

# Suman Saha

Marketing Ph.D. Candidate

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## Education

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

## Research Interest

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| 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

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| Title            | <b><i>Belief Cherishment</i></b>   |
| 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

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| 2023 | 1. Herbst, K., Peterson, M. & <b>Saha, S.</b> Using the I3 Model to Understand Overeating. <i>Journal of Applied Marketing Theory</i> <b>10</b> , 5 (2023). |
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## Research in Progress

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- 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

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

## Research Relevant Skills

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

## Relevant Coursework

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

## Diplomas, Certifications & Other Credentials

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

## Teaching Interest

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

## Academic Experience

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

## Industry Experience

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

## Awards and Accolades

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

## Committee and References

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| Chair            | <p><b>Dr. Linda Price</b><br/><i>Dick and Maggie Scarlett Chair, Professor and Director of PhD Marketing Program</i><br/><i>Department of Management and Marketing, University of Wyoming</i><br/>✉ <a href="mailto:lprice13@uwyo.edu">lprice13@uwyo.edu</a><br/>☎ 307-766-4169</p> |
| Co-Chair         | <p><b>Dr. Mark Peterson</b><br/><i>Professor of Marketing</i><br/><i>Department of Management and Marketing, University of Wyoming</i><br/>✉ <a href="mailto:markpete@uwyo.edu">markpete@uwyo.edu</a><br/>☎ 307-399-3317</p>  |
| Committee Member | <p><b>Dr. Elizabeth Minton</b><br/><i>Associate Professor of Marketing</i><br/><i>Department of Management and Marketing, University of Wyoming</i><br/>✉ <a href="mailto:eminton@uwyo.edu">eminton@uwyo.edu</a><br/>☎ 307-766-3616</p>   |
| Committee Member | <p><b>Dr. Jeffrey Covin</b><br/><i>Wyoming Excellence Chair, Professor of Management</i><br/><i>Department of Management and Marketing, University of Wyoming</i><br/>✉ <a href="mailto:jcovin@uwyo.edu">jcovin@uwyo.edu</a><br/>☎ 307-766-4233</p>                                 |
| Committee Member | <p><b>Dr. Timothy Robinson</b><br/><i>Professor</i><br/><i>Department of Mathematics and Statistics, University of Wyoming</i><br/>✉ <a href="mailto:tjrobin@uwyo.edu">tjrobin@uwyo.edu</a><br/>☎ 307-766-2497</p>  |