

## **Priyanka Khandelwal, Ph.D.**

Pronoun: (She/her)

Assistant Professor of Practice

Department of Marketing, College of Business

University of Nebraska–Lincoln

Email: pkhandelwal2@unl.edu

### **EDUCATION**

Ph.D. in Mass Communication, College of Media and Communication, Texas Tech University, 2016

Dissertation Topic: *Adoption, Use and Identity Construction in Yik Yak*

Dissertation Chair: Robert M Peaslee, Ph.D.

M.A. in Sociology, North Carolina Central University, Summa cum Laude, 2012

Thesis Title: *A Multivariate Frequency Analysis of the Ownership of Household Life Insurance.*

Thesis Chair: Vicki Lamb, Ph.D.

MBA (Marketing), ICFAI Business School, India, 2009

B.S. (Biology), University of Calcutta, India, 2007

### **TEACHING EXPERIENCE**

**West Texas A&M, Canyon, Texas**

**Engler College of Business**

- MKT 6340: Seminar in Marketing (Graduate): Spring 2016, Fall 2016, Winter 2016, Spring 2017, Summer I 2017, Fall 2017, Spring 2018, Summer I 2018, Fall 2018, Spring 2019, Summer I 2019, Fall 2019, Spring 2020, Fall 2020
- BUSI /MGNT 4380: Conflict Resolution and Negotiation (Undergraduate): Fall 2016, Fall 2017, Summer I 2018, Fall 2018, Spring 2018, Fall 2019, Spring 2021
- BUSI/MKT 4320: Integrated Marketing /Communication (Undergraduate): Spring 2017, Summer I 2019, Spring 2020, Spring 2021
- MKT 3340: Principles of Marketing (Undergraduate): Fall 2020, Spring 2021
- COMM 1318: Interpersonal Communication (Undergraduate): Fall 2020

### **University of Texas at Permian Basin, Texas**

- MNGR3311: Business Communication (Undergraduate): Fall B 2015.

### **Texas Tech U, Lubbock, Texas**

- EMC 3358: Mobile Communication (Undergraduate): Summer II 2015.
- MCOM 4303: Sex and violence in the Media (Undergraduate): Spring 2015, Spring 2016.
- JR 4330: Public Opinion and Propaganda (Undergraduate): Fall 2014.

### **Teaching Assistant**

Introduction to Electronic Media and Communication (Undergraduate), Visual Communication (Undergraduate), Mass Communication Law (Undergraduate), Ethnicity, Race, & Gender in the Media (Undergraduate)

### **TEACHING INTEREST**

- Marketing Research
- Corporate/Organizational Communication
- Marketing Communication
- Research Methods
- Marketing Analytics

### **RESEARCH INTEREST**

- Marketing Communication
- Consumer behavior
- Emerging Media
- Research Methods

### **RESEARCH GRANTS**

- **Dietary physiology of dogs and their relationships to their nearest wild relatives, coyotes and wolves,**  
Funding agency: Emma Barnsley Foundation.  
Period covered: January 1, 2018- December 31, 2018  
Role: Co-PI (PI: J. Baccus, other Co-PIs: P. Gipson, S. Ghosh)  
Status: Concluded

- **Social determinants of sugar-sweetened beverages (SSB) consumption among Hispanic Students.**

Funding agency: West Texas A&M University Killgore faculty grant.

Period covered: May 2016- April 2017.

Role: PI (Co-PI: L. R. Salazar)

Status: Concluded

## ACADEMIC POSITIONS

Assistant Professor of Practice College of Business, University of Nebraska–Lincoln	Fall 2022 - Current
Research Associate CYFS, IVR Lab, University of Nebraska–Lincoln	Fall 2021
Visiting Clinical Assistant Professor Engler College of Business, West Texas A&M University Canyon, TX	Fall 2016 -Spring 2021
Part-time Instructor College of Business, West Texas A&M University Canyon, TX	Spring 2016
Graduate Part-time Instructor and Research Assistant College of Media & Communication Texas Tech University, Lubbock, TX	Fall 2012- Summer 2015
Part-time Instructor College of Business & Engineering, University of Texas, Permian Basin Odessa, TX	Fall 2015

## MANUSCRIPTS UNDER REVIEW

**Khandelwal, P.**, Drumheller, K., Franken, N. (2021). From Journaling to Reflection: Using Technology to Strengthening Relationships during a Pandemic (In preparation).

