

DEEPIKA NAIDU

Carson College of Business
Washington State University
Pullman, WA 99163

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EDUCATION

Washington State University 2023 (expected)
PhD, Business Administration (Marketing)
Dissertation Committee: Andrew W. Perkins (chair), Elizabeth Howlett, and Chadwick Miller
M.S., Business Administration May 2022

Arizona State University December 2016
B.S., Marketing (Digital & Integrated Marketing Communications)
B.A., Business (Global Leadership)
Certificate in International Business
Research Assistant, W. P. Carey School of Business Marketing Behavioral Lab

RESEARCH INTERESTS

Diversity, Equity, and Inclusion in Marketing, Consumer Health and Well-Being, Retailing

MANUSCRIPTS UNDER REVIEW

Naidu, Deepika, Andrew W. Perkins, and Elizabeth Howlett, "Function versus Appearance: The Consequences of How Large-Bodied Individuals are Portrayed by Marketers," under review at the *Journal of Advertising*.

RESEARCH IN PROGRESS

Harrold, Mycah L., **Deepika Naidu**, and Anabella Donnadieu, "*This Offends Me: When Political Orientation Influences Acceptance of Diverse Casts*," manuscript in preparation for submission to the *Journal of Consumer Research*.

Perkins, Andrew W., T.J. Weber, Pavan Munaganti, **Deepika Naidu**, and Anabella Donnadieu, "*The Fast and the Autonomous: Political Orientation and Need for Closure Predict Likelihood of Using Autonomous Vehicles*," manuscript in preparation for submission to the *Journal of Public Policy & Marketing*

Naidu, Deepika, "The Bigger the Better: Investigating Consumer Responses to Retailers' Extended Size Offerings," 3 studies completed. Target journal: *Journal of Consumer Research*

Naidu, Deepika, "Consumer Trust in Recommendations from Plus-Size Influencers," 2 studies completed. Target journal: *Journal of Advertising*

Naidu, Deepika, Andrew Perkins, and Elizabeth Howlett, "*The Differential Impact of Body- and Self-Referent Food-Related Branding on Consumers' Health Perceptions*," 3 studies completed. Target journal: *Journal of Consumer Affairs*

CONFERENCE AND SYMPOSIUM PRESENTATIONS

**presenting author*

Naidu, Deepika*, Andrew W. Perkins, and Elizabeth Howlett (February 2023), "Function Versus Appearance: The Consequences of How Large-Bodied Individuals are Portrayed by Marketers," presented as a Competitive Paper at the **2023 American Marketing Association Winter Academic Conference** in Nashville, Tennessee.

Naidu, Deepika*, Andrew W. Perkins, and Elizabeth Howlett (April 2022), "Function Versus Appearance: The Consequences of How Large-Bodied Individuals are Portrayed by Marketers," oral presentation at the **2022 Mittelstaedt & Gentry Doctoral Symposium** in Lincoln, Nebraska.

Naidu, Deepika*, Andrew W. Perkins, and Elizabeth Howlett (March 2022), "The Differential Impact of Self- and Body-Referent Marketing on Consumers' Health Perceptions," presented as a Flash Talk at the virtual **2022 Society of Consumer Psychology Annual Conference**.

POSTER PRESENTATIONS

**presenting author*

Naidu, Deepika*, Andrew W. Perkins, and Elizabeth Howlett (March 2023), "Function Versus Appearance: The Consequences of How Large-Bodied Individuals are Portrayed by Marketers," poster presented at the **2023 Washington State University Academic Showcase** in Pullman, Washington.

Naidu, Deepika*, Andrew W. Perkins, and Elizabeth Howlett (October 2022), "Function Versus Appearance: The Consequences of How Large-Bodied Individuals are Portrayed by Marketers," poster presented at the **2022 Association for Consumer Research Conference** in Denver, Colorado.

Perkins, Andrew W.*, Pavan Munaganti, T.J. Weber, **Deepika Naidu**, and Anabella Donnadiu (October 2022), "The Fast and the Autonomous: Political Orientation and Need for Closure Predict Likelihood of Using Autonomous Vehicles," poster presented at the **2022 Association for Consumer Research Conference** in Denver, Colorado.

Naidu, Deepika*, Andrew W. Perkins, and Elizabeth Howlett (June 2022), "The Differential Impact of Body- and Self-Referent Food-Related Branding on Consumers' Health Perceptions", poster presented at the **2022 Marketing and Public Policy Conference** in Austin, Texas.

