy plans, driving growth, digital transformation, and branding in Technology, Retail, and Consumer Goods sectors.

Expertise includes competitive benchmarking, digital valuation, merger and acquisition analysis, roadmap creation and research reports.

**Unilever** **Durban, South Africa**  
Summer Leadership Intern - Sales and Marketing *Apr. 2016 — May 2016*

Formulated growth model and pricing/promotion strategies for Unilever Tea in Central Africa, and conducted feasibility analysis for localized Lipton artwork to enhance market relevance.

**Indian Statistical Institute, Kolkata**

Summer Research Intern

**Kolkata, India**

*May 2014 — July 2014*

Researched Anonymous Named Data Networking Application (ANDaNA) focusing on content-centric networking. Diagnosed three major security issues and developed a new scheme to resolve them.