

# Sakshi Sanjay Babar

Assistant Professor of Marketing

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## Experience

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**Assistant Professor of Marketing** Jul 2026 - Present  
Lee Kong Chian School of Business, Singapore Management University

## Education

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

**Dissertation:** Marketing and Climate Action

**Master of Business Administration** 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** 2010-2014  
National Institute of Technology (NIT) Hamirpur, India

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

## Research Interests

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

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

## Manuscripts Under Review

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**Babar, Sakshi S.**, and Sundar G. Bharadwaj, “**Climate Marketing Strategies and Firm Value**” (Dissertation Essay 1), *under 4<sup>th</sup> round review at the Journal of Marketing*

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

## Work in Progress

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

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

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

## Research Grants and Awards

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Winner, ISBM Competition: Coping with Climate Change, \$2,800	2025
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, 2022 ISBM Doctoral Support Award Competition, \$3,000	2023

## Fellowships and Honors

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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	2022-2026
Sawtooth Software Grant, Sawtooth Software	2022-2026
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)

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

- ISMS Marketing Science Conference 2025, Washington D.C.\*
- 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.\*
- 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”**

- 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.
- 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)\*

**Babar, Sakshi S., and Sundar G. Bharadwaj, “A Typology of Climate Strategies in B2B Markets”**

- 2026 ISBM Academic Conference, Atlanta, GA (**Winner, Coping with Climate Change in Business Markets Competition**)

## Teaching Experience

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**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

## Academic Service

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### *Reviewing*

- Ad-hoc Reviewer, Journal of Business Research Dec 2025 - Present
- Ad-hoc Reviewer, Winter AMA 2025
- Ad-hoc Reviewer, Summer AMA 2025 - Present
- Ad-hoc Reviewer, AMA Marketing and Public Policy Conference 2025 - Present

### *Administrative*

- Director of Communications, AMA Marketing Strategy SIG June 2025 - Present
- Volunteer, ISMS Marketing Science Conference, Washington D.C. 2025
- Session Chair, *Marketing Strategy and Firm Performance*, Winter AMA, Nashville 2023
- Session Chair, ISMS Marketing Science Conference, Chicago (Virtual) 2022

### *Other*

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

## Research Experience

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

## Industry Experience

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- 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

## Technical Skills

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