

## **Nazuk Sharma**

Ph.D. Candidate (Marketing), Muma College of Business at University of South Florida  
[nazuksharma@usf.edu](mailto:nazuksharma@usf.edu)

### SKILLS

**Research:** Research design, implementation, data collection, analysis, and summarization.

**Business Analysis:** Investigation of business performance, developing new insights, guiding business planning, liaising, and internal consultancy.

**Technical:** Internship experience in designing, creating and implementing software projects; handling operations, and real time data analysis.

**Individual:** Team collaboration, project planning, relationship building, and business delivery complimented with competent oral, and written presentation skills.

### RESEARCH PROJECTS

- Decoding the Effects of Cast Shadows on Brand Evaluations in Visual Advertising
- "Don't Touch Me This Way": From Constrained Sample Touching to Product Evaluation, and Confidence
- Memory Contagion in Competitive Advertising: Using Disgust Evocation to Aid Brand Memory for Edible Products
- The Translation of Employee Engagement to Customer Engagement in Services: A Hierarchical Linear Modeling Approach to Engagement Transfer

### BUSINESS PROJECTS

**IBM - AAA Big Data Project** - Responsibilities included employing IBM SPSS Modeler in estimating the influence of C-Sat scores and NPS scores on consumer engagement levels, based on consumer contact points at AAA Insurance (2014).

**Data Consultancy for WinTec Security**- Industry and market research; compilation, and presentation in collaboration with Tagos group for WinTec Security USA, LLC (2011).

**Business Analysis for 'Nikira' System Migration Project, IBM** - Business planning, coordination, and liaising (2009).

### EXPERIENCE

#### **Graduate Research Assistant, Muma College of Business at University of South Florida**

August 2012 - Present (2 years 8 months)

Literature review, data analysis (SPSS), project design (experimental, cross-sectional), IRB, inter-rater evaluations, assisting study implementations, literature review on specialized topics, and special lectures on past work experience

#### **Business Analyst at dealsandyou.com, India**

November 2011 - March 2012 (5 months)

Business communication, competitor analysis, bench-marking, value chain mapping, industry analysis, business process analysis, proposing solutions, recommending new reporting structures, monthly functional reviews, internal business updates (reporting & recording), red flagging for the concern areas, and overall business streamlining.

#### **Graduate Assistant at Youngstown State University**

August 2009 - August 2011 (2 years 1 month)

Research projects concerning evident use of environmental disclosures in annual reports of Chinese and Japanese firms, and their implications. First hand market research and interviews for 'Emerging Markets project: Indigenous Products - India'. Literature reviews on subject areas of MIS, organizational Behavior, Entrepreneurship, SBD, IT, and Workplace Diversity. Field surveys, and data analysis for undergoing research projects. Coordination of SHRM activities by advertising, and organizing for events involving public speakers.

#### **Faculty at Parishram Academics, India**

March 2009 - July 2009 (5 months)

Proficiency in teaching verbal, and quantitative reasoning. Trained students for job interviews.

### **Operations Trainee at IBM India Pvt. Ltd., India**

August 2008 - February 2009 (7 months)

- 24X7 operational shift job in Central Fraud Management System
- Independent Operation Handling
- Completed Oracle 10g training program
- Conferred Business Analyst task role for CFMS team
- Coordinated system migration project - 'Nikira'

### **Bachelors Trainee at Wipro Technologies Ltd, India**

July 2007 - December 2007 (6 months)

Successfully completed the Command Line Interface (CLI) Framework for Wi-Media Protocol project. Tested the IP based project for the working simulation of the protocol.

### **Publications**

#### **Employing Self-Justification in Education**

Social Psychology for Educators - Harvard Graduate School of Education

### **Education**

#### **University of South Florida**

Doctor of Philosophy (Ph.D.), Marketing, 2012 - 2017

Current GPA: 4.00

#### **Youngstown State University**

MBA, Management/Finance, 2009 - 2011

GPA: 4.00

Activities and Societies: Beta Gamma Sigma & Society of Human Resource Development

*6 recommendations available upon request*

#### **Dayanand Anglo Vedic Institute of Engineering and Technology, India**

Bachelor, Technology (Electronics and Communication), 2004 - 2008

GPA: 4.00

### **Honors and Awards**

- Dean's List (all semesters)
- Beta Gamma Sigma
- Certification in Effective Business Communication Skills
- Certification in Delivery Excellence Training Program
- Certification in GRI Sustainability Reporting
- Presented finance research paper at Quest 2011, YSU
- Certificate of Proficiency in Embedded System with 'A' grade
- First Prize Awards in poster making National Level festivals
- Indian Rotary Club, Women Empowerment Award for Poster Making