Renu Sharma

Doctoral Candidate, University of Houston
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Education

C.T. Bauer College of Business, University of Houston   2023 – Present
   Doctor of Philosophy, Empirical Marketing

Kurukshetra University, India   2016 – 2018
   Master of Commerce (MS)

Research Interests

Substantive: Sales Force Management, Sales Incentives, Gender in Sales

Methodological: Causal Inference, Machine Learning, Survival Modelling

Working Papers

Closing the Gender Pay Gap in Sales
with Michael Ahearne, Molly Ahearne, Johannes Habel, and Mohsin Pourmasoudi

Why Fewer Women Choose B2B Sales: The Role of Job Design
with Michael Ahearne, and Johannes Habel

Research Experience

C.T. Bauer College of Business, University of Houston, Houston   2023 – Present
   Graduate Assistant to Prof. Michael Ahearne
Indian School of Business, Hyderabad   2021– 2023
   Academic Associate

Industry Experience

Academic Consultant, Xactly Corporation   2024 – Present
   Transform and analyze large, structured data into actionable business insights and solutions
   Work directly with industry professionals to present and discuss actionable insights
   Participate in regular meetings with executives across the organization

Relevant Coursework

Marketing

Marketing Models	Kachuen Sam Hui
Marketing Research Methods	Mike Ahearne
Behavioral Constructs in Marketing	Melanie Rudd
Organizational Behavior and Management Theory	Juan Madera
Seminar in Strategic Management	Sana Chiu

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Methods

Econometrics I	Rauli Susmel
Data Science and Machine Learning	Randy Davila
Applied Econometric Analysis	Aimee Chin
Advanced Research Methods	Lawrence Houston

Workshops

Extraction and Analysis of Online Data Streams	Fall 2024
University of Houston	