

Dr. Utsav Shenava
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Management & Marketing
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Academic Positions

Visiting Assistant Professor, Texas A&M University - Central Texas. (2019 - Present).

PhD Candidate/ Marketing Instructor, Purdue University. (2017 - 2019).

Education

PhD, Marketing. Purdue University, 2019.

MS, Economics. Purdue University, 2016.

MBA, Management, Marketing. Syracuse University, 2013.

BS, Computer Science & Engineering. NIT Calicut, 2008.

Research Interests

Advertising, Brand Equity, Digital Marketing, Marketing Strategy, Marketing-Finance Interface

Teaching Experience

MKTG 3301, Marketing, Texas A&M University – Central Texas. 2019 – Present

MKTG 3320, Marketing Research, Texas A&M University – Central Texas. 2019 - Present

MKTG 4305, Digital/Internet Marketing, Texas A&M University – Central Texas. 2019 – Present

MKTG 4316, Marketing Strategy, Texas A&M University – Central Texas. 2019 – Present

MKTG 4388, Marketing Problems, Texas A&M University – Central Texas. 2019 – Present

MKTG 5308, Marketing Management, Texas A&M University – Central Texas. 2019 – Present

MKTG 5312, Brand Management, Texas A&M University – Central Texas. 2019 – Present

MGMT 32400, Marketing Management, Purdue University, 2017-19

Teaching Interests

Brand Management, Digital Marketing, Marketing Analytics, Marketing Management, Marketing Research

Awards and Honors

Krannert Certificate for Distinguished Teaching, Purdue University. (2019).

Krannert Certificate for Outstanding Teaching, Purdue University. (2018).

Graduate Assistantship, Purdue University. (2014).

Beta Gamma Sigma, Syracuse University. (2013).

Graduate Merit Award, Syracuse University. (2013).

Phi Beta Delta, Syracuse University. (2012).

Whitman School of Management Scholarship, Syracuse University. (2011).

Employee of the Quarter Award, Reliance Group. (2010)

Employee of the Quarter Award, Reliance Group. (2009)

Working Research Papers

"Does Brand Equity Influence Tax Aggression?"

Firms often follow aggressive tax strategies to reduce their tax payments. This research examines how brand equity influences a firm's tax aggression. Analyses of tax and brand equity data from 400 firms suggest that high brand equity can increase or decrease tax aggression depending on financial performance of the firm. When financial performance is poor, firms with higher brand equity have a greater upside potential from tax aggression. Therefore, under conditions of poor financial performance, firms with higher brand equity tend to follow more aggressive tax saving strategies. However, when financial performance of a firm is good, brand equity has the opposite effect: firms with higher brand equity have more to lose (i.e., more downside potential) from tax aggression. Therefore, under conditions of good financial performance, firms with higher brand equity tend to be more prudent and are less likely to use aggressive tax saving strategies. Thus, high brand equity induces risk-seeking tax strategies under conditions of poor financial performance, but risk avoidance tax strategies under conditions of good financial performance.

"Why did Advertising Budgets Decline during the Great Recession of 2008-09?"

Advertising plays an important role in creating awareness, interest, preference and purchase intent for many products and services. However, advertising is one of the first areas firms begin to cut when they need to control costs. For example, U.S. advertising spending decreased by 15.4% in the first six months of 2009 at the peak of the Great Recession. In this article, the authors investigate key factors which motivated firms to cut advertising expenditures during the Great Recession. The results indicate that firms reduced advertising expenditures during the Great Recession due to declining sales, decreasing industry advertising importance and increasing firm risk. Sales change had an asymmetric effect on advertising spending during the recession i.e. managers reduce advertising spending when sales decrease during recession, but do not increase advertising spending when sales increase. Firms in high advertising intensity industries prudently reduced advertising budgets by small margins when sales declined or when firm risk increased during the recession. On the other hand, firms in low advertising intensity industries made large and unsystematic cuts to advertising spending during the recession

"Real Earnings Management using Advertising Budgets".

Real earnings management occurs when managers change real activities to meet or beat

important earnings benchmarks. Advertising has a limited short-term impact on firm sales for many products. Therefore, when a firm's earnings are below key benchmarks for a fiscal quarter (year), managers are compelled to reduce advertising expenditures to boost earnings. This paper examines factors which persuade firms to manage earnings using advertising budgets. Similar to earlier studies, we find firms suspect of managing earnings upwards reducing advertising expenses. The findings indicate that B2C firms are more likely to manage earnings by reducing advertising expenses than B2B firms. The findings also reveal that suspect firms which spend more in high advertising elasticity mediums such as TV do not reduce advertising spending as much as firms which spend more in low advertising elasticity mediums such as newspapers and magazines. The authors also find evidence to suggest that suspect firms which report advertising expenditure in their income statement make smaller advertising spending cuts than firms which don't report advertising expenditure. Finally, earnings management activity is much stronger during the last quarter of the fiscal year

Selected Coursework

- Marketing
 - Seminar in Marketing Models (Purdue)
 - Marketing Strategy Seminars (Purdue)
 - Foundations in Advanced Quantitative Marketing (UChicago)
 - Advanced Quantitative Marketing (UChicago)
 - PhD Marketing Seminar (Syracuse)
 - Brand Management (Syracuse)
 - Marketing Research (Syracuse)
 - Marketing Management (Syracuse)

- Economics
 - Microeconomics I (Purdue)
 - Microeconomics II (Purdue)
 - Math for Economists (Purdue)
 - Industrial Organization (Purdue)
 - Applied Industrial Organization (Purdue)
 - Advanced Game Theory (Purdue)

- Statistics and Econometrics
 - Probability and Statistics (Purdue)
 - Econometrics I (Purdue)
 - Econometrics II (Purdue)
 - Microeconometrics (Purdue)
 - Time Series Econometrics (Purdue)
 - Advanced Topics in Econometrics (Purdue)
 - Econometric Methods (Syracuse)

Selected Presentations

- Duke University, Durham, NC, United States. (2019).

- Florida Atlantic University, Boca Raton, FL, United States. (2019).

- SKK Business School, Seoul, South Korea. (2019).

- American Marketing Association, Boston, MA, United States. (2018).

Application/Software Skills

C, C++, Matlab, Minitab, R, SPSS, Stata.

Professional Positions

Market Researcher, Polaris Systems. (2012 - 2013).

Deputy Manager, Reliance Communications. (2008 - 2011).

University Service

Member, Marketing Program Review Committee. (2020 - Present).

Member, Undergraduate Curriculum and Assessment Committee. (2020 - Present).

Professional Service

Faculty Consultant, Killeen Chamber of Commerce, TX. (2021 - Present).

Faculty Consultant, Temple Chamber of Commerce, TX. (2021 - Present).

Reviewer/Referee, Journal of Business Research. (2018 - 2019).