

ANUBHA MISHRA

Rider University
College of Business Administration
2083 Lawrenceville Road
Lawrenceville, NJ 08648

Office: 609-895-5513
Email: amishra@rider.edu

EDUCATION

Ph.D., University of Arizona, 2011
Major: Retailing and Consumer Sciences
Minor: Social Psychology
M.B.A., ISBM, Pune, India, 2005
Major: Marketing
Minor: Information Systems
B.Com., Symbiosis College of Arts and Commerce, Pune, India, 2001
Major: Accountancy and Costing
Minor: Marketing

EXPERIENCE

Associate Professor, Rider University, Fall 2018
Assistant Professor II, Rider University, 2015 – 2017
Visiting Professor of Marketing, Rutgers Business School, International Executive MBA,
Singapore, Summer 2017, Winter 2018
Assistant Professor, University of Idaho, 2011 – 2015
Research Assistant, University of Arizona, 2006 – 2009
Teaching Assistant, University of Arizona, 2005 – 2010
Lecturer, University of Arizona, Winter 2010, Summer 2010, 2008 & 2007
Ethnographic Researcher, J.C. Penney, Texas, February 2007 – February 2008

HONORS AND AWARDS

Certified from Google Analytics Academy to teach Advanced Google Analytics and
Ecommerce Analytics: Data to Decisions, Spring 2018
Statistical Consultant, Data Privacy Preservation, Fall 2017- Fall 2018
Inducted into Marketing National Honor Society, Alpha Mu Alpha, April 2017
Summer Research Fellowship, Rider University, 2016, 2017
Reimbursement Award, Rider University, 2016, 2017
Davis Fellowship, Rider University, 2016, 2017
Gary Michael Idaho Power Fellowship, University of Idaho, 2014
- In recognition of **excellence in teaching, research and services**
Voted as the College of Business Nominee for University-wide Hoffman Teaching Award,
University of Idaho, 2014
Summer Research Grant, University of Idaho, 2012, 2013 and 2014
Certificate of Excellence, University of Arizona, 2009

- In recognition of **academic excellence in Retailing and Consumer Sciences**
Received the **highest teaching evaluations** in Retailing and Consumer Sciences at the University of Arizona, 2007
- UA compares teaching evaluations for the last six years
Nominated for Meritorious Award for Graduate Teaching Assistant, 2008
Ruth R. Cowden Scholarship, University of Arizona, 2008-2009
John & Clara Bruhn Memorial Scholarship, University of Arizona, 2006-2008
IBM Scholarship, University of Arizona, 2005-2007
Graduate Fellowship Scholarship, University of Arizona, 2006

TEACHING ACCOMPLISHMENTS

Marketing Management, Rutgers International Executive MBA, Singapore, Summer 2017, Winter 2018

Course Evaluation: **4.43** on a scale of 5.0

One day certificate workshop on **Consumer Psychometrics**, Rutgers Executive MBA Program, Spring 2018, Fall 2016

Brand Management, Rutgers Executive MBA, Spring 2018

Assistant Professor II, Rider University, Lawrenceville, NJ, 2015 – present

MKT 367, **Marketing Web Analytics**, Spring 2017/18

Developed and delivered the course focusing on Google Analytics, Hubspot Inbound Marketing and Tableau

Required course for Digital Marketing majors and an elective for Business Analytics majors

Course Evaluation: **4.76** on a scale of 5.0

MKT 366, **Marketing Research**, every semester starting Fall 2015

Redesigned to include big data analysis

Required course for Digital Marketing majors and an elective for Business Analytics majors

Course Evaluation: **4.73, 4.90, 4.68, 4.98** and **4.85** on a scale of 5.0

MKT 250, **Retailing Management**, Fall 2015/16

Course Evaluation: **4.73** and **4.85** on a scale of 5.0

MKT 320, **Consumer Behavior**, *In-class and Online*, Spring 2016, Summer 2017, Fall 2017

Course Evaluation: **4.63** on a scale of 5.0 and **3.93** on a scale of 4.0 for *online*

