

DIVYA ANAND



Ph.D. CANDIDATE IN MARKETING, UNIVERSITY OF MISSOURI, COLUMBIA

417 Cornell Hall
700 Tiger Avenue, Columbia
Missouri- 65211

Tel: (217) 904 4325

E-mail id: divya.anand@mail.missouri.edu

URL: <https://business.missouri.edu/departments-faculty/people-directory/divya-anand>

EDUCATION

PhD, Marketing, University of Missouri, Columbia <i>Minor: Statistics</i>	2017- present
PGDM, Marketing & Economics, Indian Institute of Management, Lucknow	2013-15
B.A. Honors, Economics, Miranda House, University of Delhi	2009-12

RESEARCH INTERESTS

Substantive: B2B Relationship Marketing, Distribution Channels, Customer Reacquisition, Technology Disruption, Frontline Sales Management

Methodological: Bayesian Analysis, Machine Learning, Hierarchical Linear Modeling, Econometric Modeling, Structural Equations Modeling

Software: R, NLogit, SAS, Mplus, Onyx, Amos

PUBLICATIONS

Anand, D. & Mantrala, M. (2019), "Responding to Disruptive Business Model Innovations: the case of traditional banks facing fintech entrants", *Journal of Banking and Financial Technology*, 1(3), 19-31. <https://link.springer.com/article/10.1007/s42786-018-00004-4>

CONFERENCE PRESENTATIONS

Anand, Divya (2019), "Brand Perceptions and Consumer Support in the face of a Transgression: Warmth over Competence" (*discussant*), 28th Annual Robert Mittelstaedt Doctoral Symposium, University of Nebraska-Lincoln.

Anand, Divya & Lisa Scheer (2020), “Implementing Strategic Marketing Change: Minimizing Channel Partners’ Negative Responses” (competitive paper presentation), Winter AMA- San Diego (*forthcoming*)

WORKING PAPERS

Divya Anand & Lisa Scheer, “Implementing Strategic Marketing Change: Minimizing Channel Partners’ Negative Responses” (*for dissertation*)

Divya Anand & Lisa Scheer, “A cross-country evaluation of Fairness in B2B relationship” (*planned for submission in IJMR, currently in data analysis phase*)

Shinhye Kim & **Divya Anand** “Customer win-back strategy in subscription-based model” (*currently in the data collection phase, planned for JM*)

Lisa Scheer, Josh Egbuka & **Divya Anand**, “Trust and Distrust in Organizations” (*planned for submission in JM, currently in theory development phase*)

HONORS AND AWARDS

2020	ISBM Doctoral Dissertation Competition (<i>currently a finalist</i>)
2020	AMS Consortium fellow (<i>forthcoming</i>)
2019	Raymond and Susan Chen International Ph.D. Scholarship
2019	Outstanding Graduate Research Assistant Award
2019	Discussant, 28 th Annual Robert Mittelstaedt Doctoral Symposium, UNL
2018	ISBM Ph.D. Student Camp fellow
2018	Marketing Strategy Consortium fellow, University of Missouri-Columbia
2017-present	Trulaske College of Business Ph.D. Scholarship, University of Missouri
2014	MSM “Media Mogul” for formulating launch strategy of an edutainment channel
2014	American Express Finalist in National Centurion Challenge on Business Simulation

PROFESSIONAL EXPERIENCE

2015-2017 **Go-to-Market (GTM) Strategy Lead at Syngenta India Ltd.**

Responsibilities: Strategize, Implement & Monitor the new distribution system strategy in 7 states.

Achievements: Asia Pacific Regional Winner & Global Finalist out of 750 participants for successful execution of the new strategy.

Asia Pacific ‘Musketeer Award’ for best performing team of GTM

2014 Market Research Intern at Unilever Nepal Limited

Responsibilities: Analyze market by studying trade prospect for FMCGs on aesthetics industry

2012-13 International Business Correspondent, HREIPL, Nepal

Responsibilities: Prepare Quotations & Purchase Orders worth \$0.5 mn annually for B2B & B2C cos.
Coordinate & foster relation between international clients & dealers

TEACHING

Teaching Experience

Fall 2019 MRKTNG 4420 Sales Management

Teaching Interests

Sales Management, Marketing Management, Marketing Research, Personal Selling, B2B Selling, Strategic Marketing, International Marketing, Marketing Communications, Pricing Policies

COURSEWORK

Seminars

Research Methods in Marketing
Consumer Behavior
Applied Modeling Techniques
Marketing Strategy
Marketing Models (Modeling + Machine Learning)
Latent Variables Model

Professor

Dr. Lisa Scheer
Dr. Ratti Ratneshwar and Dr. Peter Bloch
Dr. Detelina Marinova
Dr. Detelina Marinova
Dr. Syam Niladri
Dr. Philip Wood

Methods

Introductory Econometrics
Introduction to Mathematical Statistics
Applied Statistical Model
Introduction to Probability Theory
Bayesian Analysis
Statistical Inference
Sampling Techniques

Professor

Dr. David Kaplan
Dr. Peggy Bryan
Dr. Erin M. Schliep
Dr. Kangwon Seo
Dr. Sounak Chakraborty
Dr. (Tony) Jianguo Sun
Dr. Chong (Zhaoqiong) He