## PUBLICATIONS

Salazar, L. R., Zhang, Y., Huntington, H., **Khandelwal, P.**, & Joshi, P. (2022). Examining Self-efficacy and Goal Orientation as Mediators of the Relationship between Social Presence and Career Planning of MBA Students, *Computers & Education* (Accepted)

**Khandelwal, P., Ramos Salazar, L. & Khandelwal, S. (2022).** Race to cure: Tweets Generated by US Companies Involved in Development of COVID-19 Vaccines. *Journal of Business & Technical Communication* (Accepted)

Ramos Salazar, L., **Khandelwal, P.**, Castillo, Y. (2022) A grandma's love: The effects of received grandmothers' affection on adult grandchildren's health behaviors". *BMC Public Health* (Accepted)

**Khandelwal, P. (2021).** The Two Ring Test: The Unbearable Predictability of Artificial Intelligence. *Surveillance & Society, 19(4)*, 489-493.

**Khandelwal, P., & Gotlieb, 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, 11(4)*, e202118. Doi: <https://doi.org/10.30935/ojcm/11114>

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 Behavioral and Healthcare Research, 7 (3)*, 209-226.

Salazar, L. R., & **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.

**Khandelwal, P., & Ramos Salazar, L. (2020).** Zocdoc: Understanding and exploring the market penetration in Texas. *SAGE Business Cases*. Doi: <http://dx.doi.org/10.4135/9781529706451>

**Khandelwal, P., & Salazar, L. R. (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 Model Using Copulas. *Data-Enabled Discovery and Applications, 3(1)*, 8.

Ramos Salazar, L., & **Khandelwal, P.**, (2019). Immigration Enforcement and Patients' rights in Healthcare Facilities: Should Hospitals Serve as Sanctuaries? *SAGE Business Cases*. doi: <http://dx.doi.org/10.4135/9781526499455>

**Khandelwal, P. & Ramos Salazar, L., (2019).** Issues from Selecting Flexible Incentive Practices in Recruiting Students for Health-Related Qualitative Studies. *SAGE Research Methods Cases*, doi: <https://dx.doi.org/10.4135/9781526490056>

## REFEREED BOOK CHAPTERS

Ramos Salazar, L., & **Khandelwal, P.** (2020). Compassion and empathy as transformative intervention approaches: The management of cyberbullying issues among working professionals. In Leslie Ramos Salazar (Ed). *Handbook of Research on Cyberbullying and Online Harassment in the Workplace*. IGI Global. DOI:10.4018/978-1-7998-4912-4.ch023

## REFEREED PROCEEDINGS

**Khandelwal, P.** & C. Carrera (2019). The Reward, the Promotion, or the Philanthropy? A study exploring the social media marketing strategies of the mobile service providers. *The Proceedings of the 46<sup>th</sup> Annual Meeting of the Association of Collegiate Marketing Educators (ACME) in conjunction with the Annual Meeting of the Federation of Business Disciplines*, Houston, TX. March, 2019.

**Khandelwal, P.** (2017). Difference between the proposed Brand Values and Perceived Experience of Location- Based Social Media platforms among College Students. *The Proceedings of the 44<sup>th</sup> Annual Meeting of the Association of Collegiate Marketing Educators (ACME) in conjunction with the Annual Meeting of the Federation of Business Disciplines*, Little Rock, AK. March, 2017.

## REFEREED CONFERENCE PAPERS AND PRESENTATIONS

**Khandelwal, P.** (2021). Hope or Despair? Sentiment analyses of Tweets generated by companies engaged in COVID-19 vaccine development. *76<sup>th</sup> American Association of Public Opinion Research (AAPOR)*. Virtual Conference. *Submitted. May, 2021. Virtual.*

**Khandelwal, P.,** & Salazar, L. R. (2021). Typology of Tweets and User Engagement Generated by US Companies Involved in the Development of COVID-19 Vaccines, March, *16<sup>th</sup> Annual Faculty Research Poster Session and Research Fair, Canyon, Texas.*

Salazar, L. R., Zhang, Y., Huntington, H., **Khandelwal, P.,** & Joshi, P. (2021). Examining Self-efficacy and Goal Orientation as Mediators of the Relationship between Social Presence and Career Planning of MBA Students. March, *16<sup>th</sup> Annual Faculty Research Poster Session and Research Fair, Canyon, Texas.*

**Khandelwal, P.** (2021). Using Technology Acceptance Model to understand the use of Location based Anonymous Apps. *48<sup>th</sup> Annual Conference. Association of Collegiate Marketing Educators Conference (ACME), Federation of Business Disciplines.* Virtual.