Assistant Professor, University of Idaho, Moscow, Idaho, 2011 – 2015

BUS 421, **Marketing Research and Analysis**, Spring 2014 & Fall 2013

Course Evaluation: **4.0** and **3.0** on a scale of 4.0

BUS 324, **Consumer Behavior**, Fall 2012 & Spring 2012/13/14(*online*)

Course Evaluation: **3.7, 3.5, 3.6** and **3.5** (*online*) on a scale of 4.0

Integrated Business Curriculum (team taught), Fall 2011/12/13, Spring 2012/13

BUS 342, Product and Process Planning

BUS 341, Business Systems

Lecturer, University of Arizona, Tucson, Arizona, 2010 – 2007

INDV 102, **Money, Consumers and the Family**, *Online*, Winter 2010

Course Evaluation: **4.8** on a scale of 5.0

FCS 201, **Introduction to Statistics**, *Online*, Winter 2010

Course Evaluation: **4.6** on a scale of 5.0

FCS 202, **Introduction to Research Methods**, *Online*, Summer 2010

Course Evaluation: **4.6** on a scale of 5.0

RCSC 304, **Merchandising Planning and Control**, Summer 2007/08

Course Evaluation: **4.9** and **5.0** on scale of 5.0 (*Highest comparative rating achieved by an instructor for this course in the past six years*)

SCHOLARSHIP ACCOMPLISHMENTS

Journal Publications

Haywood, E. & Mishra, A. (*forthcoming*). Building a culture of business analytics: Marketing analytics exercise. *International Journal of Management Education*

Lawrence, J.J. & Mishra, A. (*abridged, forthcoming*). Telect Inc. and the 30 Year Ride: Edgy, or Over the Edge? *Case Research Journal*

Helm, S., Henk, U. & Mishra, A. (2016). Exploring the impact of employees' self-concept, brand identification and brand pride on brand citizenship behaviors. *European Journal of Marketing*, 50(1/2).

Lawrence, J.J. & Mishra, A. (2015). Telect Inc. and the 30 Year Ride: Edgy, or Over the Edge? *Case Research Journal*, 35(1).

Also available through *Harvard Business Review* at <https://hbr.org/product/telect-inc-and-the-30-year-ride-edgy-or-over-the-edge/NA0333-PDF-ENG>

Lawrence, J.J., Mishra, A. & Pengilly, M. (2014). Litehouse Foods: The Glass Dilemma. *Case Research Journal*, 34(2).

Also available through *Harvard Business Review* at <https://cb.hbsp.harvard.edu/cbmp/product/NA0288-PDF-ENG>

Eastlick, M. A., Ratto, C., Lotz, S. L. & Mishra, A. (2012). Exploring antecedents of attitude toward co-producing a retail checkout service utilizing a self-service technology. *The International Review of Retail, Distribution and Consumer Research*, 22(4), 337-364.

Lotz, S. L., Eastlick, M. A., Mishra, A. & Shim, S. (2010). Understanding patrons' participation in activities at entertainment malls: A study in "Flow". *International Journal of Retail and Distribution Management*, 38(6), 402-422.

Serido, J., Shim, S., Mishra, A. & Tang, C. (2010). Financial parenting, financial coping behaviors and well-being of emerging adults. *Family Relations*, 59(4), 453-464.

Manuscripts Currently Under Review

Borin, N., Mishra, A., Lindsey-Mullikin, J. & Krishnan, R. Understanding consumers' motivations and product preferences for deconsumption. Fourth round of review at *Journal of Environmental Psychology*

Mishra, A. & Baker-Eveleth, L. Wearable device perception of usefulness and ease of use. Under second review at *Journal of Consumer Marketing*

Mishra, A., & Dutta, S. The role of resistance and positive coping in consumption of mobile apps. Under second review at *Journal of Business Research*

Mishra, A. & Baker-Eveleth, L., Why use fitness tracking devices? Self-efficacy or self-determination. Under review at *Journal of Marketing Marketing*

Conference Presentations and Proceedings

Mishra, A. (August, 2018). Celebrity with a voice: Effects on Branding. To be presented at the *Academy of Business Research*, Boston, MA

Mishra, A. (August, 2018). What does using a fitness tracking device brings to one's life? To be presented at the *Academy of Business Research*, Boston, MA

