

## Shilpa V. Rao (née Somraj)

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### ACADEMIC EXPERIENCE

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- *Assistant Professor of Practice*  
Department of Marketing, Pamplin College of Business, Virginia Tech, August 2022-present

### PRIOR PROFESSIONAL EXPERIENCE

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For Cognizant Technology Solutions, at the following client locations.

- *Team Lead*, JP Morgan Chase, Houston, Texas 2012
- *Application Developer/Analyst*, Travelocity, Dallas, Texas 2011-2012
- *Onsite Coordinator/Analyst*, First Data, Coral Springs, Florida 2009-2011
- *Module Lead/Analyst*, United Healthcare Group, Hyderabad, India 2006-2009
- *Team Member*, United Healthcare Group, Hyderabad, India 2006

### EDUCATION

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- *Doctor of Philosophy*, Business Administration (Marketing); GPA: 3.9/4.0  
University of Nebraska-Lincoln, 2022
  - *Winner, ISBM (Penn State) Doctoral Dissertation Competition (2019-2020)*
- *Master of Business Administration*, specializing in Marketing Analytics; GPA: 3.9/4.0  
Spears School of Business, Oklahoma State University, 2014
  - *Creativity, Innovation, and Entrepreneurship Scholar*
  - *Phi Kappa Phi, Beta Gamma Sigma invited member*
- *Master of Computer Applications*  
Osmania University, India, 2005
- *Bachelor of Science* (Mathematics, Statistics, & Computer Science)  
Osmania University, India, 2002

### RESEARCH FOCUS

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My research hinges on a rigorous integration of theory and econometric methods. I use secondary as well as primary data to examine questions at the intersection of marketing strategy and inter-firm relationships. In my dissertation, I seek to understand how the fundamental differences between an Initial Public Offering (IPO) issuing firm and its alliance partners impact IPO outcomes. In other areas of my work, I examine the impact of inter-firm relationships and social media strategies on firm performance.

- *Substantive*: Marketing strategy; inter-firm relationships; social media
  - *Specific topics*: IPOs; firm attributes and valuation; distance in inter-firm settings; online reviews
- *Methodological*: Econometrics; text analytics; machine learning

## DISSERTATION

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- Chair:** Alok Kumar
- Committee:** Ravi Sohi, Amit Saini, and Jonathan O'Brien (University of Nebraska-Lincoln)  
Alok R. Saboo (Georgia State University)
- Status:** Dissertation defended on February 11<sup>th</sup>, 2022
- Title:** Alliance Portfolio Distance and its Influence on IPO Outcomes

### Summary

Firms issuing an initial public offering (IPO) often lack resources and usually form strategic alliances to meet their operational and organizational goals. These alliance partners can often be quite distant from the focal IPO firm in their physical locations and cultural orientations. In my doctoral research, I envisage the notion of *alliance distance* as the physical and cultural distance between a firm and its partners.

Prior interfirm literature has extensively examined the idea of alliance distance, which, while it is also directly relevant to IPO success, remains unarticulated in the IPO context. In particular, I propose that a firm's ability to make a successful debut on the stock market is significantly premised on the characteristics of alliances it has previously constructed.

I hypothesize that alliance distance impacts IPO performance; this impact is, in turn, moderated by various alliance portfolio compositional attributes, such as the firm's functional, equity, and knowledge ties. Various secondary data sources (e.g., SDC Platinum, Compustat) and content analyses are leveraged to yield a rich dataset. I account for endogeneity using the control-function approach. In general, my work suggests the importance of alliance level portfolios in impacting one of the milestone outcomes for firms, namely, its first sale to the public.

## DISSERTATION AWARD AND FUNDING

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- Institute for the Study of Business Markets (ISBM), Pennsylvania State University
  - *Winner*, ISBM Doctoral Award Competition, 2019-2020
  - *Research funding*, ISBM: \$1,500
  - *Doctoral Fellow*, ISBM
  - [\*Invited Webinar\*](#), B2B Research Webinar Series

## RESEARCH IN PROGRESS

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- Shilpa V. Rao, Alok Kumar, and Alok Saboo, "The Influence of Distance between Alliance Partners on IPO Outcomes."  
*Status:* Draft under review (paper based on my dissertation)
- Shilpa V. Rao, Alok Saboo, and Alok Kumar, "How and When Does the Top Management Team Impact IPO Outcomes?"  
*Status:* Conceptualization and data collection in progress
- Shilpa V. Rao and Thomas Dotzel, "Impact of Alliance and Service Orientation on Firm Performance"  
*Status:* Conceptualization and data collection in progress

- Shilpa Somraj and Les Carlson, “Smart devices and Consumer Privacy: Is Consumer Awareness the missing link?.”  
*Status:* Working draft available
- Shilpa Somraj and Ravi Sohi, “Using Salesforce Intelligence to Extract Social Media Intelligence.”  
*Status:* Partial draft available, presented at Winter AMA 2020

### **CONFERENCE PAPERS AND PRESENTATIONS** (\* Denotes presenter)

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- Shilpa Somraj\*, Alok Kumar, Alok Saboo, “Alliance Portfolio Distance and its Influence on IPO Performance,” AMA Winter Academic Conference, February 2021.
- Shilpa Somraj\*, Ravi Sohi, “Using Salesforce Intelligence to Extract Social Media Intelligence,” AMA Winter Academic Conference, February 2020.
- Shilpa Somraj\*, Alok Saboo, Alok Kumar, “When Does 'Distance' in Alliance Portfolio Matter to IPO outcomes?” AMA Winter Academic Conference, February 2019.
- Shilpa Somraj\*, Alok Saboo, Alok Kumar, “Investigating the Influence of Physical and Technological Distance Between Alliance Partners on IPO Outcomes,” ISBM Academic Conference, Boston, August 2018.
- Shilpa Somraj\*, Dinesh K. Gauri “Impact of Synergy Between Product Descriptions and Customer Impressions on Performance,” 39th Annual ISMS Marketing Science Conference, Los Angeles, CA, June 2017.

