

SWATI VERMA

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EDUCATION

Wayne State University Detroit, MI
Ph.D. in Marketing 2012- 2017

Indian Institute of Planning and Management New Delhi, India
MBA in Marketing and Finance 2007-2010

MVJ College of Engineering Bangalore, India
B.E in Electronics and Communication 2003-2007

WORK EXPERIENCE

Lawrence Technological University Southfield, MI
Assistant Professor of Marketing 2017-Present

Lawrence Technological University Southfield, MI
Senior Lecturer 2016- 2017

Child Rights and You Project India
Sales Manager 2009

Land Solutions India
Area Manager – North Zone 2008- 2009

RESEARCH INTERESTS

Behavioral Pricing, Branding/ Advertising

JOURNAL ARTICLES PUBLISHED

Naseem, Nayyer, Swati Verma, and Attila Yaprak (2015), “Global Brand Attitude, Perceived Value, Consumer Affinity, and Purchase Intentions: A Multidimensional View of Consumer Behavior and Global Brands”, *Advances in International Marketing*, 26, 255-288.

Verma, Swati, Abhijit Guha, and Abhijit Biswas (2016), “Investigating the Pleasures of Sin: The Contingent Role of Telic Personality Disposition on Consumers’ Evaluations of Vice and Virtue Product Offerings”, *Psychology & Marketing*, 33(8), 620 - 628.

Guha, Abhijit, Abhijit Biswas, Dhruv Grewal, Swati Verma, Somak Banerjee, and Jens Nordfalt (2018), "Reframing the Discount as a Comparison Against the Sale Price: Does it Make the Discount More Attractive?", *Journal of Marketing Research*, 55 (3), 339-351.

Tangari, Andrea H., Somak Banerjee, and Swati Verma (2019), "Making a good thing even better? The impact of claim congruency on competing product goals and consumer evaluations", *Journal of Business Research*, 101, 12-22.

Vera, Swati, Abhijit Guha, Abhijit Biswas, and Dhruv Grewal (2019), "Are Low Price and Price Matching Guarantees Equivalent? The Effects of Different Price Guarantees on Consumers' Evaluations", *Journal of Retailing*, 95 (3), 99-108.

CONFERENCE PAPERS

Swati Verma, Abhijit Guha, Abhijit Biswas, and Dhruv Grewal, "Are Low Price Guarantees and Price Matching Guarantees Created Equal?" *AMA Summer 2018*.

Naseem, Nayyer, Swati Verma, Abhijit Guha, and Abhijit Biswas, "Green Advertising: Choosing between Egoistic Appeals versus Altruistic Appeals", *AMA Summer 2016*.

Tangari, Andrea, Somak Banerjee, and Swati Verma, "Making a Good Thing Even Better? Advertising Ultra-functional Foods", *AMA Winter 2016*.

Verma, Swati, Abhijit Guha, and Abhijit Biswas, "Investigating the Pleasures of Sin: The Contingent Role of Telic Personality Disposition on Consumers' Evaluations of Vice and Virtue Product Offerings", *AMA Winter 2015*.

Naseem, Nayyer, Swati Verma, and Attila Yaprak, "Innovation as a Dynamic Capability and Its Link to Performance in the Multinational Corporation: An Integrative Framework and Propositions for Research", *AMS 2015*.

Naseem, Nayyer, Swati Verma, and Attila Yaprak, "Global Brand Attitude, Perceived Value, Consumer Affinity, and Purchase Intentions: A Multidimensional View of Consumer Behavior and Global Brands", *CIMAR 2015*.

Hugh M. Cannon, James N. Cannon, Ahmet B. Köksal, and Swati Verma, "Accounting for Externalities: Harnessing the 'Face-in-the-Mirror' Effect." *Developments in Business Simulation and Experiential Learning*, vol. 40 (March 2013), 319-332.

AWARDS AND HONORS

Davidson Award Runner-up (Journal of retailing)	2020
Doctoral Student Research Award	2015
Doctoral Student Teaching Award	2015
Sheth Foundation Doctoral Travel Grant	2015
Thomas Rumble Fellowship	2014-2015
Best Experiential Paper Award	ABSEL, 2013

PROFESSIONAL ACTIVITIES (Outside Lawrence Technological University)

Session Chair, American Marketing Association Winter Conference	2015
Ad Hoc Reviewer, Academy of Marketing Science Conference	2015
Ad Hoc Reviewer, Consortium for International Marketing Research	2015
Ad Hoc Reviewer, American Marketing Association Winter Conference	2016
Ad Hoc Reviewer, Academy of Marketing Science Conference	2016
Ad Hoc Reviewer, American Marketing Association Summer Conference	2016
Ad Hoc Reviewer, American Marketing Association Summer Conference	2018
Ad Hoc Reviewer, American Marketing Association Summer Conference	2019

PROFESSIONAL ACTIVITIES (At Lawrence Technological University)

Advisor, AMA Chapter at Lawrence Technological University	2017- present
Member of Accreditation Committee	2016- 2017
Member of Curriculum and Standards Committee	2016- present
Member of Faculty development Committee	2018- present
Member of Marketing Committee	fall 2017
Chair, Curriculum and Standards Committee	fall 2019
Member of Faculty Senate Committee	fall 2019 – present
Member of LESA Committee	spring 2018
Secretary of the Faculty Council for the College of Business and IT	2018 – present
Member of the Academic Honor Council	2019– present

TEACHING INTERESTS

Marketing Management, Principles of Marketing, Consumer Behavior, Marketing Research, Quantitative Methods, Principles of Advertising, Marketing Strategy, Marketing Analytics