

**Dr. Sunil K. Singh**  
University of Nebraska-Lincoln  
Marketing  
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## **Education**

Ph D, University of Missouri-Columbia, 2017.  
Major: Marketing  
Supporting Areas of Emphasis: Statistics  
Dissertation Title: Email B2B Sales Negotiations: Dynamic Use of Textual Cues as Influence Tactics

MBA, Xavier Labor Relation Institute, 2005.  
Major: Marketing  
Supporting Areas of Emphasis: Finance

B.Tech. Mechanical Engineering, College of Engineering and Technology, 2001.

## **Academic, Government, Military and Professional Positions**

### **Academic**

Assistant Professor, University of Nebraska-Lincoln, Department of Marketing, College of Business. (August 2017 - Present).

Visiting Faculty, University of Maryland. (2016 - 2017).

### **Professional**

Senior Analyst, Business Technology Office, McKinsey and Company, Gurgaon, India. (2007 - 2010).

Transition Manager, Credit Card Services, Genpact, Gurgaon, India. (2005 - 2007).

Junior Engineer, Exhaust Systems, Shiela Engineering Works, Rourkela, India. (2002 - 2003).

## **Licensures and Certifications**

Search Committee Certification, EAD, University of Nebraska-Lincoln. (March 31, 2018 - March 31, 2021).

## **Professional Memberships**

Academy of Marketing Science. (2017 - Present).

American Marketing Association. (2017 - Present).

INFORMS. (2017 - Present).

## **Development Activities Attended**

Conference Attendance, "2021 Winter AMA Educators' Virtual Conference," American Marketing Association. (February 2021).

Conference Attendance, "2020 Haring Symposium," Indiana University, Bloomington, IN. (April 2020).

Conference Attendance, "OFR Preconference/Winter AMA Educators' Conference," American Marketing Association, San Diego, CA, USA. (February 2020).

Conference Attendance, "OFR Preconference/Winter AMA Educators' Conference," American Marketing Association, Austin, TX, USA. (February 2019).

Conference Attendance, "OFR Preconference/Winter AMA Educators' Conference," American Marketing Association, New Orleans, LA, USA. (February 2018).

## **TEACHING**

### **Teaching Experience**

#### **University of Nebraska-Lincoln**

GRBA 813, Managerial Marketing, 13 courses.

MRKT 996, Directed Reading or Research, 1 course.

### **Directed Student Learning**

#### **Doctorate (committee member)**

Doctorate (committee member), Marketing.

Advised: Ravi Agarwal

#### **Other**

GRBA 890 Administrative Internship. (May 2021).

Advised: Morgan Holen

## **RESEARCH**

### **Published Intellectual Contributions**

#### **Refereed Journal Articles**

Singh, S. K., Marinova, D., Singh, J. (2020). Business-to-Business E-Negotiations and Influence Tactics. *Journal of Marketing*, 84(2), 47-68.

Singh, S. K., Marinova, D., Singh, J., Evans, K. R. (2018). Customer Query Handling in Sales Interactions. *Journal of the Academy of Marketing Science*, 46(5), 837-856.

Marinova, D., Singh, S. K., Singh, J. (2018). Frontline Problem-Solving Effectiveness: A Dynamic Analysis of Verbal and Nonverbal Cues. *Journal of Marketing Research*, 55(2), 178-192.

#### **Conference Proceedings**

Singh, S. K. (in press). *Underlying Dynamics of Review Text Dimensions*. 2021 AMA Winter Marketing Educators' Virtual Conference.

- Singh, S. K., Marinova, D., Singh, J. (2018). *Email Negotiations in B2B Selling: Dynamic Use of Textual Cues as Influence Strategies*. New Orleans, LA: Organizational Frontline Research Symposium.
- Singh, S. K., Marinova, D., Singh, J. (2017). *Email Negotiations in B2B Selling: Dynamic Use of Textual Cues as Influence Strategies*. Orlando, FL: Organizational Frontline Research Symposium.
- Singh, S. K., Marinova, D., Singh, J. (2015). *Email Negotiations in B2B Selling: Dynamic Use of Textual Cues as Influence Strategies*. Baltimore, MD: ISMS Marketing Science Conference.
- Singh, S. K., Marinova, D., Singh, J. (2015). *Email Negotiations in B2B Selling: Dynamic Use of Textual Cues as Influence Strategies*. Denver, CO: AMS Annual Conference.
- Singh, S. K., Marinova, D., Singh, J. (2014). *Email Negotiations in B2B Selling: Dynamic Use of Textual Cues as Influence Strategies*. Columbia University, New York, NY: Thought Leadership on Sales Conference.
- Singh, S. K., Marinova, D., Singh, J. (2012). *Frontline Cognitive and Emotional Work and its Customer Satisfaction Consequences: A Pilot Study*. Tampa, FL: AMA Winter Marketing Educators' Conference.

