

Shilpa Somraj

Ph.D. Candidate, Marketing, University of Nebraska-Lincoln

HLH 345, P.O. Box 880492,
Lincoln, NE 68588-0492

Shilpa.Somraj@huskers.unl.edu
Cell: (954)-471-7754

Education

- **Doctor of Philosophy**, Business Administration with a specialization in Marketing
University of Nebraska-Lincoln, expected May 2021
 - *Winner, ISBM Doctoral Dissertation Competition 2019*
- **Master of Business Administration**, specializing in Marketing Analytics
Spears School of Business, Oklahoma State University, 2014
- **Master of Computer Applications**
Osmania University, India, 2005
- **Bachelor of Science** (Mathematics, Statistics, & Computer Science)
Osmania University, India, 2002

Prior Professional Experience

For Cognizant Technology Solutions, at the following client locations.

- *Team Lead*, JP Morgan Chase, Houston, Texas 2012
- *Application Developer / Analyst*, Travelocity, Dallas, Texas 2011-2012
- *Onsite Coordinator / Analyst*, First Data, Coral Springs, Florida 2009-2011
- *Module Lead / Analyst*, United Healthcare Group, Hyderabad, India 2006-2009
- *Team Member*, United Healthcare Group, Hyderabad, India 2006

Research Interests

My research focuses on broader areas of marketing strategy. In my dissertation, I seek to answer how differences between an Initial Public Offering (IPO) issuing firm and its alliance partners impact IPO performance. In other areas of my work, I examine the impact of inter-firm relationships and social media strategies on performance.

- *Substantive*: Inter-firm relationships; IPOs; marketing strategy; social media
- *Methodological*: Econometrics; text analytics; machine learning; big data

Dissertation

Chair: Alok Kumar

Committee: Amit Saini, Ravi Sohi, and Jonathan O'Brien (University of Nebraska-Lincoln)
Alok R. Saboo (Georgia State University)

Status: Proposal to be defended in Summer 2020

Summary: Firms issuing an initial public offering (IPO) often lack resources and usually form strategic alliances to meet their operational and organizational goals. These alliance partners can often be quite distant from the focal IPO firm in their physical locations and cultural orientations. In this research, I envisage the notion of "alliance distance" as the physical and cultural distance between a firm and its partners. Prior interfirm literature has extensively examined the idea of alliance distance, which, while it is also directly relevant to IPO success, remains unarticulated in the IPO context. In particular, I propose that a firm's ability to make a successful debut on the stock market is significantly premised on the characteristics of alliances it has previously constructed. I hypothesize that alliance distance impacts IPO performance; this impact is, in turn, moderated by various alliance portfolio characteristics, such as the firm's functional, equity, and knowledge ties in the portfolio. Various secondary data sources and content analysis will be leveraged to yield a rich dataset. In general, my work suggests the importance of alliance level portfolios in impacting one of the milestone outcomes for firms, namely, its first sale to the public.

Research in Progress

- Shilpa Somraj, Alok Kumar, and Alok Saboo, "The Influence of Distance between Alliance Partners on IPO Outcomes."
Status: Preliminary draft available
Targeting submission: Journal of International Business Studies, by Summer 2020
- Shilpa Somraj, Alok Saboo, and Alok Kumar, "How and When Does the Top Management Team Impact IPO Outcomes?"
Status: Data collection in progress; conceptualization complete
Expected submission: Journal of International Marketing, by Spring 2021
- Ravi Agarwal, Shilpa Somraj, Alok Kumar, "Institutional Bodies."
Status: Conceptualization in progress
Expected submission: Journal of Marketing, by Fall 2021
- Shilpa Somraj and Les Carlson, "Internet of Things and Consumer Privacy: Is Consumer Awareness the missing link?," preliminary draft available.
Status: Rejected at Journal of Public Policy & Marketing
Expected Resubmission: Fall 2021
- Shilpa Somraj, Alok Kumar, Jan Heide, and Alok Saboo, "Theoretical and Empirical Perspectives on Distance."
Status: Conceptualization in progress
Expected submission: Journal of Marketing Research, by Spring 2022

Conference Presentations

(* Denotes presenter)

- Shilpa Somraj*, Ravi Sohi, “Using Salesforce Intelligence to Extract Social Media Intelligence,” AMA Winter Academic Conference, February 2020.
- Shilpa Somraj*, Alok Saboo, Alok Kumar, “When Does 'Distance' in Alliance Portfolio Matter to IPO outcomes?” AMA Winter Academic Conference, February 2019.
- Shilpa Somraj*, Alok Saboo, Alok Kumar, “Investigating the Influence of Physical and Technological Distance Between Alliance Partners on IPO Outcomes,” ISBM Academic Conference, Boston, August 2018.
- Shilpa Somraj*, Dinesh K. Gauri “Impact of Synergy Between Product Descriptions and Customer Impressions on Performance,” 39th Annual ISMS Marketing Science Conference, Los Angeles, CA, June 2017.

