

# DR. SANA AHMED

(312) 375-4105 | [ahmed.sana12@gmail.com](mailto:ahmed.sana12@gmail.com)  
[www.linkedin.com/in/drahmedsana](http://www.linkedin.com/in/drahmedsana)

## CURRICULUM VITAE

### EDUCATION

#### Doctorate of Business Administration

December 2019

*University of Wisconsin-Whitewater (AACSB accredited institution), Whitewater, WI*

#### Master of Arts, Economics

May 2012

*Roosevelt University, Chicago, IL*

#### Bachelor of Arts, General Studies

December 2010

*Brock University, St. Catharines, ON*

### DISSERTATION

**Dissertation:** Defended November 25, 2019

**Title:** What makes Employees Ethical and Loyal in the Workplace?

**Chair:** Dr. Aditya Simha, Associate Professor of Management

**Committee:** Dr. Andy Yu, Associate Professor of Management

Dr. Soroush Aslani, Associate Professor of Management

**Essay 1:** “Does Person-Organization Fit always result in Employee Loyalty at the impact of CSR and Autocratic Leadership?”

**Essay 2:** “Ethical Leadership and Employee Ethical Behavior: the moderated-mediated link.”

### PUBLISHED ARTICLES

- Simha, A., Prasad, R., Ahmed, S., Rao, N., and Dinesh, A. (2022). Effect of national cultural dimensions and HIV prevalence rates on stigma towards people living with HIV/AIDS. *Psychology, Health & Medicine (CPHM)*. (Impact Factor: 2.423).
- Simha, A., Prasad, R., Ahmed, S., and Rao, N. (2020). Effect of gender and Clinical-financial vulnerability on Mental Distress due to COVID-19. *Archives of Women's Mental Health*. (Impact Factor: 2.500).
- Simha, A., Ahmed, S., Prasad, R., Dinesh, A., Kandasamy, A., and Rao, N. (2022). Effect of national cultural dimensions and consumption rates on stigma towards alcohol and substance use disorders. *International Journal of Social Psychiatry*. (Impact Factor: 1.856).

### PUBLISHED BOOK CHAPTERS & ENCYCLOPEDIA ENTRIES

- Ahmed, S. & Simha, A. (2021). “Autocratic Leadership and Abuse.” In D. Poff & A.C. Michalos (Eds.) *Encyclopedia of Business and Professional Ethics*.
- Ahmed, S. & Simha, A. (2021). “Differences between Transactional and Transformational Leadership.” In D. Poff & A.C. Michalos (Eds.) *Encyclopedia of Business and Professional Ethics*.

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## ARTICLES UNDER REVIEW

- Does perceiving governmental mitigation interventions against COVID-19 as effective, promote the adoption of unsafe behaviors?
- Does Person-Organization Fit always result in Employee Loyalty at the impact of perceived Corporate Social Responsibility?
- A Moderated-Mediated Examination of The Relationships Among P-O Fit, Employee Loyalty, Authenticity, And Autocratic Leadership.
- A moderated-mediated relationship between Ethical Leadership, Employee Loyalty, Work Family Conflict and Ethical Behavior Performance.
- Ethical Leadership: Systematic Literature Review.

## WORKING PAPERS

- Defining Autocratic Leadership.
- Ethical climate in Mongolia.
- Ethical climate in Saudi Arabia.
- Ethical climate in Jordan.
- Effects of interest rates on loan default- do domestic violence and spousal addiction moderate this relationship?
- The impact of health, access to micro-finance, family size, and self-help groups on women's income.
- How does gender affect recruitment, compensation, and performance appraisal differently?

## CONFERENCE PRESENTATIONS

- Ahmed, S., & Simha, A. (accepted). Relationships Between Ethical Leadership, Employee Loyalty, Work Family Conflict and Ethical Behavior Performance. Presentation at 2023 *Society of Business Ethics (SBE)* in Boston, MA.
- Ahmed, S., & Simha, A. (accepted). A Moderated-Mediated Relationship Between Ethical Leadership, Employee Loyalty, Work Family Conflict and Ethical Behavior Performance. Presentation at 2022 *International Association for Business and Society (IABS)* in San Francisco, California.
- Ahmed, S., & Simha, A. (accepted). A Moderated-Mediated Relationship Between Ethical Leadership, Employee Loyalty, Work Family Conflict and Ethical Behavior Performance. Presentation at 2021 *International Leadership Association (ILA)* in Geneva, Switzerland.
- Ahmed, S., & Simha, A. April 21-23, 2021. Ethical Leadership and Ethical Behavior of Employees in the Workplace: A Moderated-Mediated Link. Presentation at 2021 *Western Academy of Management (WAM)* remote.
- Ahmed, S., & Simha, A. (accepted). Ethical Leadership and Ethical Behavior of Employees in the Workplace: A Moderated-Mediated Link. Presentation at 2020 *Western Academy of Management (WAM)* in Hawaii, USA.
- Ahmed, S., & Simha, A. October 24-27, 2019. The Moderating Effects of Autocratic Leadership on the Mediated Link between P-O Fit and Employee Loyalty. Presentation at 2019 *International Leadership Association (ILA)* in Ottawa, Canada.
- Ahmed, S., & Simha, A. September 4-6, 2018. The Moderated Relationship between P-O Fit and Employee Loyalty. Presentation at 2018 *British Academy of Management (BAM)* in Bristol, U.K.

