

Suman Saha

Marketing Ph.D. Candidate

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Education

Aug 2021 – May 2025 (Expected)	University of Wyoming, Laramie, WY <i>Ph.D. in Management & Marketing</i> Overall GPA : 3.8/4.0 <i>Minor: Statistics</i> Minor GPA : 4.0/4.0
Aug 2019 – May 2021	Colorado State University, Fort Collins, CO <i>Master of Business Administration (MBA)</i> GPA : 3.9/4.0 <i>Major: Management Sciences and Quantitative Methods (STEM)</i>
Jul 2013 – May 2015	National Institute of Agricultural Extension Management, Hyderabad, India <i>Post Graduate Diploma in Management (Agribusiness)</i> Overall Grade : 74.93 % (First Division)
Jul 2009 – Jun 2013	Bidhan Chandra Krishi Viswavidyalaya, West Bengal, India <i>Bachelor of Science in Agriculture</i> Overall GPA : 7.45/10 (with Honours)

Research Interest

Substantive	Consumer Self, Possessions & Extended Self, Consumer Beliefs, Sustainability, Consumer Privacy, Brand Activism
Methodological	Scale Development, Statistical Models, Randomized Experiments, Causal Inference, Multi-Method Study

Dissertation

Title	<i>Belief Cherishment</i>
Committee	Dr. Linda Price (<i>Chair</i>), Dr. Mark Peterson (<i>Co-Chair</i>), Dr. Elizabeth Minton, Dr. Jeffrey Covin, Dr. Timothy Robinson
Proposal Defense	Proposal Defended on 16th May, 2024
Final Defense	Final Defense planned for May, 2025

Publications

- 2023 | 1. Herbst, K., Peterson, M. & **Saha, S.** Using the I3 Model to Understand Overeating. *Journal of Applied Marketing Theory* 10, 5 (2023).

Research in Progress

- 1 | **Cherished Consumer Beliefs as Costly Possessions**
Authors: Suman Saha
Status: Manuscript prepared
Target Journal: Journal of Consumer Psychology
- 2 | **Identifying Characteristics of Beliefs That Function as Cherished Possessions**
Authors: TBD
Status: Manuscript prepared, Studies in progress
Target Journal: TBD
- 3 | **How Consumers' Cherished Beliefs Attenuate the Belief-Action Gap in Sustainable Behavior**
Authors: TBD
Status: Studies in progress
Target Journal: TBD

Conferences, Symposiums & Research Presentations

Presenter	Society for Marketing Advances Conference (SMA) 2023, Fort Worth, TX ↳ Paper: <i>Cherished Consumer Beliefs as Costly Possessions (Conceptual & Empirical)</i> Mittelstaedt & Gentry Doctoral Symposium 2023, UNL, Lincoln, NE ↳ Paper: <i>Cherished Consumer Beliefs as Costly Possessions (Conceptual)</i> The Association for Consumer Research (ACR) 2022, Denver, CO ↳ Paper: <i>Cherished Consumer Beliefs as Costly Possessions (Working Paper Poster)</i>
Discussant	Mittelstaedt & Gentry Doctoral Symposium 2022, UNL, Lincoln, NE
Attendee	Academy of Marketing Science Doctoral Consortium 2024, Coral Gables, FL Society of Marketing Advances 35th Annual Doctoral Consortium 2023, Fort Worth, TX Mountain West Regional Marketing Research Symposium 2023, DU, Denver, CO Mountain West Regional Marketing Research Symposium 2022, CSU, Fort Collins, CO ACR-Sheth Doctoral Symposium 2022, Denver, CO

Research Relevant Skills

Technology & Tools	R, AMOS, SmartPLS, SPSS, Python (Basic), MS Excel (Advanced), SAS JMP Pro, Minitab, Qualtrics, LaTeX, Gantt Project, HTML, php, MySQL
Skills	Scale Development and Validation, SEM (CB), SEM-PLS, PROCESS macro, Randomized Experiments

