

CURRICULUM VITAE

SHWETA SINGH

Fall 2009

Education

Ph.D. 2008 Marketing – The University of Texas at Dallas
M.S. 2006 Management and Administrative Sciences – The University of Texas at Dallas
M.B.A. 1999 Human Resource Management – Institute for Integrated Learning in Management
Delhi, India
B.A. 1996 History – Lady Shree Ram College Delhi, India

Dissertation

“Three Essays on Risk-Adjusted Customer Lifetime Value and Returns to Search”, August 2008, Dr.
Ram Rao and Dr. B.P.S Murthi, Co-Chairs

Employment

2008-Present Assistant Professor, Texas Woman’s University
2002-2008 Teaching Assistant, The University of Texas at Dallas
1999 Assistant Human Resource Manager, Delhi Public School, India

TEACHING

Courses Taught at TWU

Undergraduate:

BUS 4213 Consumer Behavior (Including Online Sections)
BUS 4153 Services Marketing

Graduate:

BUS 5133 Advanced Marketing Management

SCHOLARSHIP/CREATIVE ACHIEVEMENTS

Presentations at Professional Meetings

Singh, Shweta (2008), “Risk-Adjusted Lifetime Value: A New Approach to Valuing Customers,” *The Institute for Operations Research and the Management Sciences (INFORMS) annual meeting in Washington D.C*

Singh, Shweta (2008), “Returns to Search and Its Determinants,” *The Institute for Operations Research and the Management Sciences (INFORMS) annual meeting in Washington D.C*

Singh, Shweta (2007), "Risk-Adjusted Revenue: Implications for Customer Relationship Management," *The Institute for Operations Research and the Management Sciences (INFORMS) annual meeting in Seattle*

Other Research and Creative Achievements

Singh, Shweta (Spring 2009), "Returns to Search," *Faculty Spotlight Series Sponsored by the College of Arts and Sciences, Texas Woman's University*

Singh, Shweta (Fall 2009), "Risk-Adjusted Lifetime Value," *Faculty Spotlight Series Sponsored by the College of Arts and Sciences, Texas Woman's University*

Grants

Fall 2008 \$800 Small Grants from the Office of Research & Sponsored Programs, Texas Woman's University.

Scholarly Works under review

Singh, Shweta, B.P.S Murthi, and Erin Steffes (2009), "Risk-Adjusted Revenue: Implications for Customer Relationship Management," under first review, *European Journal of Operations Research (EJOR)*

Scholarly Works in Progress

Singh, Shweta, B.P.S Murthi, and Erin Steffes (2009), "Risk-Adjusted Lifetime Value: A New Approach to Valuing Customers," *working paper*

Singh, Shweta, B.P.S Murthi, and Brian T. Ratchford, "Returns to Consumer Search and its Determinants," *working paper*

Singh, Shweta, "Modeling Sales Force Efficiency: An Integrative Approach," *working paper*

Singh, Shweta, and B.P.S Murthi, "Category Spending as an Indicator of Consumer Risk in Credit Card Industry," *working paper*

PROFESSIONAL SERVICE

Service Activities for the Component, College, University

Chair, Scholarship Committee (2008-Present)

Member, Undergraduate Certificate Programs Committee (2008-Present)

- Women in Business Certificate
- International Business

Member, Curriculum Committee (2008-Present)

Member, Public Affairs Forum Steering Committee (Fall 2009-Present)

Graduate Student advising (2009-Present)

Coordinator for the essay contest sponsored by BusinessWeek and School of Management (2009; 2010)

Presenter, Evening of Excellence sponsored by the School of Management (2009)

Independent studies with Honor's students (Spring 2009; Fall 2009)

Service to the Profession

Member of American Marketing Association (AMA) since 2007

Member of The Institute for Operations Research and the Management Sciences (INFORMS)