

DR. MINITA SANGHVI

Management and Business Department
Skidmore College
815 N Broadway, Saratoga Springs, NY 12866, USA
Email: msanghvi@skidmore.edu

EDUCATION

University of North Carolina Greensboro

Bryan School of Business and Economics

PhD August 2014

Dissertation: Marketing the Female Politician: An exploration of gender, appearance and power.

Winner of the UNCG Outstanding Dissertation Award 2014

GPA: 4.0

Duke University

Graduate Certificate in Women's Studies, 2014

GPA: 4.0

University of Arizona

M.S. in Retailing and Consumer Sciences, August 2004

Minor in Marketing from Eller Business School, University of Arizona

Master's thesis in joint collaboration with department of Retailing and Consumer Sciences and Eller Business School

Narsee Monjee Institute of Management Studies (NMIMS)

Bombay, India

Master in Business Administration, May 2000

Radcliffe College/ Harvard University

Graduate courses in Marketing Management, Business Policy and Strategic Planning, 1997-1998

Narsee Monjee College of Commerce and Economics

Bombay, India

Bachelors of Commerce & Economics, May 1997

ACADEMIC POSITIONS

Skidmore College

Management and Business Department

Assistant Professor (Tenure track)

2014 - Present

University of North Carolina Greensboro

Bryan School of Business and Economics

Graduate Teaching Assistant

2010 – 2013

(Winner Outstanding Graduate Teaching Assistant Award 2012)

Lecturer

2007 - 2010

University of Arizona

Division of Retailing and Consumer Sciences

Graduate Assistant

2002 – 2004

PUBLICATIONS

BOOK

Sanghvi, M. (2019). *Gender and Political Marketing in the United States and the 2016 Presidential election: An Analysis of Why She Lost*. New York, NY: Palgrave-MacMillan

JOURNALS

Steinfeld, L., Sanghvi, M., Zayer, L. T., Coleman, C. A., Hein, W., Ourahmoune, N., Harrison, R. L., & Brace-Govan, J. (2019). Transformative intersectionality: Moving business towards a critical praxis. *Journal of Business Research*.
Ranked: Q1 by SCIMAGO for Marketing
Ranked 'A' journal by Australian Business Dean's Council.

Sanghvi, M. and Hodges, N. (2015). Marketing the female politician: An exploration of gender, and appearance. *Journal of Marketing Management*, 31(15-16), 1676-1694.
Ranked: Q1 by SCIMAGO for Marketing
Ranked 'A' journal by Australian Business Dean's Council.

JOURNAL ARTICLES UNDER REVIEW

Scheinbaum, A. C., Sanghvi, M., Steinfeld, L. Dobscha, S., Beitelspacher, L. (Reject and Resubmit). Teaching to Transform Marketing. *Journal of Marketing*.

BOOK CHAPTERS (PEER REVIEWED)

Tuncay-Zayer, L., Hein, W., Brace-Govan, J., Coleman, C., Harrison, R., Ourahmoune, N., Sanghvi, M., and Steinfield, L. (2020). The renaissance of gender equality research and sustainable development in the academic context of marketing: Championing paths forward. In Tan, T. (Ed.), Gudic, M. (Ed.), Flynn, P. M. (Ed.). (2020). *Struggles and Successes in the Pursuit of Sustainable Development*. London: Routledge. <https://doi.org/10.4324/9781351140560>

Sanghvi, M. (2019). Gender and Intersectionality in Political Marketing. In S. Dobscha (Ed), *Handbook of Research on Gender and Marketing* (pp. 294-313). Cheltenham, UK: Edward Elgar.

Sanghvi, M. (2014). Author/ Authority. In A. Takhar-Lail & A. Ghorbani (Eds.), *Market Research Methodologies: Multi-Method and Qualitative Approaches* (pp. 1-13). Hershey, PA: IGI Global.

BOOK CHAPTERS UNDER REVIEW

Sanghvi, M. And Hodges, N. (Accepted with Revisions). Appearance Matters: Appearance Management in Politics. In A. Broadbridge and S. Saunders (Eds.), *Handbook on Appearance in the Workplace: Impact on Career Development*. Emerald Publishing.

BOOK REVIEWS

Sanghvi, M. (2015). Book Review: Technologies of sexiness: sex, identity, and consumer culture. *Consumption Markets & Culture*, 19(5), 497-507.

CONFERENCE PROCEEDINGS (FULL)

Sanghvi, Minita, & Hodges, N. (2012). Understanding sub-cultural identity and consumption among Indians in the United States: From *Desis* to *Coconuts*. In Z. Gürhan-Canli, C. Otnes & R. Zhu (Eds.), *Advances in Consumer Research* (Vol. 40, pp. 462-468). Duluth, MN: Association for Consumer Research.

SHORT ARTICLES (NON PEER REVIEWED)

Sanghvi, M. (In press). Get Up, Stand Up: Rights, Responsibilities and Citizenship. In I. Briellmaier (Ed). *Culture as Catalyst: Conversations at the Tang Museum to Spark Change*.

Sanghvi, M. (2019). Jeff Sonhouse's Condoleezza Rice. *Accelerate: Access and Inclusion*, 3, 18-20. Frances Young Tang Teaching Museum Publication.

Sanghvi, M. (Monograph). *Pants, Power, and Politics**

Sanghvi, M. *Performing Gender and Age in Political Marketing*. Due in September 2020. In P. Maclaran, L. Stevens and O. Kravets (Eds.), *Routledge Companion to Feminism and Marketing*.

Sanghvi, M. and Frank, P. M. *Year of the Woman 2018: How cultural zeitgeist impacts political campaigns*. *Journal of Political Marketing*.

Steinfeld, L., Sanghvi, M., Timke, E., & Thomas, K. *Pandemic hits home: Intersectional autoethnographies of five academics*. *Journal of Marketing Management*.

Nee, K.**, Nolan, M.**, & Sanghvi, M. *The Branding of AOC (Alexandria Ocasio-Cortez)*. Being developed for *Feminist Media Studies* (Study and funding stopped mid-way because of COVID-19)*

Sanghvi, M. and Wilton, L. *Beer, Wine, Tacos: Crafting an inclusive alternative to the Beer Test for Presidential candidates*. (Study and funding stopped mid-way because of COVID-19)*

**Delayed because of COVID-19 Pandemic*

CONFERENCE ABSTRACTS, POSTERS, WORKSHOPS, ROUNDTABLES

Benares, B.,** Ramirez, J.,** Wilton, L. & Sanghvi, M. (2020). *Beer, Wine, Tacos: A gender deconstruction of presidential beer test*. GENMAC Conference. ***Conference canceled due to COVID-19.***

Nee, K.,** Bruursema, L.,** Nolan, M.,** & Sanghvi, M. (2020). *Brand AOC Alexandria Ocasio-Cortez*. Popular Culture / American Culture National Conference. Accepted. ***Conference canceled due to COVID-19.***

Sanghvi, M. & Frank, P. (2019). Paper presentation on reimagining the marketing mix for political marketing. 52nd Academy of Marketing Conference at London, UK.

Sanghvi, M. & Ourahmoune, N. (2019). #MeToo and the market place. Dialogical conference presentation and workshop. Transformative Consumer Research at Tallahassee, FL.

Sanghvi, M. (2018). Poster Presentation on Fattism in Political Marketing at Gender in Marketing and Consumer Research (GENMAC) Conference at Dallas, TX.

Steinfeld, L., Sanghvi, M., Hein, W., Tuncay-Zayer, L., Coleman, C., Brace-Govan, J., Ostberg, J., Harrison, R. (2017). *Mapping out a Transformative Consumer Research*

Agenda for Gender and Intersectionalities. Transformative Consumer Research Conference at Cornell University in Ithaca, NY.

Sanghvi, M. & Ghitman-Gilkes, E.** (2017). Historical Analysis of the Evolution of Political Marketing in the United States. Conference on Historical Analysis and Research in Marketing in Liverpool, UK.

Sanghvi, M. & Cantor, A.** (2016). Intersectionality in Political Marketing. 13th Annual Conference on Gender, Marketing and Consumer Behavior. Paris, France.

Sanghvi, M., Barnhart, M., Brownlie, D., Dobscha, S., Huff, A. D., McAlexander, B., McAlexander, J., Podoshen, J., Scheinbaum, A. C., and Steinfeld, L.(2016). A Conceptual Model on Transformative Learning in Marketing Education. Marketing Educator's Association Annual Conference in Denver, CO.

Sanghvi, M. (2015). Appearance Matters: The role of appearance for female politicians in political marketing. Academy of Marketing 2015. University of Limerick, Ireland.

Dobscha, S., Sanghvi, M., Barnhart, M., Huff, A. D., McAlexander, B., McAlexander, J., & Podoshen, J. (2015). Transformative Teaching at *Transformative Consumer Research Conference* at Villanova University, Pennsylvania.

Sanghvi, M., & Hodges, N. (2014). Appearance management in political marketing: Examining perspectives of local politicians and campaign workers. In *Ideas in Marketing: Finding the New and Polishing the Old: Proceedings of the 2013 Academy of Marketing Science (AMS) Annual Conference* (p. 95). Springer.

Sanghvi, Minita, & Childs, Michelle (2012). Shame on me: Exploring how shame and guilt affect consumption of fashion products. *National Popular Culture/ American Culture Proceedings, 2012.*

Sanghvi, M, & Machado, T (2011). The fashion and politics of brand Gaga. *National Popular Culture/ American Culture Proceedings, 2011.*

Sanghvi, M, & Brown, V (2010). Plastics and Clackers: How fashionable girls are portrayed in contemporary U.S. cinema. *Fashion in Fiction Conference Proceedings, 2011.*

Presenter in bold

****Denotes student**

Peer Reviewed Workshops and Research Symposiums

Sanghvi, M. (2017). Intersectionality and appearance management in politics. *University of North Carolina Greensboro, Consumer, Apparel and Retail Studies Research Symposium*, Greensboro, NC.

Sanghvi, M (2013). Identity and consumption among returning migrants in transnational landscapes. *Consumer Culture Theory Workshop*, Tucson, AZ.
Winner: Best Student Award

Peer Reviewed Roundtable

Ozanne, Julie & Sanghvi, Minita (2013). From Outsider to Insider: Opportunities and Challenges of Trans-disciplinary Teams for doing Transformative Consumer Research. *Association for Consumer Research Conference, 2013*.

Non-Refereed Presentations

Sanghvi, M. (2017). Presented on Intersectionality in Marketing at the Doctoral Workshop for Gender in Marketing and Consumer Research (GENMAC) at Bentley University in Boston, MA.

Sanghvi, Minita (2013). The Role of Appearance Management in Political Marketing in Local Elections. *Graduate Research and Creativity Expo* at University of North Carolina Greensboro.
Winner 2nd place (Honorable Mention).

Sanghvi, Minita (2013). Intersectionality and Appearance Management in Political Marketing: Fashioning the gay politician. *Southeastern Graduate Consortium* hosted by University of North Carolina Greensboro.

Sanghvi, Minita & Macado, Tiffany (2011). Branding Lady Gaga. *Southeastern Graduate Consortium* hosted by University of Tennessee, Knoxville.

TRADE PUBLICATIONS

Sanghvi, M. (2018). For White House run, Gillibrand must define herself. Op-ed piece for *Albany Times Union*. <https://www.timesunion.com/opinion/article/Commentary-For-White-House-run-Gillibrand-must-12549299.php>

Sanghvi, M. (2017). Clinton's flawed marketing lost the middle class voters. Op-ed piece for *Albany Times Union*. <http://www.timesunion.com/opinion/article/Clinton-s-flawed-marketing-lost-the-middle-class-12209799.php>

Sanghvi, M. (2016). Clinton needs to create a brand people can relate to. Op-Ed piece for *Albany Times Union*. Retrieved from: <http://www.timesunion.com/tuplus-opinion/article/Clinton-needs-to-create-a-brand-that-people-can-6863986.php>

Sanghvi, M. (2015). Sigmund and Hillary. *Scope Magazine*. Skidmore College.

Sanghvi, M. (2014 November 15). Clinton Begets Clinton. Op-Ed piece for *Albany Times Union*. Retrieved from: <http://www.timesunion.com/opinion/article/Commentary-Clinton-begets-Clinton-5895469.php>

OTHER PUBLICATIONS

Sanghvi, M. (Forthcoming). *All the Stars in my Sky*. Harper Collins. (Fiction).

SELECTED LECTURES/ PRESENTATIONS

Spring 2020

- Skidmore College HI 354P Archival Storytelling. Professor Jordana Dym. Guest Lecture with Kate Graney, Natalie Taylor, and Rachel Seligman on *Never Done: 100 years of politics and beyond* exhibit
- Mellon Seminar: Presentation on *Never Done: 100 years of politics and beyond* exhibit

Fall 2019

- *Gender and Hamilton (The Musical)*. In Cathy Hill's Scribner Seminar, *Hamilton and Hip-Hop*.

Spring 2019

- Davidson College: Economics Research Seminar on *Why Hillary Lost: Gender and Political Marketing in the United States and the 2016 Presidential Election*.
- Moderated Panel on Women's Agenda at Skidmore College

Fall 2018

- Academic Minute, WAMC Radio/ Inside Higher Ed
- *Get Up, Stand Up: Rights, Responsibilities and Citizenship*. Panel discussion at Tang Museum for Accelerator Series with Sam Durant, Eric Gottesman. Isolde Brielmaier as Moderator.
- *Gender and Hamilton (The Musical)*. In Cathy Hill's Scribner Seminar, *Hamilton and Hip-Hop*.

Spring 2018

- Capital Region Humanist Society: Presentation on *Why Hillary Lost*.

Fall 2017

- SUNY Albany B MKT 312: Marketing Research Class: Talk on Qualitative Research Methods in Marketing
- Skidmore Encore Presentation on Why Hillary Lost.

Spring 2017

- SUNY Albany Political Communications Class: Talk on Political Marketing

Fall 2016

- Frances Young Tang Museum, November 1, 2016. Talk on Gender in the 2016 presidential campaign.
- TEDx Saratoga Springs November 3, 2016
- Franklin and Marshall College, October 4, 2016. Talk on Gender in the 2016 presidential campaign.

Fall 2015

- Skidmore Encore

RESEARCH GRANTS

\$5000	IdeaLab Making Collaborative to foster creative collaborations between faculty with Dr. Leigh Wilton (Psychology) (Funded).
\$1000	Bridge Experience Civic Engagement Course Development Pedagogy Grant (Funded)
\$15,000	19 th Long Amendment Project at Schlesinger Library at Radcliffe College on Pants, Power and Politics. (Did not receive funding).
\$1741	Faculty Development Grant – Skidmore College to do research on the book on Gender and Political Marketing in the United States (Funded).
\$1500	Course Development Stipend for developing FYE course on social justice topics such as gender, race and LGBT issues in Politics called Sexing Politics (Funded).

SELECTED ACADEMIC HONORS, AWARDS, AND NOMINATIONS

Award	Winner: 2014 Outstanding Dissertation Award, University of North Carolina Greensboro
Award	2 nd place winner for Marketing Management uSamp Outstanding Teacher Scholar Doctoral Competition, 2014.
Award	Winner: Best Student Award at Consumer Culture Theory Workshop, 2013.

