

Dr. Priyanka Khandelwal

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Marketing
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Education

Ph D, Texas Tech University, College of Media and Communication, 2016.
Major: Mass Communication
Dissertation Title: Adoption, Use and Identity Construction in Yik Yak

MA, North Carolina Central University, 2012.
Major: Sociology
Dissertation Title: A Multivariate Frequency Analysis of the Ownership of Household Life Insurance

MBA, ICFAI Business School, 2009.
Major: Marketing

BS, University of Calcutta, India, 2007.
Major: Biology

Academic, Government, Military and Professional Positions

Academic

Assistant Professor of Practice, University of Nebraska-Lincoln, Department of Marketing, College of Business. (August 2022 - Present).

Research Associate, University of Nebraska-Lincoln, Child, Youth & Family Services, IVR Lab. (October 2021).

Visiting Clinical Assistant Professor, West Texas A&M University, Engler College of Business. (August 2016 - May 2021).

Part-time Instructor, West Texas A&M University, College of Business. (January 2016 - May 2016).

Part-time Instructor, University of Texas, Permian Basin, College of Business & Engineering. (August 2015 - December 2015).

Graduate Part-time Instructor and Research Associate, Texas Tech University, College of Media & Communication. (August 2012 - July 2015).

Professional Memberships

Association of Collegiate Marketing Educators. (2017 - 2021).

American Association for Public Opinion Research. (2020).

Association for Business Communications. (2019).

American Marketing Association. (2018).

National Communication Association. (2018).

The Broadcast Education Association. (2015 - 2017).

International Communication Association. (2016).

Development Activities Attended

Workshop, "LLCs versus Corporations as Startup Structures," Quarles & Brady LLP/Osage University Partners/University of Nebraska-Lincoln, Lincoln, NE. (2022).

Workshop, "Nebraska Introduction to Customer Delivery," University of Nebraska-Lincoln, Lincoln, NE. (2021).

TEACHING

Teaching Experience

University of Nebraska-Lincoln

MRKT 341, Marketing, 1 course.

MRKT 345, Market Research, 1 course.

MRKT 347, Marketing Communication Strategy, 1 course.

MRKT 350, Marketing Analytics, 1 course.

RESEARCH

Published Intellectual Contributions

Book Chapters

Ramos Salazar, L., Khandelwal, P. (2020). Compassion and Empathy as Transformative Intervention Approaches: The Management of Cyberbullying Issues Among Working Professionals. *Handbook of Research on Cyberbullying and Online Harassment in the Workplace*. IGI Global.

Refereed Journal Articles

Ramos Salazar, L., Khandelwal, P., Castillo, Y. (2022). The Effects of Received Grandmothers' Affection on Adult Grandchildren's Health Behaviors Using Affection Exchange Theory. *BMC Public Health*, 22:714.

Ramos Salazar, L., Zhang, Y., Huntington, H., Khandelwal, P., Pradnya, J. (2022). Examining Online MBA Students' Social Presence and Career Planning Self-Confidence. *Business and Professional Communication Quarterly*, 85(3), 319-348.

Khandelwal, P., Ramos Salazar, L., Khandelwal, S. (in press). Race to Cure: Tweets Generated by U.S. Companies Involved in Development of COVID-19 Vaccines. *Journal of Business & Technical Communication*.

Ramos Salazar, L., Khandelwal, P. (2021). The Impact of Self-Control and Texting-Related Accidents on the Relationship Between Mindfulness and Mobile-Texting While Driving Behavior. *Transportation Research Part F: Traffic Psychology and Behaviour*, 77(26-37).

- Ramos Salazar, L., Khandelwal, P., Castillo, Y. (2021). The Predictors of Mother-Daughter Communication Intentions About STD Risks and Condom Use Behavior in Female College Students. *International Journal of Behavior and Healthcare Research*, 7(3), 209-226.
- Khandelwal, P., Gottlieb, M. (2021). The Role of Utilitarian and Hedonic Constructs in Predicting Use of Location-Based Anonymous Social Networking Sites. *Online Journal of Communication and Media Technologies*(4), e202118.
- Khandelwal, P. (2021). The Two Ring Test: The Unbearable Predictability of Artificial Intelligence. *Surveillance & Society*, 19(4), 489-493.
- Khandelwal, P., Ramos Salazar, L. (2020). Exploring the Social Determinants of Drinking Sugary Beverages Leading to Chronic Illness Among Latina/o Populations. *Hispanic Health Care International*, 18(2), 64-70.
- Hoang, Q., Khandelwal, P., Ghosh, S. (2019). Robust Predictive Module Using Copulas. *Data-Enabled Discovery and Applications*, 31(1), 8.