Mishra, A. (August, 2018). Why use a fitness tracking device? A comparison of self-determination theory and technology acceptance model. To be presented at the *Academy of Business Research*, Boston, MA

Baker-Eveleth, L. & Mishra, A. (2016). Using wearable technology for health and fitness. *Forty-Fifth Annual Meeting of Western Decision Science Institute*, April, 2016, Las Vegas, NV. (Extended Abstract)

Mishra, A, Lindsey-Mullikin, J., Borin, N. & Krishnan, R. (2015). Many faces of consumption: understanding consumers' motivations and product preferences for deconsumption. *The 9th Annual NASMEI Conference*, December 2015, Manamani, India. (Abstract)

Mishra, A. & Eastlick, M.A. (2015). I like using my mobile apps but... A study of post consumption appraisal. *The 2015 INFORMS Marketing Science Conference*, August 2015, Philadelphia, PA. (Extended Abstract)

Helm, S., Renk, U. & Mishra, A. (2015). Exploring the relationship between brand pride, brand identification and brand citizenship behavior of employees. *American Marketing*

Association Winter Marketing Educators' Conference, February 2015, San Antonio, TX. (Abstract)

Helm, S., Renk, U. & Mishra, A. (2014). Exploring employees' brand pride, brand identification and brand citizenship behavior. *9th International Conference of the Corporate Identity/Associations Research Group (CIARG)*, September 2014, Amsterdam, Netherlands. (Abstract)

Borin, N. & Mishra, A. (2014). Product preferences of the deconsumer. *Hawaii International Conference on Business*, May 2014, Honolulu, HI. (Abstract)

Lawrence, J.J. & Mishra, A. (2013). Telect Inc. and the 30 Year Ride: Edgy or Over the Edge? Won **Silver Award** as the 2nd best case, *North American Case Research Association Annual Meeting*, October 2013, Vancouver, Canada.

Mishra, A. & Eastlick, M. A. (2012). The role of resistance and positive coping in consumption of mobile apps. *AMA Summer Marketing Educators' Conference*, August 2012, Chicago, IL. (Extended Abstract)

Mishra, A. & Eastlick, M. A. (2012). "I won't" or "I may": A study of non-adopters' appraisal and resistance coping strategies of a mobile technology. *Inaugural AMA/ACRA Triennial Retail Conference*, April 2012, Seattle, WA. (Extended Abstract)

Card, N., Mishra, A., Serido, J. & Shim, S. (2010). Socializing influences on young adults' financial attitudes and behaviors: Parents, friends, or both? *Society for Research on Adolescence*, March 2010, Philadelphia, PA. (Poster Presentation)

Mishra, A. & Eastlick, M. A. (2009). A propositional framework for evaluating the influence of display formats on product evaluation. In *Retailing 2009: Strategic planning in uncertain times*, J. Evans (Ed.). 12, 240-245. Hempstead, NY: Academy of Marketing Association. (Full Paper)

Invited Presentation

Mishra, A. (April 2013). Social norms and solar power: What is the connection? Presented at *UIdeas Symposium*, Moscow, Id. The event was also covered by *The Argonaut*, 114(53).

Mishra, A. & Eastlick, M. (January, 2008). Display formats and shopping intentions. Presented at *Take Charge America Institute Research Council Meeting*, Tucson, Arizona

Grants

Residential Adoption of Solar Energy Alternatives, Policy TRIF fund, Institute of the Environment, University of Arizona, Co-PI, \$16,273.50, 2010

SERVICES

Professional and Scholarly Organizations

Consultant, Digital Marketing Curriculum, Ocean County College, Summer 2017

Judge, AMA Collegiate Website Competition, Fall 15

Reviewer:

- Journal of Asia-Pacific Business, 2013- present
- International Journal of Retail and Distribution, 2012 – present
- American Marketing Association
- American Collegiate Retailing Association
- Evaluator, Johnson School Leadership Assessment Program, University of Arizona, 2012
- The Arizona Agricultural Experiment Station, University of Arizona, 2012

Rider University, Lawrenceville, NJ, 2015 – present

College of Business Administration (CBA)