## REVIEWED FOR CONFERENCES AND JOURNALS

- Society for Business Ethics Annual Meeting 2023.
- Business Ethics, the Environment & Responsibility Annual Meeting 2023.
- Journal of Business Ethics Education 2023.

## WORK EXPERIENCE

**Assistant Professor of Teaching**  
*University of Memphis- Lambuth, Jackson, TN*

**September 2021 – Present**

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- Courses taught: Leadership and Negotiation; International Management; Human Resource Management; Communications and Career Readiness; Principles of Marketing
- Providing a positive and inclusive learning environment for graduate and undergraduate students
- Assisting with student growth inside and outside the classroom
- Providing student advising at the undergraduate and graduate level

## Co-founder and Customer Success Director

September 2018 – Present

*Lambda Crunch Inc., Chicago, IL*

- Responsible for delivering business results by achieving marketing KPIs
- Responsible for managing media plans and budgets
- Analyze industry research and trends (customer & competitors) to develop strong campaign briefs for forecasting
- Working alongside customer service & account managers to determine client needs regarding specific data analysis for attribution onboarding and provided ongoing client support
- Delivering insights based on client data, testing and customer analysis for maximum revenue and profit impact

## Business Lecturer

July 2020 – August 2021

*Focus Education Centre of Canada, Toronto, Canada*

- Teaching academic writing to students as they prep for university level writing
- Guiding students on project management so they can prosper at the university level
- Assisting with student recruitment and reviewing applications for admission
- Managing student achievement data to see potential growth opportunities

## Lecturer

September 2017 – May 2020

*University of Wisconsin-Whitewater, Whitewater, WI*

- Courses taught: Business Writing; Organizational Behavior; Business and Society; Career Information
- Provided a positive and inclusive learning environment to students
- Assisted with student growth inside and outside the classroom

## Research Assistant

April – December 2018

*Human Resources Development Quarterly*

- Demonstrated exceptional research skills
- Promote scholarly research social media (Facebook, LinkedIn, and Twitter)
- Increase follower base on Facebook, LinkedIn, and Twitter resulting in an increase of views

## Instructor

May – August 2018

*Focus Education Centre of Canada, Toronto, Canada*

- Taught academic writing at the undergraduate level
- Assisted with student recruitment and reviewed applications for admission
- Maintained and reported student achievement data

## Social Media Coordinator

April – August 2017

*Human Resources Development Quarterly*

- Helped promote research articles on social media
- Expanded social media network (Facebook, LinkedIn, and Twitter) resulting in an increase of views per article

## Instructor

January – August 2017

*Focus Education Centre of Canada, Toronto, Canada*

- Taught academic writing at the undergraduate level
- Assisted with student recruitment and reviewed applications for admission
- Maintained and reported student achievement data

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## Senior Attribution Analyst

January – December 2016

*Impact Radius, Chicago, IL*

- Used a consultative approach to help clients' advertisers define & analyze algorithmic marketing attribution models and make tactical channel optimization decisions
- Worked with customer service managers & account managers to determine client needs regarding specific data analysis for attribution onboarding and provided ongoing support
- Provide insights based on data, testing and customer analysis for maximum revenue and profit impact
- Resolved marketing analytics Jira tickets and served as owner of this pipeline
- Communicated effectively with the engineering and product teams to enhance products and resolve customer issues
- The go-to person for all fractional algorithmic attribution model related Q&A
- Provided algorithmic attribution model training to clients (around 22 accounts) and internal operation teams
- Reviewed the output on a regular basis and analyzed model results based on the output
- Designed an effectiveness and efficiency matrix of marketing channels to help clients understand which marketing channels are performing most effectively and efficiently

## Specialist, Analytics – Modeling

April 2013 – January 2016

*eBay Inc., Chicago, IL*

- Used statistical programming in excel and SAS to perform analyses to check the validity of the model input and output to analyze attribution and marketing mix model performance
- Integrated and processed data feeds from various internal and external sources into a data warehouse in support of client reporting needs
- Developed and presented technical presentations, perform custom categorization, and run SAS processes to setup or refresh client models necessary to address custom economic and business issues
- Performed statistical research and ad-hoc data activities to address clients' needs in the current and projected forecast
- Provided statistical modeling consultations to sales, internal analytic and account management teams
- Managed large scale modeling data science operations for algorithmic attribution model
- Analyzed the results of the model by reviewed the output