Relevant Coursework

Theory	Marketing Theory I : Dr. Linda Price Behavioral Theory II : Dr. Linda Price Research Skills Seminar : Dr. Linda Price Sustainable Business Practices : Dr. Mark Peterson Foundations in Strategy : Dr. Jeff Covin Advanced Problems in Strategy : Dr. Mark Leach
Method	Statistical Methods I : Dr. Robert Erikson Statistical Methods II : Dr. Kenneth Gerow Regression Analysis : Dr. Annalisa Piccorelli Design and Analysis of Experiments : Dr. Timothy Robinson Categorical Data Analysis : Dr. Jared Studyvin Advanced Research Methods : Dr. Kyle De Young

Diplomas, Certifications & Other Credentials

Certificate	Human Subjects Research: Social / Behavioral Research Course <i>CITI Program Course</i>
Certificate	Partial Least Squares Structural Equation Modeling (PLS-SEM) <i>Academy of Marketing Science</i>
Certificate	Teaching Digital Marketing <i>Academy of Marketing Science</i>
Certificate	Digital Marketing Strategies - Data, Automation, AI and Analytics <i>Kellogg School of Management, Northwestern University</i>

Teaching Interest

Fundamental	Introduction to Marketing, Principles of Marketing, Introduction to Consumer Behavior
Advanced	Marketing Research, Marketing Analytics, Digital Marketing, Sustainability and Marketing

Academic Experience

Aug 2021 – Present	Graduate Teaching Assistant: College of Business, University of Wyoming <i>Fall 2023: Consumer Behavior (MKT-4240-01): Primary Instructor</i> <i>Spring 2023: Introduction to Marketing (MKT-2100-01): Primary Instructor</i> <i>Fall 2022: Introduction to Marketing (MKT-3210-01): Primary Instructor</i>
Aug 2020 – Dec 2020	Teaching Assistant: College of Agricultural Sciences, Colorado State University <i>Fall 2020: Teaching Assistant for Ag-192-102 and Ag-192-002</i>
Aug 2019 – May 2020	Graduate Teaching & Research Assistant : College of Business, Colorado State University <i>Spring 2020: Teaching Assistant for Marketing Analytics (MKT450-001): Dr. Gina Slejko (Mohr)</i> <i>Fall 2019: Research Assistant to Dr. Joe Cannon, Department of Marketing</i>

Industry Experience

Jan 2021 – Aug 2021	Soil Metrics LLC, Fort Collins, CO <i>Director of Business Operations</i>
Jun 2018 – Jul 2019	FMC India Pvt. Ltd., Bhopal, India <i>Area Marketing Manager</i>
Nov 2017 – Jun 2018	Spencer's Retail Limited, Kolkata, India <i>Category Manager (FMCG) : International Foods</i>
May 2015 – Jul 2017	Spencer's Retail Limited, Kolkata, India <i>Group Management Resource: Category Manager: Fruits and Vegetables</i>

Awards and Accolades

2024	Doctoral Consortium Participant: Academy of Marketing Science (AMS), 2024 <i>Doctoral Student Consortium Participant</i>
2023	Dean's Excellence in Graduate Research Award <i>University of Wyoming, WY, USA</i>
2023	Doctoral Consortium Participant: Society for Marketing Advances (SMA), 2023 <i>Presenter & Doctoral Consortium Participant</i>
2023	Doctoral Symposium Participant: Mittelstaedt & Gentry Doctoral Symposium, UNL, 2023 <i>Presenter</i>
2022	Doctoral Symposium Participant: Mittelstaedt & Gentry Doctoral Symposium, UNL, 2022 <i>Discussant</i>
2022	Doctoral Symposium Participant: ACR-Sheth Doctoral Symposium, Denver, 2022 <i>Poster Presentation and Doctoral Symposium Participant</i>
2019	International Student Scholarship <i>Colorado State University, CO, USA</i>

Committee and References

Available upon request