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. *Association of Business Communication International Conference (ABC), San Diego, Virtual.*

Ramos Salazar, L. & **Khandelwal, P.** (2020). The impact of self-control and texting-related accidents on mindfulness and mobile texting while driving behavior. *15<sup>th</sup> Annual Faculty Research Poster Session, West Texas A&M University, Canyon, Texas.*

**Khandelwal, P.** (2020). Understanding the messages on Location Based App – Good, Bad or Ugly? *47<sup>th</sup> Annual Conference. Association of Collegiate Marketing Educators Conference (ACME), Federation of Business Disciplines San Antonio, TX.*

Ramos Salazar, L. & **Khandelwal, P.** (2019). Immigration, diversity, and health care: Examining patients and providers' rights. *Association for Business Communication (ABC)*, Detroit, Michigan.

**Khandelwal, P.** & Salazar Ramos, L. (2019). Understanding the sugar consumption patterns in beverages among Hispanic College Students. *Health Communication: Barriers, Breakthroughs and Best Practices. Online Conference, University of Illinois, Urbana-Champaign.*

**Khandelwal, P.** & Salazar Ramos, L. (2019). Zocdoc: An untold story of physicians' under utilization of online appointment scheduling platform. *14th Annual Faculty Research Poster Session and Research Fair, Canyon, Texas.*

Carrera, C. & **Khandelwal, P.** (2019). Social Media Marketing Strategies of Mobile Service providers. *1st Annual Student Research Poster Session for Engler College of Business. Canyon, TX.*

Salazar Ramos, L. & **Khandelwal, P.** (2019). Immigration, Diversity, and Health Care: Examining Patients and Providers' Rights to How Do You Teach Diversity? *Association for Business Communication (ABC), 84th Annual International Conference, Detroit, Michigan.*

**Khandelwal, P.** & Salazar Ramos, L. (March,2018). "Tell-tale signs of diabetes – Not physical, but social": Exploring the uncovered social determinants of drinking sugary drinks leading to chronic illness. *13th Annual Faculty Research Poster Session, Canyon, Texas.*

**Khandelwal, P.** & Salazar Ramos, L. (2018). Exploring the social determinants of drinking sugary drinks leading to chronic illness among Hispanic populations. *National Communication Association (NCA), Salt Lake City, Utah.*

Carrera, C. & **Khandelwal, P.** (2018). Understand Social Media Marketing Strategies and Content generation by the U.S. mobile service providers. *15th Annual Pathways Student Research Symposium. Canyon, TX.*

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

**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. *International Public Relations Research Conference (IPRRC), Orlando, Florida.*

**Khandelwal, P.** (2017). Difference between the proposed Brand Values and Perceived Experience of Location- Based Social Media platforms among College Students. *44th Annual Conference. Association of Collegiate Marketing Educators Conference (ACME), Federation of Business Disciplines (FBD)., Little Rock, Arkansas.*

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

**Khandelwal, P.** (2016). Use of Facebook to Collect Qualitative Data. *1<sup>st</sup> Annual Qualitative Research Conference at Texas Tech University, Lubbock, Texas.*

**Khandelwal, P.** (2015). Teaching “Culture” and “marketing Communications” via smart phones. *Broadcast Education Association Conference (BEA), Las Vegas, Nevada.*

**Khandelwal, P.** (2015). Is anonymity the future of social networking?' Examining the adoption of location based anonymous social networking apps among college students. *Midwest Association for Public Opinion Research Conference (MAPOR), Chicago, Illinois. (Accepted)*

**Khandelwal, P. & Bucy, E.P.,** (2014). Graphication of the evening news: Evidence from two decades of presidential campaign coverage. *Broadcast Education Association Conference (BEA), Las Vegas, Nevada.*

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

**Khandelwal, P.** (2013). Professional Work Choices among educated women in rural India. *Women and Global Change: Achieving Peace through Empowering Women, Part II, The 29<sup>th</sup> Annual Conference on Women. Women's conference at Texas Tech University, Texas Tech, Lubbock, TX.*

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

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

**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. *International Research Conference at Texas State University, San Marcos, TX.*

## **HONORS & AWARDS**

- Lou.E. Pelton Emerging Scholar Award in Marketing, 2019. Awarded by Association of Collegiate Marketing Educators (ACME), Federation of Business Disciplines.
- Texas Tech University Graduate School Travel grant, 2014. To present at Broadcast Education Association Conference. Las Vegas, Nevada, April 6-9, 2014.

