

Suman Saha

Marketing Ph.D. Candidate

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Education

Aug 2021 – May 2025	University of Wyoming, Laramie, WY <i>PhD in Management & Marketing (Expected)</i> <i>Minor: Statistics</i>
Aug 2019 – May 2021	Colorado State University, Fort Collins, CO <i>Master of Business Administration</i> <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>
Jul 2009 – Jun 2013	Bidhan Chandra Krishi Viswavidyalaya, West Bengal, India <i>Bachelor of Science in Agriculture</i>

Research Interest

Substantive	Consumer Self, Beliefs and Consumer Behaviour, Consumer Attitudes and Inferences, Sustainability, Consumer Privacy, Brand Activism
Methodological	Scale Development, Statistical Models, Randomized Experiments, Causal Inference, Multi-Method Study

Publications

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

Working Paper

In Progress	Cherished Consumer Beliefs as Costly Possessions <i>Authors: TBD</i> <i>Status: Manuscript prepared</i> <i>Target Journal: TBD</i>
Data Collection	Jewels of the Mind: Exploring Cherished Beliefs as Possessions of Identity and Value <i>Authors: TBD</i> <i>Status: Manuscript prepared, Studies in progress</i> <i>Target Journal: TBD</i>

Conferences, Symposiums & Research Presentations

Presenter	Society for Marketing Advances Conference 2023, Fort Worth, TX (upcoming) — 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 (Conceptual)</i>
Discussant	Mittelstaedt & Gentry Doctoral Symposium 2022, UNL, Lincoln, NE
Attendee	Mountain West Regional Marketing Research Symposium 2023, DU, Denver, CO Mountain West Regional Marketing Research Symposium 2022, CSU, Fort Collins, CO

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> <i>Spring 2022: Sustainable Business Practices (MKT-4590-01): Dr. Mark Peterson</i> <i>Spring 2022: Pro and Technical Selling (SELL-3310-01): Dr. Molly Burchett</i> <i>Spring 2022: Sales Seminar (SELL-4330-01): Dr. Molly Burchett</i> <i>Fall 2021: Marketing Research and Analysis (MKT 4520-01): Dr. Elizabeth Minton</i> <i>Fall 2021: Sustainable Business Practices (MKT-4590-40, INST-4590-40): Dr. Mark Peterson</i> <i>Fall 2021: Business Research Methods (MBAX-5103-40): Dr. Mark Peterson</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>

Diplomas, Certifications & Other Credentials

Diploma	West Bengal National University of Juridical Sciences <i>Post Graduate Diploma in Business Laws</i>
Certificate	Kellogg School of Management, Northwestern University <i>Digital Marketing Strategies - Data, Automation, AI and Analytics</i>
Certificate	Google Digital Garage <i>The Fundamentals of Digital Marketing</i>
Certificate	Google Analytics Academy <i>Google Analytics for Beginners</i>
Certificate	CITI Program Course <i>Human Subjects Research: Social / Behavioral Research Course</i>

Tools, Technologies and Relevant Skills

Data Analytics	R, MS Excel (Advanced), Python (Basic), SPSS, SAS JMP Pro, Minitab
CRM	Mailchimp, Qualtrics
Web Analytics	Google Adwords & Adsense, Google Analytics
Web Dev	HTML, php, MySQL
ERP	SAP, BW, QuickBooks, Gusto
Others	MS Office, Gantt Project, G-Suite, LaTeX

Awards and Accolades

2019	International Student Scholarship <i>Colorado State University, CO, USA</i>
2009	University Merit Scholarship <i>Bidhan Chandra Krishi Viswavidyalaya, WB, India</i>
2007	West Bengal Merit cum Means Scholarship <i>West Bengal Government, WB, India</i>

Committee and References

Chair	<p>Linda Price <i>Dick and Maggie Scarlett Chair, Professor and Director of PhD Marketing Program</i> <i>Department of Management and Marketing, University of Wyoming</i> ✉ lprice13@uwyo.edu ☎ 307-766-4169</p>
Co-Chair	<p>Mark Peterson <i>Professor of Marketing</i> <i>Department of Management and Marketing, University of Wyoming</i> ✉ markpete@uwyo.edu ☎ 307-766-2054</p>
Committee Member	<p>Jeff Covin <i>Wyoming Excellence Chair, Professor of Management</i> <i>Department of Management and Marketing, University of Wyoming</i> ✉ jcovin@uwyo.edu ☎ 307-766-4233</p>
Committee Member	<p>Elizabeth Minton <i>Associate Professor of Marketing</i> <i>Department of Management and Marketing, University of Wyoming</i> ✉ eminton@uwyo.edu ☎ 307-766-3616</p>
Committee Member	<p>Timothy Robinson <i>Professor</i> <i>Department of Mathematics and Statistics, University of Wyoming</i> ✉ tjrobin@uwyo.edu ☎ 307-766-2497</p>