

## SUNIL K. SINGH

Department of Marketing, 345E Hawks Hall, College of Business  
 University of Nebraska-Lincoln, Lincoln, NE 68588  
 Phone: (531) 218-5597, Email: [ssingh10@unl.edu](mailto:ssingh10@unl.edu)

### I. ACADEMIC EMPLOYMENT

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Assistant Professor of Marketing University of Nebraska-Lincoln, Lincoln, Nebraska	2017 - Present
Visiting Scholar (Dept. of Marketing) University of Maryland, College Park, Maryland	2016 - 2017

### II. EDUCATION

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Ph.D. Marketing, Minor: Statistics University of Missouri, Columbia, Missouri	2017
M.B.A. Major: Marketing, Minor: Finance Xavier Labor Relation Institute, Jamshedpur, India	2005
B.Tech. Mechanical Engineering College of Engineering and Technology, Bhubaneswar, India	2001

### III. RESEARCH INTERESTS

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I conduct empirical marketing strategy research in the substantive domain of Organizational Frontlines (OF). I employ a range of methodologies, such as econometric analysis of field data (e.g., multivariate regression, text analysis, and topic modeling), laboratory experiments, and content analysis. My work offers insights for firms, consumers, and policymakers.

### IV. PUBLISHED RESEARCH (Google Scholar Citations: 220 as of 06/15/2024)

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1. **Singh, Sunil K.**, Detelina Marinova, and Jagdip Singh (2020), "B2B E-Negotiations and Influence Tactics," *Journal of Marketing*, 84 (2), 47-68.  
5-year impact factor: 14.3

<https://doi.org/10.1177/0022242919899381>

UTD Journal List, FT50 Journal List of Top Business Journals, and A\* in ABDC Journal List

- 2024 *Louis W. Stern Award Finalist*.
- 2020 *Shelby D. Hunt/Harold H. Maynard Award Finalist*.
- *Featured in Q1 Ramp Up Centre for Professional Selling (March 2021), Baylor University*
- *Featured in Reynolds and Reynolds Sales Leadership Institute Knowledge Series (March 2021), Texas A&M University*
- *Featured in Journal of Marketing Webinar Series (March 2020): Insights for Managers*
- *Invited for Journal of Marketing Insights in the Classroom Series (March 2020)*
- *An earlier version appeared as a Marketing Science Institute (MSI) Report (20-125)*
- *Funded by MSI (\$10,000)*

2. Marinova, Detelina, **Sunil K. Singh**, and Jagdip Singh (2018), “Frontline Problem-solving Interactions: A Dynamic Analysis of Verbal and Nonverbal Cues,” *Journal of Marketing Research*, 55 (April), 178-192.

5-year impact factor: 8.4

<https://doi.org/10.1509/jmr.15.0243>

UTD Journal List, FT50 Journal List of Top Business Journals, and A\* in ABDC Journal List

- *Featured in Harvard Business Review, Idea Watch (January-February 2018) “Sorry’ is Not Enough”*
- *An earlier version appeared as an MSI Report (16-122)*
- *Funded by MSI (\$8,000)*

3. **Singh, Sunil K.**, Detelina Marinova, Jagdip Singh, and Kenneth Evans (2018), “Customer Query Handling in Sales Interactions,” *Journal of the Academy of Marketing Science*, 46 (5), 837-856.

5-year impact factor: 18.5

<https://doi.org/10.1007/s11747-017-0569-y>

FT50 Journal List of Top Business Journals and A\* in ABDC Journal List

## V. RESEARCH UNDER REVIEW

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4. **Singh, Sunil K.**, Jagdip Singh, Ravi Sohi, and Avinash Malshe, “Self-Promotion Acts” (Reject and Resubmit at *Journal of Marketing*)
  - Funded by COB Internal Research Grant, University of Nebraska-Lincoln (\$15,000).
5. Raghupatruni, Revanth<sup>+</sup>, Thomas Dotzel, and **Sunil K. Singh**, “DEI and Firm Performance” (Under first review at *Journal of Marketing*)
  - <sup>+</sup>denotes Ph.D. Student

## VI. RESEARCH-IN-PROGRESS

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6. **Singh, Sunil K.**, “Review Helpfulness” (Finalizing Manuscript; To be submitted to *Journal of Academy of Marketing Science* in July 2024)
  - Funded by Layman Research Grant, University of Nebraska-Lincoln (\$10,000).
7. **Singh, Sunil K.**, “Public Health Messaging” (Crafting Manuscript; To be submitted to *International Journal of Research in Marketing* in July 2024)
  - Funded by COB Internal Research Grant, University of Nebraska-Lincoln (\$4,500).