## **Presentations Given**

- Singh, S. K. (Presenter & Author), 2021 AMA Winter Marketing Educators' Virtual Conference, "Underlying Dynamics of Review Text Dimensions." (February 2021).
- Balducci, B. (Presenter & Author), Pourmasoudi, M. (Presenter & Author), Runnalls, B. (Author Only), Singh, S. K. (Presenter & Author), 2020 Organizational Frontline Research Symposium, "Empowering Frontline Employee," San Diego, CA. (February 2020).
- Singh, S. K. (Presenter & Author), Marinova, D. (Author Only), Singh, J. (Author Only), 2018 Organizational Frontline Research Symposium, "Email Negotiations in B2B Selling: Dynamic Use of Textual Cues as Influence Strategies," New Orleans, LA. (February 2018).
- Singh, S. K. (Presenter & Author), Marinova, D. (Author Only), Singh, J. (Author Only), 2017 Organizational Frontline Research Symposium, "Email Negotiations in B2B Selling: Dynamic Use of Textual Cues as Influence Strategies," Orlando, FL. (2017).
- Singh, S. K. (Presenter & Author), Marinov, D. (Author Only), Singh, J. (Author Only), AMS Annual Conference, "Email Negotiations in B2B Selling: Dynamic Use of Textual Cues as Influence Strategies," Denver, CO. (2015).
- Singh, S. K. (Presenter & Author), Marinov, D. (Author Only), Singh, J. (Author Only), ISMS Marketing Science Conference, "Email Negotiations in B2B Selling: Dynamic Use of Textual Cues as Influence Strategies," Baltimore, MD. (2015).
- Singh, S. K. (Presenter & Author), Marinov, D. (Author Only), Singh, J. (Author Only), Thought Leadership on Sales Conference, "Email Negotiations in B2B Selling: Dynamic Use of Textual Cues as Influence Strategies," Columbia University, New York, NY. (2014).
- Singh, S. K. (Presenter & Author), Marinova, D. (Author Only), Singh, J. (Author Only), AMA Winter Marketing Educators' Conference, "Frontline Cognitive and Emotional Work and its Customer Satisfaction Consequences: A Pilot Study," American Marketing Association, Tampa, FL. (2012).

Singh, S. K. (Presenter & Author), Marinova, D. (Author Only), Singh, J. (Author Only), Robert Mittelstaedt Doctoral Symposium, "Frontline Cognitive and Emotional Work and its Customer Satisfaction Consequences: A Pilot Study," University of Nebraska-Lincoln, Department of Marketing, Lincoln, NE. (2012).

## **Contracts, Grants and Sponsored Research**

### **Grant**

Singh, S. K. (Principal Investigator), "REVIEW PERSUASIVENESS: UNDERLYING DYNAMICS OF REVIEW TEXT DIMENSIONS," Sponsored by Internal, NU Foundation, \$10,000.00. (May 1, 2019 - April 30, 2021). Current Status: Awarded.

## **Awards and Honors**

Haring Symposium, Faculty Representative, Indiana University. (April 2020).

Emerging Scholar Award, College of Business, University of Nebraska-Lincoln. (April 2018).

Winner, OFR Symposium Young Scholar Award. (2017).

Finalist, May Kay Dissertation Proposal Competition. (2015).

ISBM Business Marketing Doctoral Fellow. (2015).

Winner, AMA Sales SIG Dissertation Proposal Competition. (2015).

Winner, ISBM Dissertation Proposal Competition. (2015).

AMA-Sheth Doctoral Consortium Fellow. (2014).

Winner, Marketing Science Institute/Sales Excellence Institute Competitive Grant, \$10,000. (2013).

MSI Research Grant, \$8,000, Marketing Science Institute. (2012).

## **Intellectual Contributions in Submission**

### **Other**

Singh, J., Sohi, R. S., Singh, S. K. *Self-Promotion and Sales Performance*. JAMS.

## **SERVICE**

### **Department Service**

Reviewer, Second Year/Comprehensive Exam Paper Review. (August 2020).

First Year Paper Reviewer. (May 2019).

### **Professional Service**

Reviewer, Ad Hoc Reviewer, Journal of Academy of Marketing Science. (2020 - Present).

Reviewer, Ad Hoc Reviewer, Journal of Business Research. (2020 - Present).

Reviewer, Ad Hoc Reviewer, Journal of Marketing. (2020 - Present).

Reviewer, Ad Hoc Reviewer, Journal of Retailing. (2020 - Present).

Reviewer, Ad Hoc Reviewer, Journal of Marketing Research. (2019 - Present).

Session Chair, 2021 AMA Winter Academic Virtual Conference, Effectiveness of Customer Reviews Session. (February 2021).

Reviewer, Ad Hoc Reviewer, AMA Marketing Educators' Conference. (2015).

Reviewer, Ad Hoc Reviewer, Academy of Management Conference. (2014).

Reviewer, Ad Hoc Reviewer, AMA Marketing Educators' Conference. (2014).

Reviewer, Ad Hoc Reviewer, AMA Marketing Educators' Conference. (2012).