- Promoted the New Jersey ranking of marketing curriculum through several interviews to representatives of Bronc Nation
- Participated in the AACSB review process as the leader of the pre-tenured faculty meeting, Spring 2017
- Drafted the Marketing prioritization report response, Spring 2017
 - o Representing the department’s academic portfolio for university resource allocation
- Created the department’s report for Middle State Assessment, Spring 2017
- Hosted Bucks County High School teachers to observe Web Analytics class for curriculum development, Spring 2017
- Worked on aligning the course content of required statistics courses (MSD 200/201) and Marketing Research class (MKT 366) for Business students, Spring 2017
- Member, The Undergraduate Curriculum & Assurance of Learning (AoL) Committee, Fall 2016 - present
- Member, MBA Curriculum and Assessment Committee, Fall 2016 - present
- Participated in the CBA Business Analytics Roundtable, Nov 2016
- Attended the curriculum management and AoL, and pre-tenured faculty meetings with the AACSB consultant, Fall 2016
- Participated in the Business Intelligence and Analytics survey, Fall 2016
- Represented CBA at Group M, NYC, Spring 2016
- Member, International Business Committee, Fall 2015 – Spring 2016

Department of Marketing, Sport Management and Legal Studies

- Chair, Marketing tenure-track faculty search committee, Summer – Fall 2017
- Advisor, American Marketing Association Rider Collegiate Chapter, Fall 2015 – present
 - o Won the AMA National Functional Award for Outstanding Chapter Plan in 2017

- Membership has increased by 150% in last two years
- Co-chaired the development of five new concentrations for the Marketing area, Fall 2016 - Spring 2017
- Host and organize the Honor Society Dinner for outstanding marketing seniors, Spring 2017, 2018
- Led and participated in Marketing Advisory Board Meeting, Fall 2015 – present
- Participated in Sport Management tenure-track faculty recruitment, Fall 2016
- Department representative at the Open House, Fall 2015 - Spring 2017

Faculty Teaching Development

- Attended American Marketing Association webinar on “How to Use Data, Find Patterns and improve Marketing Decision, Fall 2016
- Attended summer design workshop on flipped classroom techniques, Summer 2016
- Attended May 2016 faculty development day by Dr. Ken Bain, author of *What the Best College Teachers Do* (the book won the 2004 Virginia and Warren Stone Prize)
- Attended faculty workshop on online course development, Spring 2016
- Attended teaching talks on facilitating classroom discussions, Fall 2015
- Attended new faculty workshop on effective student evaluation designs, Fall 2015
- Attended New Faculty Orientation, Fall 2015

University Services

- Member, Search Committee, Vice President of Enrollment Management, Spring 2018
- Member, Engaged Learning Committee, Spring 2017 – present
An initiative where every undergraduate student is required to earn a minimum of six points by completing at least two high-impact engaged learning experiences as part of their graduation requirements.
 - Created the master list to tie all approved engaged learning courses (as of Fall 2017) to College of Business course requirements.
 - Involved in creating the content of the website (<https://www.rider.edu/engaged-learning/program>)
 - Evaluate, approve and verify each course and experience to the criteria for inclusion as engaged learning
 - Helped in designing the process to track and assign grades as students fulfill engaged learning activities. This is a complicated process as each student can choose to engage in different activities
 - Visited Freshmen seminars to help students understand the requirements of engaged learning
- Member, Business of Media, Spring 2017 – present
The committee is responsible for identifying and annually hosting a speaker to talk about the business aspects of media industry. The speaker series is an intercollegiate event to promote dialogue between communications and business majors
 - Responsible for promoting and managing the participation of faculty and students from the College of Business Administration
 - Got several business areas such as marketing, information systems, entrepreneurship, and management involved in the event