- Regent Professors' Graduate Student Research Grant, 2013. College of Media and Communication, Texas Tech University.
- Helen DeVitt Jones Scholarship for Ph.D. program at Texas Tech University (2012-2015).
- Graduate Scholarship for M.A program at North Carolina Central University (2010-2012)

### **CONFERENCE ORGANIZATION AND SYNERGISTIC ACTIVITIES**

- Secretary: Association of Collegiate Marketing Educators (ACME) Conference. Federation of Business Disciplines (FBD). San Antonio, Texas, March 11-14, 2020.
- Member: (1) Ethics & Academic Integrity Committee, West Texas A&M University, 2016-2019. (2) Curriculum Committee, West Texas A&M University, 2020- 2021
- Undergraduate Student Adviser: College of Business, West Texas A&M University, 2017-2019.
- Organizer: "New Media Advertising and Marketing Communications" track at Association of Collegiate Marketing Educations Conferences (ACME), (2017, 2018, 2019).
- Organizer: "Health Communication among Hispanics: Current State and Future Direction" panel *at National Communication Association (NCA) Annual Convention. Salt Lake City, Utah, November 8-11, 2018.*
- Adjudicator: Undergraduate Research Conference, Texas Tech University, Spring 2013.

### **INDUSTRY EXPERIENCE:**

#### *Workshops Attended:*

- LLCs versus Corporations as Startup Structures, 2022. Quarles & Brady LLP. OSAGE UNIVERSITY PARTNERS (OUP). University of Nebraska–Lincoln. Invited attendee
- Nebraska Introduction to Customer Discovery, 2021. University of Nebraska–Lincoln.

#### *Industry Experience:*

- Professional Mentorship for start-ups in scaling up their business from ideation to product development, 2008 – Current.
- Co-founder of a start- up initiative for Algorithmic Drug Development, Current
  - Marketing and Customer discovery officer for Algorithmic Drug Development start-up initiative.
  - Participated in Customer Discovery Initiative, NUTech, UNL, Spring 2021.
- Market Analyst & Consultant, R&R India, Nov 2020 – March 2022
  - Providing insights into the current consumer investment opportunities in the COVID struck market. Streamlining marketing initiatives and processes with market specific opportunities.
- Site Coordinator for offshore Duke Engagement Program, Duke University, Durham, NC. Summer 2014 (3 months).
  - Coordinated all operations for the community engagement program for Duke University as an administrative staff. Mentored 11 students volunteering for India based NGO/NPOs. Served as a liaison between Duke Engage and community



- partners. Coordinated service, social, cultural activities. Managed social media, community relationships and program finances.
- Administrative Assistant, Residential Life, North Carolina Central University, Durham, NC. 2011- 2012
    - Developed & implemented strategies for internal marketing. Developed more efficient student database storage protocols, trained new office staff on new software, facilitated conflict resolution and negotiations.
  - Team Lead, SAP Pro ICF AI Distance Learning Program, Kolkata (India), 2007- 2009
    - Managed a team of 7 members for marketing distance learning programs and supervised processes from opening through closing. Developed marketing plans and pushed the product through newly identified channels successfully. Reached target benchmark in each quarter. Recognized as the highest achiever.
  - Indo American Society, Kolkata (India), Trainer, Fall 2009 (Independent Consultant)
    - Developed workshop for professionals on branding and marketing strategies.
  - WIPRO Technologies, Kolkata (India), 2008-2009 (Independent Consultant)
    - Developed education centered CSR initiatives for the Technology giant.
  - RUPA & Co., (India), Summer 2008. (MBA trainee)
    - Conducting market analysis for new product development

#### **MEMEBERSHIP AND AFFILIATION**

- Association for Business Communication (2019)
- American Marketing Association (AMA) (2018)
- National Communication Association (2018)
- Association of Collegiate Marketing Educations (2017-2021)
- The Broadcast Education Association (2015-17)
- International Communication Association (2016)
- American Association for Public Opinion research (2020)

#### **Skills, Techniques, and Expertise**

##### *Tools:*

SPSS, Tableau, Enginius, MPlus, Qualtrics, SurveyMonkey, Facebook Viewpoints, NVivo, Google Analytics, MS Office Suite.

##### *Learning Management Systems (LMS):*

Blackboard, Sakai, Canvas