

# Chandra Srivastava

*January 2017*

McCombs School of Business  
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## Education

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The University of Texas at Austin	
Ph.D., Marketing, McCombs School of Business	Expected 2018
The University of Texas at Austin	
B.A., Economics, <i>with honors</i>	2009
B.A., History, <i>with honors</i>	2009

## Research in Progress

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*"Crisis Averted: Effect of Female Power in the Top Management Team on the Likelihood of Product-harm Crises"* with Vijay Mahajan

*"Marketing Finance Interface: Past, Present, and Future"* with Stefan Worm, Rajendra Srivastava, and Francesca Sotgiu

## Awards

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Fellowship	2015
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## Teaching Experience

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Course Instructor	Spring 2017
Principles of Marketing	
Teaching Assistant	Fall 2016
Principles of Marketing	
Steven Brister	

Teaching Assistant	Fall 2015
Principles of Marketing – Honors	
Dr. Leigh McAlister	
Teaching Assistant	Spring 2015
Marketing Information and Analysis	
Dr. Frenkel Ter Hofstede	
Teaching Assistant	
Brand Management (undergraduate marketing class)	Fall 2014
Leland Pilz	

### Doctoral Coursework

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Contemporary Issues in Strategic Management  
Marketing Research Methods  
Behavioral Decision Research  
Marketing Models I, Frenkel Ter Hofstede  
Linear Regression and Discrete Choice Analysis, Chandra Bhat  
Econometrics II, Brendan Klein  
Contemporary Issues in Strategic Management, Violina Rindova  
Marketing Management and Strategy, Jade DeKinder  
Econometrics I, Stephen Donald  
Longitudinal Analysis of Organizations, Andrew Henderson  
Buyer Behavior I, Susan Broniarczyk  
Mathematical Statistics for Applications, Tom Sager

### Industry Experience

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Hill+Knowlton Strategies/Research+Data Insights	2010-2014
-Account Supervisor	
-Senior Account Executive	
-Account Executive	
National Water and Power Services, Market Research Intern	2009
Emory Marketing Institute, Intern	2007