Academic Distinctions and Awards

- *Fellow*, AMA-Sheth Foundation Doctoral Consortium 2020*
- *Winner*, Institute for the Study of Business Markets (ISBM) Doctoral Award Competition, 2019
- *Selected Participant*, JM-AMA Research Development Workshop, San Diego, CA, Feb 2020
- *Fellow*, Marketing Strategy Consortium, Indiana University, 2019
- *Fellow*, Haring Symposium, Indiana University, 2019
- *Department of Marketing Award for Excellence in Service by a Graduate Student*
University of Nebraska-Lincoln, Spring 2018
- *Graduate teaching/research scholarship*
University of Nebraska-Lincoln, Aug 2016 - current
- *Graduate teaching/research scholarship*
Whitman School of Management, Syracuse University, July 2015-June 2016
- *Creativity, Innovation, and Entrepreneurship (CIE) Merit Scholar*
Watson Graduate School of Business, Oklahoma State University, 2013-2014
- *Ed and Norma Leslie Family Endowed Merit Scholarship*
Spears school of Business, Oklahoma State University (\$6,500), 2013-2014
- *Graduate teaching scholarship*
Watson Graduate School of Business, Oklahoma State University, 2013-2014

(* Consortium cancelled due to Covid-19)

Relevant Coursework

At University of Nebraska-Lincoln

Marketing Channels	Dr. Ravi Sohi
Marketing Strategy	Dr. Amit Saini
Marketing and Society	Dr. Les Carlson
Issues in Selling and Sales Management	Dr. Ravi Sohi
Research Methods	Dr. Jonathan O'Brien
Consumer Behavior	Dr. Jim Gentry
Social Psychology	Dr. Cynthia Willis-Esqueda

Outside University of Nebraska-Lincoln

Social Networks in B2B Marketing	Dr. Stefan Wuyts (ISBM, Penn State)
Analytical Models in Marketing	Dr. Scott Fay (Syracuse University)
Empirical Models in Marketing	Dr. Dinesh Gauri (Syracuse University)
Econometrics I	Dr. Badi Baltagi (Syracuse University)
Econometrics II	Dr. Yoonseok Lee (Syracuse University)
Microeconomic Theory	Dr. Chung Chin Liu (Syracuse University)
Text Mining	Dr. Bei Yu (Syracuse University)

Teaching Experience

Sole Instructor, College of Business, University of Nebraska-Lincoln

<u>Course</u>	<u>Course Title</u>	<u>Semester</u>	<u>Evaluation*</u>
MRKT 350	Marketing Analytics	Fall 2019	4.0/5.0
MRKT 345	Marketing Research	Summer 2019	4.2/5.0
MRKT/SCMA 346	Marketing Channels	Fall 2018	4.1/5.0
MRKT 345	Marketing Research	Summer 2018	3.8/5.0
MRKT/SCMA 346	Marketing Channels	Fall 2017	4.1/5.0
MRKT 345	Marketing Research	Summer 2017	4.3/5.0
MRKT 341	Principles of Marketing	Spring 2017	3.6/5.0

* Evaluations based on average of items 5,6, and 7

Service

External Service:

- Discussant, Haring Symposium, Indiana University, 2019
- Reviewer, Winter AMA Academic Conference, 2017 and 2019
- Reviewer, AMA Global Marketing SIG conference, Fall 2018
- Ad-hoc Reviewer, Journal of Business Research, 2018-19

Internal Service:

- President-UNL, PhD Marketing Student Council, 2019-2020.
- Marketing Department Representative, Graduate Student Association, 2018-19
- Discussant, Robert Mittelstaedt Symposium, Spring 2018

Academic Honor Society Memberships

- Invited Member, *Phi Kappa Phi* for academic excellence, 2013
- Invited Member, *GoldenKey* International Honor Society, 2013
- Invited Member, *Beta Gamma Sigma* for business excellence, 2014

Professional Certifications

- Base SAS Certified Programmer, 2019
- SAS & Oklahoma State University Certification in Marketing Analytics, 2014
- IBM Certified System Administrator, Web Sphere Application Server, V6.1, 2008
- Sun Certified Web Component Developer 1.4, 2007
- Sun Certified Java Programmer 1.4, 2006

Specialized Computer Software Proficiency

Data Mining and Analytics

- R, Python, M-Plus, SAS Enterprise Guide / Miner / Sentiment Studio, JMP, Google Analytics

Database Maintenance and Development

- SQL, PL/SQL, MS SQL Server, Oracle, DB2

Application Development / Analysis

- Java, J2EE, Struts, Spring, JSP, Hibernate, iBatis, JMS, Web Services, XML/XSLT, Altova Mapforce, Contivo Analyst, EJB, SOAP UI, Apache FOP, Unix, WinScp, Putty, UML, Rational Rose, MS Visio