

Abhishek Borah

Associate Professor

Marketing Area

INSEAD

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Education

1. Ph.D. in Business Administration-Marketing (May 2013)

Marshall School of Business, USC, Los Angeles, CA

Committee: Gerard J. Tellis (Chair), Lan Luo, Donna Hoffman, Thomas W. Valente: GPA: 3.9/4

- i. EMAC 2012 conference finalist for Best Paper based on Doctoral Dissertation, Lisbon
- ii. 2012-13 Ph.D. Recognition, Annual Marshall Awards, USC Marshall School of Business
- iii. Dean's Fellowship for Outstanding Research, 2012-2013
- iv. University of Southern California Graduate School Fellowship, 2007-2012
- v. University-wide 1st prize in the Social Sciences category at USC's Annual Symposium
- vi. Jeffry Abbott Memorial Scholarship Award, USC Marshall, 2011

2. M.A. Applied Operational Research (June 2004)

University of Delhi, Delhi, India

1st rank in university (1st Class Honors)

3. B.A. Mathematics

Hindu College, University of Delhi, Delhi, India

(1st Class Honors)

Field Recognition

1. 2023 Varadarajan Award for Early Career Contributions to Marketing Strategy Research.
2. Marketing Science Institute (MSI) Young Scholar 2019 (Recognizing the next leaders in marketing academia whereby the MSI selects the best young marketing academics in the world)

Best Article Awards

1. Winner of 2022 Sheth Foundation/Journal of Marketing Award for "Data Privacy: Effects on Customer and Firm Performance," *Journal of Marketing*. The award honors the article published in the *Journal of Marketing* that has made long-term contributions to the field of marketing.
2. Winner of 2020 AMA TechSIG Lazaridis Prize for Best Paper for Research on Practice of Marketing in Innovation, Technology & Interactivity for "Improvised Marketing Interventions in Social Media," *Journal of Marketing*.
3. Winner of Robert D. Buzzell Best Paper Award 2018 for "The Dark Side of Big Data's Effect on Firm Performance" by the Marketing Science Institute (MSI).

Finalist for Best Article

1. Finalist 2022 AMA/Marketing Science Institute/H. Paul Root Award for "Fields of Gold: Scraping Web Data for Marketing Insights," *Journal of Marketing*.
2. Finalist MSI Paul Root Award 2020 for "Improvised Marketing Interventions in Social Media," *Journal of Marketing*.

3. Finalist MSI Paul Root Award 2020 for "Data Privacy: Effects on Customer and Firm Performance," *Journal of Marketing*.
4. Finalist Maynard Award 2018 for "Data Privacy: Effects on Customer and Firm Performance", *Journal of Marketing*

Teaching Awards

1. Dean's Commendation for Excellence in MBA Teaching - 2021/22
2. Dean's Commendation for Excellence in MBA Teaching - 2020/21
3. Undergraduate Faculty of the Year (across all disciplines in the business school) 2017-2018, Michael G. Foster School of Business, University of Washington

Peer Reviewed Academic Journal Articles

1. **Forecasting Sales with Full Competitive Search Data: Fusing Dynamics with Big Data**
Abhishek Borah and Oliver Rutz
Conditionally Accepted, *International Journal of Research in Marketing*
2. **The Rivalry Reference Effect: Referencing Rival (vs. Non-Rival) Competitors in Public Brand Messages Increases Consumer Engagement**
Johannes Berendt, Sebastian Uhrich, Abhishek Borah, and Gavin Kilduff
Journal of Marketing Research, Forthcoming, 2024
3. **People, Peace, Prosperity, and the Planet: A Journey toward Sustainable Development in Consumer Research**
Martin Mende, Abhishek Borah, Maura Scott, Lisa Bolton, Leonard Lee
Journal of Consumer Research, Forthcoming, 2024
4. **The Journal of the Academy of Marketing Science at 50: A Historical Analysis**
Abhishek Borah, Francesca Bonetti, Angelito Calma, José Martí Parreño
Journal of the Academy of Marketing Science, Vol. 51, Issue 1, 2023
5. **Fields of Gold: Scraping Web Data for Marketing Insights**
Johannes Boegershausen, Hannes Datta, Abhishek Borah, Andrew Stephen
Journal of Marketing, Vol. 86 Issue 5, 2022 (Lead Article)
Includes companion website web-scraping.org; Presentation to about 140 participants for JM Webinar series
6. **Creative Appeals in Firm Generated Content and Product Performance**
Jifeng Mu, Jonathan Zhang, Abhishek Borah, and Jiayin Qi
Information Systems Research, Vol. 33, Issue 1, 2022
7. **Marketing and Investor Behavior: Introspections, Insights, and Indications**
Abhishek Borah and Bernd Skiera
International Journal of Research in Marketing, Volume 38, Issue 4, 2021
8. **It Pays to Pay Attention: How Firm's and Competitor's Marketing Levers affect Investor Attention and Firm Value**
Abhishek Borah, Cem Bahadir, Anatoli Colicev, and Gerard Tellis
International Journal of Research in Marketing, Vol 39, Issue 1, 2022