## VII. CONFERENCE PROCEEDINGS AND PRESENTATIONS (\*presenter)

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**Singh, Sunil K.\***, “Online Reviews and its Dimensions,”

- (2024) *AMA Winter Academic Conference*, St. Pete Beach, Florida.
- (2021) *AMA Winter Academic Conference*, (Virtual)

Raghupatruni, Revanth\*, Thomas Dotzel, and **Sunil K. Singh**, “DEI Events and Firm Value,”

- (2024) *AMA Winter Academic Conference*, St. Pete Beach, Florida.
- (2023) *Marketing Science: Diversity, Equity, and Inclusion Conference*, Dallas, Texas.

**Singh, Sunil K.\***, Jagdip Singh, Ravi Sohi, and Avinash Malshe, “Performance Outcomes of Self-Promotion Acts for Marketing Boundary Spanners,”

- (2023) *Organizational Frontline Research Symposium*, Nashville, Tennessee
- (2022) *AMA Winter Academic Conference*, Las Vegas, Nevada

**Singh, Sunil K.\***, Blake Runnalls, Mohsen Pourmasoudi, and Bitty Balducci (2020), “Empowering Frontline Employees,” *Organizational Frontline Research Symposium*, San Diego, California.

**Singh, Sunil K.\***, Detelina Marinova, and Jagdip Singh, “Email Negotiations in B2B Selling: Dynamic Use of Textual Cues as Influence Strategies.”

- (2020) *Journal of Marketing Webinar Series*
- (2018) *Organizational Frontline Research Symposium*, New Orleans, Louisiana
- (2017) *Organizational Frontline Research Symposium*, Orlando, Florida
- (2015) *ISMS Marketing Science Conference*, Baltimore, Maryland.
- (2015) *AMS Annual Conference*, Denver, Colorado.
- (2014) *Thought Leadership on Sales Conference*, Columbia University, New York.

**Singh, Sunil K.\***, Detelina Marinova, and Jagdip Singh (2012), “Frontline Cognitive and Emotional Work and its Customer Satisfaction Consequences: A Pilot Study.”

- (2012) *Mittelstaedt Doctoral Symposium*, Lincoln, Nebraska.
- (2012) *AMA Winter Educators’ Conference*, St. Pete Beach, Florida.

## VIII. AWARDS, HONORS, AND SCHOLARSHIP

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Louis W. Stern Award Finalist (2024)

~ USD 50K Research Grants Funded (2012-2023)

Faculty Research Award, Department of Marketing, University of Nebraska-Lincoln. (2021)

Shelby D. Hunt/Harold H. Maynard Award Finalist (2020)

Haring Symposium, Faculty Representative, Indiana University (2020)

Emerging Scholar Research Award, University of Nebraska-Lincoln (2018)

*Winner of Organizational Frontlines Research’s Young Scholar Research Award* (2017)

*Winner of ISBM Dissertation Proposal Competition and Doctoral Fellow* (2015)

*Winner of AMA Sales SIG Dissertation Proposal Competition* (2015)

*Finalist of Mary Kay Dissertation Proposal Competition* (2015)

*AMA-Sheth Doctoral Consortium Fellow*, Northwestern University (2014)

*Mittelstaedt Symposium Representative*, University of Nebraska (2012)

## IX. TEACHING EXPERIENCE

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**MBA**                                      Managerial Marketing (Online, In-person)

**Undergraduate**                              Marketing Research (In- person)

## X. SERVICE

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### Academic Service:

#### Ad Hoc Reviewing

Journals:

*Journal of Marketing Research (2019 - present)*  
*Journal of Marketing (2020 - present)*  
*Journal of Academy of Marketing Science (2020- present)*  
*Journal of Retailing (2020, 2022-present)*  
*Journal of Service Research (2021- present)*  
*International Journal of Research in Marketing (2021-present)*  
*Journal of Business Research (2020-present)*

Dissertation Awards: *Mary Kay Dissertation Award (2021 - present)*

#### Session Chair

“Salesperson Effectiveness” (2022) *AMA Winter Academic Conference*, Las Vegas, NV.  
 “Effectiveness of Customer Reviews” (2021) *AMA Winter Academic Conference*, (Virtual).

#### Student Advising

Ph. D Students

2<sup>nd</sup> Year Paper - Revanth Raghupatruni (2023-2024)  
 Dissertation Committee Member - Ravi Agarwal (2020-2021)

Master’s Students (Managerial Marketing Internship Advisor)

Morgan Holen (2021)  
 Maggie Ferguson (2021)

#### Professional Affiliations

American Marketing Association

## XI. BUSINESS EXPERIENCE

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<b>McKinsey and Company</b> , Gurgaon, India Senior Analyst, Business Technology Office	2007 – 2010
<b>Genpact</b> , Gurgaon, India Transition Manager, Credit Card Services	2005 – 2007
<b>Shiela Engineering Works</b> , Rourkela, India Junior Engineer, Exhaust Systems	2002 – 2003