

**Tracey A. Swartz**  
Scheller College of Business  
Georgia Institute of Technology  
E-mail: [Tracey.Swartz@scheller.gatech.edu](mailto:Tracey.Swartz@scheller.gatech.edu)  
Phone: (813) 785-5336

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## EDUCATION

<b>University of South Carolina</b> Ph.D. in Business, Marketing Concentration	<b>Columbia, SC</b> 2018
<b>University of South Florida</b> Master of Science, Finance Master of Business Administration and Master of Science, Marketing Bachelor of Science, Business Administration, <i>Cum Laude</i>	<b>Tampa, FL</b> 2012 2010 2004

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## ACADEMIC AND SELECT PROFESSIONAL EMPLOYMENT

<b>Scheller College of Business, Georgia Institute of Technology</b> <i>Assistant Professor of Marketing</i>	<b>Atlanta, GA</b> 6/2018-Present
<b>USF Research Foundation</b> <i>Program Director, Innovation and Incubation Program</i> <i>Assistant Director, Innovation and Incubation Program</i> <i>Communications &amp; Marketing Officer</i> <i>Intern to Associate Vice President for Research</i>	<b>Tampa, FL</b> 1/2013-8/2013 1/2012-1/2013 5/2011-1/2012 12/2009-5/2011
<b>Bank of America</b> <i>Personal Banker and Small Business Specialist</i>	<b>Tampa, FL</b> 4/2006-9/2008

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## RESEARCH INTERESTS

*Substantive:* Empirical Marketing Strategy focusing on an upper echelons perspective on marketing; new product development and product quality; word-of-mouth and social media marketing

*Methodological:* Panel data econometrics, Survival models, Event studies

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## PUBLICATIONS (\* Denotes equal authorship)

Eilert, A.\*, Satish Jayachandran\*, Kartik Kalaiganam\*, and Tracey A. Swartz (2017), "Does It Pay to Recall Your Product Early? An Empirical Investigation in the Automobile Industry," *Journal of Marketing*, 81 (3), 111-129.

Kalaiganam, Kartik\*, Tarun Kushwaha\*, and Tracey A. Swartz\* (2017), "The Differential Impact of NPD Make/Buy Choices on Immediate and Future Product Quality: Insights from the Automobile Industry," *Journal of Marketing*, 81 (6). \* [Lead article]

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## RESEARCH IN PROGRESS

*Omitted to protect blind review process*

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**CONFERENCE PAPERS and INVITED PRESENTATIONS (Presenter Underlined)**

Swartz, Tracey A., Kartik Kalaignanam and Satish Jayachandran, “*The Impact of on CMO Tenure on Brand Equity and Cost of Capital: Insights from Business to Consumer Industries.*” University of Miami, October 23, 2017.

Swartz, Tracey A., Kartik Kalaignanam and Satish Jayachandran, “*The Impact of on CMO Tenure on Brand Equity and Cost of Capital: Insights from Business to Consumer Industries.*” University of Georgia, October 6, 2017.

Swartz, Tracey A., Kartik Kalaignanam and Satish Jayachandran, “*The Impact of on CMO Tenure on Brand Equity and Cost of Capital: Insights from Business to Consumer Industries.*” University of Missouri, September 15, 2017.

Swartz, Tracey A., Kartik Kalaignanam and Satish Jayachandran (2017), “*The Impact of on CMO Tenure on Brand Equity and Cost of Capital: Insights from Business to Consumer Industries.*” Theory and Practice in Marketing, Charlottesville, VA, May.

Swartz, Tracey A., Kartik Kalaignanam and Satish Jayachandran (2017), “*Does CMO Tenure Matter for Brand Performance? Empirical Insights from the Consumer Goods Industry.*” AMA Winter Educators’ Conference, Orlando, FL, February.

Swartz, Tracey A., Kartik Kalaignanam and Satish Jayachandran (2016), “*The Impact of CMO-CEO Fit on CMO Tenure and Firm Performance.*” AMA Summer Educators’ Conference, Atlanta, GA, August.

Swartz, Tracey A., Kartik Kalaignanam and Satish Jayachandran (2016), “*Duration of Chief Marketing Officers and Firm Performance: Does the CMO-CEO Relationship Matter?.*” Southeast Marketing Symposium, Starkville, MS, February.

Kalaignanam, Kartik, Tarun Kushwaha and Tracey A. Swartz (2015), “*‘Make or Buy’ New Product Development Decisions: When Does It Influence Product Performance?.*” AMA Summer Educators’ Conference, Chicago, IL, August.

Swartz, Tracey A. (2015), “*Make or Buy? Empirical Analyses of Its Impact on Product Recalls and Product Quality.*” Poster, 2015 Winter AMA Marketing Educators’ Conference, San Antonio, TX, February.

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**AWARDS, HONORS & GRANTS**

AMA-Sheth Foundation Doctoral Consortium Fellow	2017
Charles Coker Graduate Fellowship	2017
W. Pierce Liles Outstanding Graduate Student, Moore School of Business Doctoral Student Association	2017
SPARC Grant Award Recipient, University of South Carolina, \$5,000	2016-2017
Best Overall Conference Paper, AMA Summer Educators’ Conference, Atlanta, GA	2016
Best Paper in the Marketing Strategy, Innovation and New Product Track, AMA Summer	2016
William O. Bearden Research Award, Southeast Marketing Symposium	2016
Promising Researcher Award, Moore School of Business Doctoral Student Association	2016
Best Paper in the B to B and Inter-organizational Issues in Marketing Track, AMA Summer	2015
Center for Executive Succession Research Grant, University of South Carolina, \$6,250	2015
Doctoral Student Travel Grant, University of South Carolina Graduate School, \$500	2015
Principal Investigator, US Department of Commerce i6 Grant, \$1 million, University of South Florida	2012

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**SERVICE**

Executive Summary Round Judge, Global Social Venture Competition	2019
Reviewer, AMA Winter	2019, 2017
Reviewer, AMA Winter and Summer	2015-2016
USC Doctoral Student Association	
<i>Vice President</i>	2016-2018
<i>President</i>	2015-2016
<i>Treasurer</i>	2014-2015
Academic Grievance Committee, University of South Florida	2013
Volunteer at Pawmetto Lifeline, Columbia, SC	2017-2018

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**TEACHING**

<b>Georgia Institute of Technology</b>	<b>Atlanta, GA</b>
<i>Personal Selling and Sales Management</i>	Fall 2018
Overall Course 4.4 out of 5.0; Instructor Performance 4.6 out of 5.0	
<b>University of South Carolina, Darla Moore School of Business</b>	<b>Columbia, SC</b>
<i>Principles of Marketing</i>	Summer 2016;
Overall Course 4.17 out of 5.0; Instructor Performance 4.20 out of 5.0 ( <i>3 section average</i> )	Spring 2018
<i>Personal Selling and Sales Management</i>	Spring, Fall 2017;
Overall Course 4.33 out of 5.0; Instructor Performance 4.41 out of 5.0 ( <i>3 section average</i> )	Spring 2018
<b>University of South Florida, Muma College of Business</b>	<b>Tampa, FL</b>
<i>Principles of Finance, Teaching Assistant</i>	Fall 2009-
Overall Course 4.4 out of 5.0 ( <i>11 section average</i> )	Spring 2011

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