- 9. The Journal of Public Policy and Marketing at 40: Celebrating its Past and Looking to the Future**
Kelly Martin, Abhishek Borah, and Maura Scott
Journal of Public Policy and Marketing, Vol 40, Issue 3, June 2021
- 10. Improvised Marketing Interventions in Social Media**
Abhishek Borah, Sourindra Banerjee, Yuting Lin, Apurv Jain, and Andreas Eisingerich
Journal of Marketing, Vol. 84, Issue 2, p 69-91, 2020
Winner of Lazardis prize for the best paper on Innovation, Technology & Interactivity
Media Mentions: Podcast series of Leeds University Business School with Weetabix, Keller Center Research Report, Harvard Business Review, AMA Blog, INSEAD Knowledge, Imperial College What The Future Campaign.
Most read article: One of the most read articles in Journal of Marketing from its publication in March 2020.
Most cited article: One of the most cited articles in Journal of Marketing in the last 3 years.
- 11. Big Data Analysis of Volatility Spillovers of Brands across Social Media and Stock Markets**
Myrthe van Dieijen, Abhishek Borah, Gerard J. Tellis, Philip Hans Franses
Industrial Marketing Management, 88, 465-484, Jul 2020
- 12. Understanding Influence of Marketing Thought on Practice: An Analysis of Business Journals Using Textual and latent Dirichlet allocation (LDA) Analysis**
Abhishek Borah, Xin (Shane) Wang, Jun Hyun (Joseph) Ryoo
Customer Needs and Solutions, 5(3-4), 146-161, 2018
- 13. A Strong Privacy Policy Can Save Your Company Millions**
Kelly Martin, Abhishek Borah, and Robert Palmatier
Harvard Business Review, Feb 2018
<https://hbr.org/2018/02/research-a-strong-privacy-policy-can-save-your-company-millions>;
Featured article on top of HBR.org homepage from February 16-18, 2018
- 14. Data Privacy: Effects on Customer and Firm Performance**
Kelly Martin, Abhishek Borah, and Robert Palmatier
Journal of Marketing, Volume 81, Issue 1, 36-58, Jan-Feb 2017
Winner of Sheth Award, 2022 (Best paper in the Journal of Marketing in the last 5 years)
Recipient of \$15,500 MSI funding and feature article in MSI Insights.
Selected for inclusion as "Research Highlight" in Nature, Human Behavior section.
- 15. Signaling Revisited: The Use of Signals in the Market for IPOs**
David Park, Abhishek Borah, and Suresh Kotha
Strategic Management Journal, Volume 37, Issue 11, 2362-2377, November 2016
- 16. Halo (Spillover) Effects in Social Media: Do Product Recalls of One Brand Hurt or Help Rival Brands**
Abhishek Borah and Gerard J. Tellis
Journal of Marketing Research, Volume 53, Issue 2, April 2016, (Lead Article)
Summarized in *Harvard Business Review*, "Branding: Why Recalls Often Hurt Rivals", Nov 2016
Invited feature for AMA Scholarly Insights, "Brands May Suffer Impact from Rivals' Bad Press"
Media Mentions: USC Marshall News, USC Marshall Research, UW Foster, UW Foster Research, UW Today, Advertising Age, Ideaconnection, futurity.org, sciencedaily, Seattle Times
- 17. Make, Buy, or Ally? Choice of and Payoff to Announcements of Alternate Routes to Innovations**
Abhishek Borah and Gerard J. Tellis
Marketing Science, Volume 33, Issue 1, January-February 2014
Media Mentions: Wall Street Journal's Market Watch, USC Marshall News, USC Marshall Research, UW Foster, UW Foster Research, UW Today, Fast Company, