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EDUCATION

Ph.D. in Marketing, 2011- 2016

Henry B. Tippie College of Business, University of Iowa

M.B.A. Specialization in Marketing Research, 2007 - 2009

AC Nielsen Center for Marketing Research, Wisconsin School of Business, University of Wisconsin - Madison

M.B.A. Focus on Marketing, 2004 - 2006

Kathmandu University School of Management, Kathmandu University, Nepal

B.S.E. Mechanical Engineering, 1999 – 2003

National Institute of Technology, Jamshedpur, India

ACADEMIC WORK EXPERIENCE

Armstrong State University, Savannah, GA

2016 - Present

Assistant Professor

- *Digital Marketing*
- *Consumer Behavior*
- *Advertising Strategy*
- *Principles of Marketing*
- *Environment of Business*

University of Iowa, Iowa City, IA

2011 - 2016

Teaching Assistant: Co-instructor

- *Introduction to Marketing Strategy (Spring 2015, Fall 2014, Spring 2014, Fall 2013, Spring 2013, & Fall 2012)*

Teaching Assistant:

- *Professional Preparation in Marketing (Fall 2013)*
- *Retail Strategies (Fall 2013)*
- *Consumer Behavior (Spring 2012)*
- *International Marketing (Fall 2011 & Spring 2012)*

- *Contemporary Topics in Marketing: Social Media Marketing (Fall 2011)*
- *Marketing Research (Fall 2011)*

Kathmandu Engineering College

2004

Lecturer

- *Engineering Drawing*

Khwopa Engineering College

2003

Assistant Lecturer

- *Engineering Drawing*

TEACHING INTERESTS

Principles of Marketing, Digital and Internet Marketing, Marketing Research, Social Media Marketing, Marketing Strategy, International (Global) Marketing,

CERTIFICATION

Google Analytics

Google AdWords

HONORS & AWARDS

- INFORMS Marketing Science Doctoral Consortium, 2015
- Academy of Marketing Science Doctoral Consortium, 2015
- UI Graduate College Post Comprehensive Summer Fellowship - 2015
- Haring Symposium Discussant, 2014
- Ponder Summer Fellowship, University of Iowa, 2012 – 2014
- Graduate Assistantship, University of Iowa, 2011 - present
- Project Assistantship, University of Wisconsin, Madison, 2007 – 2009
- Rana Bahadur Shah Gold Medal for “Best MBA Student of Kathmandu University School of Management”, Nepal, 2006
- Kathmandu University Scholarship, Kathmandu University, Nepal, Fall 2006
- Juddha Bahadur Scholarship, Kathmandu University, Nepal, Fall 2004 – Fall/Spring 2005
- Indian Council for Cultural Relationship full Scholarship, National Institute of Technology - Jamshedpur, India 1999 – 2003

RESEARCH INTERESTS

Social Media
Marketing Finance Interface
Online Consumer Behavior

DISSERTATION

Essays on Social Media Firm Financial Performance

Chair: Thomas S. Gruca

Committee: Gary J. Russell, Dhananjay (DJ) Nayakankuppam, Ashish Tiwari, Sang Hak Lee

Essay I: *Does Social Media influence the financial markets? Studying possible mispricing of social media information*

I use the portfolio sort method to determine if firms with higher social media comment volume or higher positive (negative) comments generate higher (lower) abnormal returns, as determined by the Fama-French-Carhart 4 factor model. Using monthly returns data over a period of more than 2 years, I find no significant difference between the top & bottom 20% of the firms as ranked by various social media metrics. Contrary to prior research, our results suggest that social media sentiment is already fully priced into stock returns.

Essay II: *Does Social Media influence the financial markets? Studying possible mispricing of social media information*

In this study, I analyze the relationship between social media metrics and firm financial performance by examining the question of whether social media sentiment improves forecasts of a firm's quarterly cash flow. Cash flow has been established as a key determinant of a firm's value, however, there are few studies examining the ability of metrics associated with user generated content, specifically social media, to improve forecasts of firm cash flow.

CONFERENCE PRESENTATION

- "Social Media and Shareholder Value," *INFORMS Marketing Science Conference, June 2015*

PROFESSIONAL EXPERIENCE

Enterprise Business Solutions Inc. Falls Church, VA <i>Quality Assurance, Software Testing</i>	Nov 2009 – Aug 2010
American Family Insurance, Madison, WI <i>Marketing Research Summer Intern, June – August 2008</i> <i>Project Assistant, January – May 2008</i>	Jan 2008 – Aug 2008
BizMantra - Management Consultancy – Kathmandu, Nepal <i>Consultant</i>	Mar 2007–June 2007
Life Care Hospital – Kathmandu, Nepal <i>Management Team Member</i>	Aug 2006 – Feb 2007

PROFESSIONAL AFFILIATIONS

American Marketing Association
Academy of Marketing Science

PUBLICATION IN NEWSPAPERS/MAGAZINES (NEPAL)

- “Against Women Trafficking” *The rising Nepal, April 24, 2005*
- “Solve Sex Slavery” *The Himalayan Times, May 3, 2005*
- “Benchmarking and Competitiveness in Nepal” *Business Vision, September 2006*