TRAINING/WORKSHOPS IN HIGHER EDUCATION

- Engaging Online Learners with Phylise Banner July 2020
- Remote faculty summit (Online) July 2020
- Workshop: Teaching Online: Top 10 moves
- Teaching Inclusive Excellence at Skidmore College in May 2015
- Canon of Classics, Consumer Culture Theory Workshop, Denmark, 2014
- Methodologies, Consumer Culture Theory Workshop, Tucson, AZ 2013

COURSES TAUGHT AT SKIDMORE COLLEGE

- MB 107 Business and Organization Management
- MB 214: Foundations of Marketing
- MB 337: Advertising and Promotion
- MB 351: Political Marketing
- MB 351C: Insight Driven Marketing: Theory and Practice
- SSP100-023: Sexing Politics (Scribner Seminar)

BUSINESS EXPERIENCES

2009-2011

Founder

After the Tassel, Inc.

2007-2008

Retail Media Coordinator

CARQUEST

2005-2007

Assistant Manager

Wal-Mart

2000-2001

Senior Account Executive

Leo Burnett

Clients: Hallmark Cards, Hallmark Channel, Hitachi and Heinz.

SERVICE / OUTREACH

SKIDMORE COLLEGE

Service on Committees and Program Boards

- Co-curating Never Done: 100 years of women in politics with Rachel Seligman at the Frances Young Tang Teaching Museum (Opening September 17, 2020 - Impacted by COVID-19)
- Summer Reading Committee 2016 along with Maria Lander and Sarita Lagalwar
- Palamountain Prose Award committee

Service to Programs and Departments

- Gender Studies Advisory Board (2015-17)
- Assessment Committee (2017 - 2018)
- Sub Committee on Interview Procedures (Summer-Fall 2017)

Service to Student Organizations

- Mentor to Women in Business – Fall 2018 to present.
- Leadership
- Co-mentor to Women in Business – a student organization on campus along with Professor Caroline D’Abate Spring-Fall 2016.

Frances Young Tang Teaching Museum

- Guest speaker at Mellon Seminar on Never Done: 100 years of politics and beyond exhibit at the Frances Young Tang Teaching Museum.
- Mellon Seminar. Went to Washington, DC in January 2020 and attended Mellon Seminar in Spring 2020.
- Mellon Seminar. Went to Dallas in January 2016 and attended Mellon seminar in Spring 2016.

SARATOGA SPRINGS

- Elected to the New York State Democratic Party Committee 2018 – 2020
- Elected to Saratoga Springs Public Library Board 2017 – present
- Appointed by the Mayor to serve on the Charter Review Commission for the city of Saratoga Springs May 2016 – 2017
- Founding member of the Saratoga Springs Human Rights Task Force for the city of Saratoga Springs. Appointed by Mayor.

GENDER AND MARKETING DISCIPLINE

- GENMAC Secretary and Treasurer (2020 – 2022)
- Conference Organizing Team – GENMAC 2018 in Dallas, TX

- Gender in Marketing and Consumer Research (GENMAC) – Founding Member and Advisory Board Member 2018 – present.

REVIEWER

- Reviewed for Politics
- Reviewed for Advertising and Society Quarterly
- Reviewed for Journal of Marketing Management
- Reviewed for Journal of the Association for Consumer Research
- Reviewed for Journal of Macromarketing
- Reviewed for Gender, Marketing and Consumer Behavior Conference 2018, 2020
- Reviewed for Macromarketing Conference 2020
- Reviewed for Feminist Media Studies
- Reviewer for Handbook of Research on Gender and Marketing

PROFESSIONAL AFFILIATIONS

- Gender in Marketing and Consumer Research (GENMAC) – Advisory Board Member
- Transformative Consumer Research
- Association of Consumer Research
- American Marketing Association
- PCA/ACA