- Promoted the participation of students from several student clubs
- Approximately 200 students attended the 2017 event
- Helped with the organization of the event
- Facilitator, Rider Classroom Experience, Summer 2017
 - A two-day orientation program for new students to introduce them to the shared read book of the year, explain the importance of syllabus, answer questions about class structure, and give examples of a typical college classroom experience
- Member, Honors Council, Sept 2015 – August 2016
Committee is responsible for selecting two recipients for the Distinguished Teaching Award annually
 - Reviewed and evaluated the nominations submitted by Rider students, faculty, and academic administration
 - Initiated the discussion on use of a standard rubric for evaluation
- Volunteer, Classroom Visitation Program, Spring 2016 – present
The Classroom Visitation Program is designed to assist current Rider University students in the process of selecting a major and exploring other academic options
 - Hosted several students to observe my retailing, consumer behavior and marketing research classes
- Participant, University-wide Analytics Discussion, Fall 2016
 - Assisted in identifying classes and content across the university with a focus on data analytics
- Participant, Group mentoring session hosted by the Faculty Mentoring Committee, Spring 2016
 - Shared experiences and strategies to succeed as a junior faculty and stay on track with tenure requirements

University of Idaho, Moscow, Idaho, 2011 – 2015

- Member, Search Committee, Vice President for Advancement, Spring 2014
- Member, Goal 4: Community and Culture, College of Business and Economics, August 2013 – May 2014
 - Committee was responsible for organizing faculty outreach and community service activities
- Member, University Committee on General Education, November 2013 – December, 2013
 - Reviewed university wide curriculum proposals
- Member, Goal 2: Research Committee, College of Business and Economics, August 2011 – August 2013
 - Committee was responsible for reviewing, updating and documenting faculty research progress in line with the AACSB accreditation requirements

- Served on the hiring committee for instructors in Economics, Operations, Accounting, International Finance, Financial Institutions, and Security Analysis, College of Business and Economics, Fall 2012
- Mentor, Business plan, Vandal Solutions, Spring 2013
 - o Vandal Solutions is a not-for-profit, student-run business that is offered as an upper level course. It is designed to allow students to use the skills and concepts they have learned and apply them in sustaining a real business.
- Pro-bono consulting, AJ's Tails and Trails (non-profit organization), Fall 2012 – Spring 2013
 - o Increasing awareness and participation in 5K walk to raise funds for shelter animals
- Initiation of Inspiring Futures Celebration, April 28, 2013
- Communications and Engagement Workshop, September 2011
 - o Workshop on interacting with media to promote faculty research and students' achievements

University of Arizona, Tucson, Arizona, 2006 – 2010

APLUS: Arizona Pathways to Life Success for University Students

The study was funded by the National Endowment for Financial Education in partnership with the Take Charge America Institute for Consumer Financial Education and Research, University of Arizona. It is an ongoing longitudinal study to investigate financial behaviors among college students (<https://www.aplushappiness.org/>)

- Involved in the design and implementation of the first wave of the study
- Collaborated with university authorities to obtain access to and collect data from the entire freshman student population of spring 2008 at University of Arizona. 2098 responses were obtained
- Worked on refining the scale items of the survey via pre-pilot studies
- Assisted in designing the website to facilitate data collection via web-based survey
- Worked on the development of various manuscripts

FBFS: Farm Bureau Financial Services (funded by the company)

The study was designed to understand gender differences in financial decision-making.

- Collaborated in developing the interview protocol adhering to company's needs
- Advised students in designing the data collection procedure
- Analyzed approximately 300 qualitative interviews using NVivo 8
- Developed coding structures from the data; matrices for data analysis; generated models; and presented the final findings

Ethnographic Researcher, J.C. Penney, February 2007 – February 2008

Led seven different projects for Women's Division, Home Division, and Store Operations of J.C. Penney Co.. The research reports either stood alone or were complementary and in conjunction with larger research projects.

- Observational research to develop strategic plans for designing store environment
- Competitive analysis of the soft home department (J.C. Penney vs. competitor stores such as Target, Macys, and Kohl's)

- Focus group and participant observations for understanding youth fashion trends
- Research and analysis of customer service model and positioning among competing stores
- All reports were a crucial part of designing the model store in Boston, MA

Project Coordinator, SIFE, Arizona Honda, Tucson, AZ, March 2006 - August 2006

- Developed strategies to increase the profitability and sustainability of the accessory & apparel division. The implementation of the recommendation resulted in an increase of 5% sales during the first quarter
- Worked on the Open-to-Buy and Six Month Merchandise plan for the apparel department

Member: American Marketing Association