Perkins, Andrew W., Pavan Munaganti, T.J. Weber, **Deepika Naidu***, and Anabella Donnadiu (June 2022), "The Fast and the Autonomous: Political Orientation and Need for Closure Predict Likelihood of Using Autonomous Vehicles," poster presented at the **2022 Marketing and Public Policy Conference** in Austin, Texas.

Naidu, Deepika*, Andrew W. Perkins, and Elizabeth Howlett (March 2022), "The Differential Impact of Body- and Self-Referent Food-Related Branding on Consumers' Health Perceptions", poster presented at the **2022 Washington State University Graduate and Professional Student Association Research Exposition** in Pullman, Washington.

Perkins, Andrew W., Pavan Munaganti*, T.J. Weber, **Deepika Naidu**, and Anabella Donnadiou (March 2022), "The Fast and the Autonomous: Political Orientation and Need for Closure Predict Likelihood of Using Autonomous Vehicles," poster presented at the virtual **2022 Society of Consumer Psychology Annual Conference**.

Perkins, Andrew W., Pavan Munaganti, T.J. Weber*, **Deepika Naidu**, and Anabella Donnadiou (February 2022), "The Fast and the Autonomous: Political Orientation and Need for Closure Predict Likelihood of Using Autonomous Vehicles," poster presented at the **2022 American Marketing Association Winter Academic Conference** in Las Vegas, Nevada.

TEACHING EXPERIENCE

Washington State University, Carson College of Business

Teaching Interests

- Digital Marketing, Social Media Marketing, Retail Management, Professional Sales, Sales Management, Strategic Marketing, Consumer Behavior
- Managerially focused courses at both undergraduate and master's level

Experience as Primary Instructor

<u>Course</u>	<u>Semester</u>	<u>Modality</u>	<u>Course Evaluation</u>
Principles of Marketing	Summer 2020	Online	4.8/5.0
Retail Management	Fall 2020	Online	4.8/5.0
Retail Management	Summer 2021	Online	5.0/5.0
Digital Marketing	Fall 2021	In-person	4.6/5.0
Retail Management	Spring 2022	In-person	4.5/5.0

Select Experience as Teaching Assistant

<u>Course</u>	<u>Semester</u>	<u>Modality</u>
Marketing Management	Spring 2022	In-person
Marketing Research	Fall 2022	In-person
Professional Sales	Spring 2023	In-person
Sales Management	Spring 2023	In-person

SERVICE

Service to the University

Lab Manager, Center for Behavioral Business Research

Undergraduate Honors Thesis Committee Member

Carson College of Business Undergraduate Marketing Scholarship Committee

Service to the Discipline

American Marketing Association Retail & Pricing Special Interest Group Doctoral Student Liaison

Journal of Public Policy & Marketing Trainee Reviewer

Winter AMA Conference Reviewer

Association of Consumer Research Conference Reviewer

Society of Consumer Psychology Conference Reviewer

AWARDS AND GRANTS

Washington State University Graduate and Professional Student Association 2022 Research
Exposition 3rd Place Award, Business, Communications, and Political Sciences

Washington State University Graduate and Professional Student Association 2022 Dissertation
Grant Award Recipient, \$500

PROFESSIONAL AFFILIATIONS

American Marketing Association
Association for Consumer Research
Society for Consumer Psychology

SELECT INDUSTRY EXPERIENCE

General Mills – North American Retail Sales Division

Trade Planning Associate – Snacks Division, *Philadelphia, PA* 2017 – 2019

- Oversaw the sales planning process for all General Mills Snacks brands, including Nature Valley, Fruit Gushers, Bugles, and Larabar, at 12 retail grocery chains
- Used historical sales data to optimize merchandise plans and increased merchandising deal profitability by 37%
- Strategically managed and allocated warehouse inventory during supply chain shortages to minimize disruption to business

Business Management Associate – Albertsons/Safeway, *Scottsdale, AZ* 2017

- Utilized internal and external databases to increase distribution by 12 points and increase merchandising deal profitability by 18%
- Partnered with Albertsons/Safeway to launch an online digital couponing platform and leveraged customer data to identify targeted coupon opportunities
- Acted as a sales representative and gained experience selling in incremental cases of product and secure additional displays during weekly store visits

Business Management Associate Intern – Albertsons/Safeway, *Scottsdale, AZ* 2016

- Developed and pitched sales analyses and best practices to corporate customers
- Used external sales databases to identify and implement best in class merchandising plans across 5 different Albertsons/Safeway corporate accounts
- Increased distribution at Albertsons/Safeway Southern California by 3 points

GEICO

Intern – Southwestern Region, *Tucson, AZ* 2015

- Analyzed issues within various departments and created suggestions for improvement
- Developed best in class customer service practices for 5 departments