## Purchasing Analyst

November 2012 – March 2013

*Soler & Palau, Toronto, ON*

- Coordinated with clients to determine their needs to generate purchase orders
- Updated and analyzed inventory reports to generate purchase orders

## Research/ Teaching Assistant

September 2011 – July 2012

*Roosevelt University, Chicago, IL*

- Built and developed the internship website to make it more student-friendly
- Maintained the internship database
- Researched and updated the faculty website
- Tutored and assisted students in Micro and Macro Economics

## Research Analyst

September 2011 – February 2012

*Center for Tax and Budget Accountability, Chicago, IL*

- Collected qualitative/quantitative data through in-depth literary research on the quality of education in schools in IL
- Budget analysis to see the effect of increasing/decreasing funding on schools in IL
- Created documents on the effects of budget cuts on schools in IL
- Analyzed data to see the effects of funding to schools for after school activities in IL
- Researched Public Charter school to make comparison to IL Public Schools

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- Researched low-income neighborhood vs. High-income neighborhood schools in IL

## TEACHING SCHEDULE & EVALUATION

Evaluations: Average Evaluation by Enrolled Students (highest possible score: 5.0)

Courses	Term & Year	Mean of median
Business Writing (5 sections)	Fall 2017	4.72
Business Writing (5 sections)	Spring 2018	4.75
Business Writing (3 sections); Business and Society (1 section)	Fall 2019	4.4
Business Writing (2 sections); Business and Society (2 sections); Career Information (1 section)	Spring 2020	4.5
International Management (1 section)	Fall 2021	4.33
Leadership and Negotiation (1 section)	Fall 2021	4.48
International Management (1 section)	Spring 2022	4.42
Leadership and Negotiation (1 section)	Spring 2022	4.46
Business Communications (1 section)	Spring 2022	4.47
International Management (1 section)	Summer 2022	4.5

## COURSES TAUGHT

### University of Memphis- Lambuth

- Leadership & Negotiation (BA 7501)
- International Management (MGMT 4810)
- Business Communications (MGMT 3510)
- Management of Human Resources (MGMT 3215)
- Principles of Marketing (MKTG 3010)

### University of Wisconsin- Whitewater

- Business and Society (BEINDP 101)
- Career Information (BEINDP 288)
- Business Writing (BEINDP 290)
- Organizational Behavior (MGMT 301)

### Focus Education Centre of Canada

- Business English and Business Writing

## SERVICES

### Western Academy of Management

- Reviewer for paper submissions

December 2019

### British Academy of Management

- Reviewer for paper submissions

August 2018

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**University of Wisconsin- Whitewater**, Whitewater, WI

- Judge for the Business Ethics Case Competition (College of Business and Economics) April 2018
- Substituted for Aditya Simha in the International Committee meetings March 2018

**Roosevelt University**, Chicago, IL

October 2018- Present

- Working in the Schools (WITS) Volunteer

**Inspiration Corporation**, Chicago, IL

June 2013- Present

- Kitchen volunteer for meal prep

## CAREER-RELATED SKILLS

Amazon Web Services (AWS), SQL, SPSS, R, SAS (Point and Click; Enterprise Guide), Marketing Mix, Regression Analysis, JIRA, Impala, BI Tools [Tableau, Excel (including pivot tables and advanced functions)], Microsoft Office (Advanced proficiency)

## HONORS & AWARDS

Management and Organizational Behavior Teaching Society (MOBTS) Early Educator Institute (EEI) scholarship- June 2023  
Teaching Excellence recognized by Whitewater Student Government, University of Wisconsin, Whitewater- December 2017

## PROFESSIONAL AFFILIATIONS

Western Academy of Management- Member since 2019

International Leadership Association- Member since 2019

Academy of Management- Member since 2018

British Academy of Management- Member since 2018

## REFERENCES

### 1. Dr. Aditya Simha

Associate Professor

University of Wisconsin- Whitewater

Email: [simhaa@uww.edu](mailto:simhaa@uww.edu)

Phone: 262-472-6952

Relationship: DBA Dissertation Chair

### 2. Dr. Andy Yu

Associate Professor

University of Wisconsin- Whitewater

Email: [yua@uww.edu](mailto:yua@uww.edu)

Phone: 262-472-7035

Relationship: DBA Dissertation Committee Member

### 3. Dr. Soroush Aslani

Associate Professor

University of Wisconsin- Whitewater

Email: [aslanima@uww.edu](mailto:aslanima@uww.edu)

Phone: 262-472-3207

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Relationship: DBA Dissertation Committee Member

4. **Dr. Alphonse Okossi**

Architect Data Scientist

Headstorm

Email: [aokossi@gmail.com](mailto:aokossi@gmail.com)

Phone: 815-342-2922

Relationship: Manager at Impact Radius and eBay Inc.