

Sakshi Sanjay Babar

Ph.D. Candidate, Marketing

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Research Interests

Substantive: Marketing Strategy • Climate Change and Marketing • Better Marketing for a Better World • Marketing-Finance Interface

Methodological: Panel Data Econometrics • Machine Learning (NLP, LLMs, Generative AI) • Grounded Theory

Education

Ph.D. (Marketing), Terry College of Business, University of Georgia 2021-2026 (Expected)

Dissertation: Three Essays on Marketing for Climate Change

Committee: Sundar G. Bharadwaj (Chair), Anindita Chakravarty and Tatiana Dyachenko

Proposal defended on **April 26, 2024**

Master of Business Administration (GPA: 3.57/4.0, summa cum laude) 2016-2018

Indian Institute of Management (IIM) Udaipur, India

- Marketing Concentration
- Director's Gold Medal for Scholastic Achievement

Exchange Scholar, MBA and MS Programs

2017

HHL Leipzig Graduate School of Management, Leipzig, Germany

Bachelor of Technology (GPA: 8.4/10, summa cum laude)

2010-2014

National Institute of Technology (NIT) Hamirpur, India

- Computer Science and Engineering Concentration
- Silver Medal for Academic Achievement

Manuscripts Under Review

Babar, Sakshi S., and Sundar G. Bharadwaj, "Climate Marketing Strategies and Firm Value" (Dissertation Essay 1), *invited for 3rd round review at the Journal of Marketing*

- Winner, 2022 EMAC-Sheth Sustainability Award
- Winner, 2022 ISBM Doctoral Competition
- Finalist, 2025 AMS Mary Kay, Inc. Dissertation Proposal Award

Babar, Sakshi S., Youngtak M. Kim, Tatiana Dyachenko, and Sundar G. Bharadwaj, "Differential Effects of Carbon Label Formats on Consumer Responses: An Empirical Investigation," *under 1st round review at the Journal of Marketing Research*

Work in Progress

Babar, Sakshi S., and Sundar G. Bharadwaj, "New Climate Product Announcements and Stock Market Reaction" (Dissertation Essay 2), *data analysis in progress*

- Finalist, 2024 PDMA Consortium Doctoral Dissertation Competition

Babar, Sakshi S., and Sundar G. Bharadwaj, “**A Generative-AI Based Approach to Detect Greenwashing in Marketing Communications**” (Dissertation Essay 3), *model development in progress*

- Winner, 2024 Doctoral Research Grant, AMA Marketing Strategy SIG

Babar, Sakshi S., Prakash Satyavageeswaran, and Sundar G. Bharadwaj, “**Selling to the Government in Emerging Markets**,” *data analysis in progress*

Research Grants and Awards

Finalist, AMS Mary Kay, Inc. Dissertation Proposal Award, \$500	2025
Doctoral Research Grant, AMA Marketing Strategy SIG, \$750	2024
Summer Research Grant, Graduate School, University of Georgia, \$1,500	2024
Travel Grant, Graduate School, University of Georgia, \$1,600	2023, 2024
Winner, EMAC-Sheth Foundation Sustainability Research Competition, €5,000	2023
Winner, ISBM 2022 Doctoral Competition, \$3,000	2023

Fellowships and Honors

Fellow, AMA-Sheth Doctoral Consortium, The Ohio State University	2025
Outstanding Teaching Assistant, University of Georgia	2025
Fellow, ISMS Marketing Science Doctoral Consortium	2023, 2025
Finalist, Three Minute Thesis (3MT®) Competition, University of Georgia	2024
Doctoral Fellow, AMA Marketing Strategy Consortium	2024
Fellow, Haring Symposium (<i>Presenter</i>)	2024
Finalist, PDMA Consortium Doctoral Dissertation Competition	2024
Fellow, PDMA Doctoral Consortium	2024
Doctoral Fellow, Institute for the Study of Business Markets (ISBM)	2023
Fellow, EMAC Doctoral Colloquium, <i>Marketing Strategy Track</i>	2023
Runner-up, AMS Review – Sheth Foundation Doctoral Competition for Conceptual Articles (DoCCA)	2023
Dean’s Excellence Scholarship, University of Georgia	2022-Present
Sawtooth Software Grant, Sawtooth Software	2022-2024
Director’s Gold Medal for Scholastic Achievement, IIM Udaipur	2018
DAAD Scholarship, German Academic Exchange Service, HHL Leipzig, €3,000	2017
Silver Medalist, Computer Science Department, NIT Hamirpur	2014
Merit Rank Certificate (Top 0.1% of successful candidates across India), CBSE	2009

Conference Presentations *(presenter)

Babar, Sakshi S., and Sundar G. Bharadwaj, “**Climate Marketing Strategies and Firm Value**”

- ISMS Marketing Science Conference 2025, Washington D.C.* - *Accepted*
- AMS Annual Conference 2025, Montreal, Canada (**Finalist, AMS Mary Kay, Inc. Dissertation Proposal Competition**)*
- Southeast Marketing Symposium 2025, Lexington, KY*
- Marketing Strategy Doctoral Consortium 2024, Cologne, Germany*
- Marketing Strategy Meets Wall Street Conference 2024, Cologne, Germany*
- Haring Symposium 2024, Bloomington, IN*
- Winter AMA 2024, St. Pete’s, FL (*Competitive Paper*)*
- EMAC 2023, Odense, Denmark (**Winner, EMAC-Sheth Sustainability Award**)*
- EMAC Doctoral Consortium 2023, Odense, Denmark*
- Winter AMA 2023, Nashville, TN (*Competitive Paper*)*
- Marketing Research Symposium 2023, Clemson University, SC*