### **OTHER ACADEMIC DISTINCTIONS AND AWARDS**

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- *Department of Marketing Award for Excellence in Teaching by a Graduate Student*, University of Nebraska-Lincoln, 2021
- *Presenter*, Haring Symposium, Indiana University, April 2021
- *Presenter*, Mittelstaedt and Gentry Symposium, April 2021
- *Fellow*, AMA-Sheth Foundation Doctoral Consortium, 2020
- *Department of Marketing Award for Excellence in Research by a Graduate Student*, University of Nebraska-Lincoln, 2020
- *Selected Participant*, JM-AMA Research Development Workshop, San Diego, CA, Feb 2020
- *Fellow*, Marketing Strategy Consortium, Indiana University, 2019
- *Fellow and discussant*, Haring Symposium, Indiana University, 2019
- *Department of Marketing Award for Excellence in Service by a Graduate Student*, University of Nebraska-Lincoln, Spring 2018
- *Graduate teaching/research scholarship*, University of Nebraska-Lincoln, Aug 2016 - current
- *Graduate teaching/research scholarship*, Whitman School of Management, Syracuse University, July 2015-June 2016
- *Creativity, Innovation, and Entrepreneurship (CIE) Merit Scholar*,

Watson Graduate School of Business, Oklahoma State University, 2013-2014

- *Ed and Norma Leslie Family Endowed Merit Scholarship*, Spears school of Business, Oklahoma State University (\$6,500), 2013-2014
- *Graduate teaching scholarship*, Watson Graduate School of Business, Oklahoma State University, 2013-2014

## **COURSES TAUGHT & TEACHING INTERESTS** (listed alphabetically)

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Business/Marketing Analytics*	Marketing Channels*
Business Computer Applications	Marketing Communications
Contemporary Marketing*	Marketing Strategy
Database Marketing	Marketing Research*
Digital Marketing*	Principles of Marketing*
International Business	Personal Selling and Sales Management

(\* Courses previously taught/scheduled to teach as the sole instructor)

## **TEACHING EVALUATION**

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*Sole Instructor*, College of Business, University of Nebraska-Lincoln

<u>Course</u>	<u>Course Title</u>	<u>Semester</u>	<u>Evaluation*</u>
MRKT 441	Digital Marketing	Spring 2021	TBA
MRKT 300 (Online)	Contemporary Marketing	Summer 2020	4.3/5.0
MRKT 350	Marketing Analytics	Fall 2019	4.0/5.0
MRKT 345	Marketing Research	Summer 2019	4.2/5.0
MRKT/SCMA 346	Marketing Channels	Fall 2018	4.1/5.0
MRKT/SCMA 346	Marketing Channels	Fall 2017	4.1/5.0
MRKT 345	Marketing Research	Summer 2017	4.3/5.0
MRKT 341	Principles of Marketing	Spring 2017	3.6/5.0

(\* Evaluations based on average of course objective, overall, and teaching assessments respectively)

## **SERVICE**

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*External Service:*

- Discussant, Haring Symposium, Indiana University, 2019
- Reviewer, Winter AMA Academic Conference, 2017 and 2019
- Reviewer, AMA Global Marketing SIG conference, Fall 2018
- Ad-hoc Reviewer, Journal of Business Research, 2018-19

*Internal Service:*

- Marketing PhD Student President, Department of Marketing, UNL, 2019-2020
- Graduate Student Association Representative, 2018-19

- Discussant, Robert Mittelstaedt Symposium, Spring 2018
- Peer Mentor, Department of Marketing, UNL, 2017-present

## **PROFESSIONAL AFFILIATIONS**

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- American Marketing Association (AMA)
- Interorganizational SIG
- Global Marketing SIG
- Marketing Strategy SIG
- Selling and Sales Management SIG

## **ACADEMIC HONOR SOCIETY MEMBERSHIPS**

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- Invited Member, *Phi Kappa Phi* for academic excellence, 2013
- Invited Member, *GoldenKey* International Honor Society, 2013
- Invited Member, *Beta Gamma Sigma* for business excellence, 2014

## **PROFESSIONAL CERTIFICATIONS**

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- Base SAS Certified Programmer, 2019
- SAS & Oklahoma State University Certification in Marketing Analytics, 2014
- IBM Certified System Administrator, Web Sphere Application Server, V6.1, 2008
- Sun Certified Web Component Developer 1.4, 2007
- Sun Certified Java Programmer 1.4, 2006

## **SPECIALIZED COMPUTER SOFTWARE PROFICIENCY**

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### *Data and Text Analysis*

- Stata, R, SAS, SPSS, Python, M-Plus

### *Database Maintenance and Development*

- SQL, PL/SQL, MS SQL Server, Oracle, DB2

### *Application Development / Analysis*

- Java, J2EE, Web Services, EJB, XML/XSLT, Altova Mapforce, Contivo Analyst, SOAP UI, Apache FOP, Unix, WinSep, Putty, UML, Rational Rose, MS Visio

## **VISA STATUS**

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U.S. Citizen