Conference Proceedings

- Khandelwal, P. (2021). *Using Technology Acceptance Model to Understand the Use of Location Based Anonymous Apps*. 48th Annual Meeting of the Association of Collegiate Marketing Educators (ACME), in conjunction with the Annual Meeting of the Federation of Business Disciplines.
- Khandelwal, P. (2021). *Hope or Despair? Sentiment Analyses of Tweets Generated by Companies Engaged in COVID-19 Vaccine Development*. 76th American Association of Public Opinion Research (AAPOR) Virtual Conference.
- Ramos Salazar, L., Zhang, Y., Huntington, H., Khandelwal, P., Joshi, P. (2020). *Examining Self-Efficacy and Goal Orientation as Mediators of the Relationship between Social Presence and Career Planning of MBA Students*. San Diego, CA: Association of Business Communication International Conference (ABC) Virtual.
- Khandelwal, P. (2020). *Understanding the Messages on Location Based App - Good, Bad or Ugly?*. San Antonio, TX: 47th Annual Meeting of the Association of Collegiate Marketing Educators (ACME), in conjunction with the Annual Meeting of the Federation of Business Disciplines.
- Ramos Salazar, L., Khandelwal, P. (2019). *Immigration, Diversity, and Health Care: Examining Patients and Providers' Rights to How Do You Teach Diversity*. Detroit, MI: Association for Business Communication (ABC) 84th Annual International Conference.
- Khandelwal, P., Ramos Salazar, L. (2019). *Understanding the Sugar Consumption Patterns in Beverages Among Hispanic College Students*. University of Illinois Urbana-Champaign: Health Communications: Barriers, Breakthroughs and Best Practices Online Conference.
- Khandelwal, P., Carrera, C. (2019). *The Reward, the Promotion, or the Philanthropy? A Study Exploring the Social Media Marketing Strategies of the Mobile Service Providers*. Houston, TX: 46th Annual Meeting of the Association of Collegiate Marketing Educators (ACME), in conjunction with the Annual Meeting of the Federation of Business Disciplines.
- Khandelwal, P., Ramos Salazar, L. (2018). *Exploring the Social Determinants of Drinking Sugary Drinks Leading to Chronic Illness Among Hispanic Populations*. Salt Lake City, UT: National Communication Association (NCA) Conference.

Carrera, C., Khandelwal, P. (2018). *Understand Social Media Marketing Strategies and Content Generation by the U.S. Mobile Service Providers*. Canyon, TX: 15th Annual Pathways Student Research Symposium.

Khandelwal, P., Stoker, K. (2017). *Mirror Mirror on the Wall, Tell Me the Past, Present, and the Future of All... The Moral Imperative of Relating: Elevating Public Relations from Emotional Labor to Emotional Work Among the Public Relations Professionals*. Orlando, FL: International Public Relations Research Conference (IPRRC).

Khandelwal, P. (2017). *Difference Between the Proposed Brand Values and Perceived Experience of Location-Based Social Media Platforms among College Students*. Little Rock, AR: 44th Annual Meeting of the Association of Collegiate Marketing Educators (ACME), in conjunction with the Annual Meeting of the Federation of Business Disciplines.

Khandelwal, P. (2015). *Is Anonymity the Future of Social Networking? Examining the Adoption of Location Based Anonymous Social Networking Apps Among College Students*. Chicago, IL: Midwest Association for Public Opinion Research Conference (MAPOR).

Khandelwal, P. (2015). *Teaching "Culture" and "Marketing Communications" via Smart Phones*. Las Vegas, NV: Broadcast Education Association Conference (BEA).

Khandelwal, P., Bucy, E. P. (2014). *Graphication of the Evening News: Evidence from Two Decades of Presidential Campaign Coverage*. Las Vegas, NV: Broadcast Education Association Conference (BEA).

Khandelwal, P. (2013). *Education: Changing the Face of Traditional Indian Women*. Lubbock, TX: Black Graduate Student Association Conference, Texas Tech University.

Khandelwal, P. *Professional Work Choices Among Education Women in Rural India*. Lubbock, TX: 29th Annual Conference on Women, Texas Tech University.