Babar, Sakshi S., and Sundar G. Bharadwaj, “New Climate Product Announcements and Stock Market Reaction”

- ISMS Marketing Science Conference 2025, Washington D.C. - *Accepted*
- Winter AMA 2025, Phoenix, AZ (*Special Session*)*
- PDMA Doctoral Consortium, 2024, Syracuse, NY (***Finalist, PDMA Consortium Doctoral Dissertation Competition***)*
- Marketing Strategy Meets Wall Street Conference 2024, Cologne, Germany
- Winter AMA 2024, St. Pete’s, FL (*Competitive Paper*)*

Babar, Sakshi S., and Sundar G. Bharadwaj, “A Generative-AI Based Approach to Detect Greenwashing in Marketing Communications”

- Summer AMA 2025, Chicago IL (*Competitive Paper*)* - *Accepted*
- 2nd Annual Business & Generative AI Workshop (*AI at Wharton*), 2024, San Francisco, CA*

Babar, Sakshi S., Youngtak M. Kim, Tatiana Dyachenko, and Sundar G. Bharadwaj, “Differential Effects of Carbon Label Formats on Consumer Responses: An Empirical Investigation”

- ISMS Marketing Science Conference 2025, Washington D.C. - *Accepted*
- 2025 Yale InsightsOn Conference, New Haven, CT
- Marketing Research Symposium 2025, Clemson University, SC*
- Summer AMA 2024, Boston, MA (*Competitive Paper*)
- ISMS Marketing Science Conference 2022, Chicago, IL (Virtual)*

Babar, Sakshi S., Prakash Satyavageeswaran, and Sundar G. Bharadwaj, “Selling to the Government in Emerging Markets”

- Winter AMA 2023, Nashville, TN (*Competitive Paper*)*
- Summer AMA 2021, (Virtual) (*Special Session*)*
- Great Lakes-NASMEI Marketing Conference 2020, Chennai, India (Virtual)*

Teaching Experience

Terry College of Business, University of Georgia

- Instructor, Services Marketing (*Undergraduate*), 56 students (2 sections) Spring 2025
 - **Instructor Rating: 4.6/5.0 (26 students), 4.8/5.0 (30 students)**
- Instructor, Services Marketing (*Undergraduate*), 48 students (1 section) Spring 2024
 - **Instructor Rating: 4.8/5.0**
- Teaching Assistant, Marketing Strategy (*MBA*) Fall 2024
 - Sundar Bharadwaj
- Teaching Assistant, Principles of Marketing (*Undergraduate*) Summer 2024, Fall 2022
 - Kristy McManus, Kimberly Grantham

Research Experience

- Research Assistant, IIM Udaipur, India 2020-2021
- Research Assistant, Munjal Institute for Global Manufacturing, ISB Mohali, India 2019-2020

Professional Experience

- External Collaborator, ILO, United Nations (Remote) 2020-2021
- Senior Manager, Marketing Strategy, Cummins (Pune, India) 2018-2019
- Analyst, Wireline Business, Verizon (Hyderabad, India) 2014-2016

Academic Service

Volunteer, ISMS Marketing Science Conference 2025, Washington D.C.

Ad-hoc Reviewer, Summer AMA 2025, Chicago, IL

Ad-hoc Reviewer, Winter AMA 2025, Phoenix, AZ

Ad-hoc Reviewer, AMA Marketing and Public Policy Conference 2025, Washington, DC

Session Chair, *Marketing Strategy and Firm Performance*, Winter AMA 2023, Nashville, TN

Session Chair, ISMS Marketing Science Conference, 2022, Chicago, IL (Virtual)

Contributor (with Ishita Nagpal), Journal of Marketing Research Scholarly Insights, “*How Do Nutritional Warning Labels Affect Prices?*”, Oct 2023

Technical Skills

Python, R, Stata, Sawtooth Software, NLP, LLMs (Generative AI, RAG, Assistant APIs)

Selected Coursework

Marketing/ Theoretical

- Theory Construction (Ajay Kohli)
- Seminar in Marketing Strategy I (Sundar Bharadwaj)
- Seminar in Marketing Strategy II (Son Lam)
- Seminar in Strategic Management (Scott Graffin)
- Seminar in Buyer Behavior (Julio Sevilla)
- Seminar in Consumer Behavior (Rosanna Smith)

Methodology

Marketing Courses

- Marketing Models (Anindita Chakravarty)
- Multivariate Statistics (John Hulland)

Economics Courses

- Statistics for Econometrics (Leonard Goff)
- Econometrics I (Brantley Callaway)
- Econometrics II (Carolina Caetano)
- Econometrics III (Joshua Kinsler)
- Applied Causal ML (Jeff Thurk)
- Applied Econometrics (Timothy Quigley)

Other Courses

- Financial Research Methodology (Ugur Lel)

References

Sundar G. Bharadwaj

The Coca-Cola Company Chair Professor of Marketing
University of Georgia, Terry College of Business
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