Khandelwal, P., Brooks, M. E. (2012). *A Comparative Analysis of the Impact of Word-of-Mouth Marketing Communication Versus Media Based Marketing Communication in Banking Decisions Among Young Working Professionals*. San Marcos, TX: International Research Conference, Texas State University.

Brooks, M. E., Khandelwal, P. (2012). *Videoconferencing vs. Traditional Communications: A Study Between Adult Children and Their Parents Living Apart*. San Marcos, TX: International Research Conference, Texas State University.

Other

Khandelwal, P., Ramos Salazar, L. (2020). *Zocdoc: Understanding and Exploring the Market Penetration in Texas*.

Ramos Salazar, L., Khandelwal, P. (2019). *Immigration Enforcement and Patients' Rights in Healthcare Facilities: Should Hospitals Serve as Sanctuaries?*.

Khandelwal, P., Ramos Salazar, L. (2019). *Issues from Selecting Flexible Incentive Practices in Recruiting Students for Health-Related Qualitative Studies*.

Presentations Given

Khandelwal, P. (Presenter & Author), 48th Annual Meeting of the Association of Collegiate Marketing Educators (ACME), "Using Technology Acceptance Model to Understand the Use

- of Location Based Anonymous Apps," in conjunction with the Annual Meeting of the Federation of Business Disciplines, Virtual. (2021).
- Khandelwal, P. (Presenter & Author), 76th American Association of Public Opinion Research (AAPOR) Virtual Conference, "Hope or Despair? Sentiment Analyses of Tweets Generated by Companies Engaged in COVID-19 Vaccine Development," Virtual. (2021).
- Ramos Salazar, L., Zhang, Y., Huntington, H., Khandelwal, P., Joshi, P., 16th Annual Faculty Research Poster Session and Research Fair, "Examining Self-Efficacy and Goal Orientation as Mediators of the Relationship between Social Presence and Career Planning of MBA Students," West Texas A&M University, Canyon, TX. (March 2021).
- Khandelwal, P., Ramos Salazar, L., 16th Annual Faculty Research Poster Session and Research Fair, "Typology of Tweets and User Engagement Generated by U.S. Companies Involved in the Development of COVID-19 Vaccines," West Texas A&M University, Canyon, TX. (March 2021).
- Ramos Salazar, L., Khandelwal, P., 15th Annual Faculty Research Poster Session and Research Fair, "The Impact of Self-Control and Texting-Related Accidents on Mindfulness and Mobile Texting While Driving Behavior," West Texas A&M University, Canyon, TX. (2020).
- Khandelwal, P., 47th Annual Conference Meeting of the Association of Collegiate Marketing Educators (ACME), "Understanding the Messages on Location Based App - Good, Bad or Ugly?," in conjunction with the Annual Meeting of the Federation of Business Disciplines, San Antonio, TX. (2020).
- Ramos Salazar, L., Zhang, Y., Huntington, H., Khandelwal, P., Joshi, P., Association of Business Communication International Conference (ABC), "Examining Self-Efficacy and Goal Orientation as Mediators of the Relationship between Social Presence and Career Planning of MBA Students," San Diego, CA. (2020).
- Khandelwal, P., Ramos Salazar, L., 14th Annual Faculty Research Poster Session and Research Fair, "Zocdoc: An Untold Story of Physicians' Under Utilization of Online Appointment Scheduling Platform," West Texas A&M University, Canyon, TX. (2019).
- Khandelwal, P., Carrera, C., 1st Annual Student Research Poster Session, Engler College of Business, "Social Media Marketing Strategies of Mobile Service Providers," West Texas A&M University, Canyon, TX. (2019).
- Khandelwal, P., Carrera, C., 46th Annual Meeting of the Association of Collegiate Marketing Educators (ACME), "The Reward, the Promotion, or the Philanthropy? A Study Exploring the Social Media Marketing Strategies of the Mobile Service Providers," in conjunction with the Annual Meeting of the Federation of Business Disciplines, Houston, TX. (2019).
- Ramos Salazar, L., Khandelwal, P., Association for Business Communication (ABC) 84th Annual International Conference, "Immigration, Diversity, and Health Care: Examining Patients and Providers' Rights to How Do You Teach Diversity," Detroit, MI. (2019).
- Khandelwal, P., Ramos Salazar, L., Health Communications: Barriers, Breakthroughs and Best Practices Online Conference, "Understanding the Sugar Consumption Patterns in Beverages Among Hispanic College Students," University of Illinois Urbana-Champaign. (2019).
- Carrera, C., Khandelwal, P., 15th Annual Pathways Student Research Symposium, "Understand Social Media Marketing Strategies and Content Generation by the U.S. Mobil Service Providers," Canyon, TX. (2018).

Khandelwal, P., Ramos Salazar, L., National Communication Association (NCA) Conference, "Exploring the Social Determinants of Drinking Sugary Drinks Leading to Chronic Illness Among Hispanic Populations," Salt Lake City, UT. (2018).

Khandelwal, P., Ramos Salazar, L., 13th Annual Faculty Research Poster Session and Research Fair, "Tell-tale Signs of Diabetes - Not Physical, but Social: Exploring the Uncovered Social Determinants of Drinking Sugary Drinks Leading to Chronic Illness," West Texas University, Canyon, TX. (March 2018).

Khandelwal, P., Ramos Salazar, L., 12th Annual Faculty Research Poster Session and Research Fair, "Social Determinants of Sugar-Sweetened Beverages (SSB) Consumption Among Hispanic Students," West Texas A&M University, Canyon, TX. (2017).

Khandelwal, P., 44th Annual Meeting of the Association of Collegiate Marketing Educators (ACME), "Difference Between the Proposed Brand Values and Perceived Experience of Location-Based Social Media Platforms Among College Students," in conjunction with the Annual Meeting of the Federation of Business Disciplines, Little Rock, AR. (2017).

Khandelwal, P., Stoker, K., International Public Relations Research Conference, "Mirror Mirror on the Wall, Tell Me the Past, Present, and the Future of All... The Moral Imperative of Relating: Elevating Public Relations from Emotional Labor to Emotional Work Among the Public Relations Professionals," Orlando, FL. (2017).

Khandelwal, P., 1st Annual Qualitative Research Conference, "Use of Facebook to Collect Qualitative Data," Texas Tech University, Lubbock, TX. (2016).

Khandelwal, P., Burgos, A., Undergraduate Research Fair, "Top 15 in 2015: A Content Analysis of Music Video Lyrics to Understand the Prevalent Sexual Advances," Texas Tech University, Lubbock, TX. (2016).

Khandelwal, P., Association for Politics and Life Sciences (APLS), "Smartphone Mediated Preventative Nutrition (Nutrition Communication) to Counter Obesity Among College Girls," Lubbock, TX. (2013).

Awards and Honors

Lou E. Pelton Emerging Scholar Award in Marketing, Association of Collegiate Marketing Educators (ACME), Federation of Business Disciplines. (2019).

Helen DeVitt Jones Scholarship (Ph.D. Program), Texas Tech University. (2015).

Helen DeVitt Jones Scholarship (Ph.D. Program), Texas Tech University. (2014).

Graduate School Travel Grant, Texas Tech University. (April 2014).

Helen DeVitt Jones Scholarship (Ph.D. Program), Texas Tech University. (2013).

Regent Professors' Graduate Student Research Grant, College of Media and Communication, Texas Tech University. (2013).

Graduate Scholarship, North Carolina Central University. (2012).

Helen DeVitt Jones Scholarship (Ph.D. Program), Texas Tech University. (2012).

Graduate Scholarship, North Carolina Central University. (2011).

Graduate Scholarship, North Carolina Central University. (2010).

SERVICE

University Service

Member, Business Analytics Roundtable, College of Business, University of Nebraska-Lincoln. (October 2022 - Present).

Faculty Advisor, West Texas A&M University, College of Business. (2017 - 2019).

Professional Service

Conference-Related, Organizer: New Media Advertising and Marketing Communications track at Association of Collegiate Marketing Educators Conference (ACME). (2019).

Conference-Related, Organizer: New Media Advertising and Marketing Communications track at Association of Collegiate Marketing Educators Conference (ACME). (2018).

Conference-Related, Organizer, Health Communication among Hispanics: Current State and Future Direction, National Communication Association (NCA) Annual Convention. Salt Lake City, UT. (November 2018).

Conference-Related, Organizer: New Media Advertising and Marketing Communications track at Association of Collegiate Marketing Educators Conference (ACME). (2017).

Conference-Related, Adjudicator: Undergraduate Research Conference, Texas Tech University. (May 2013).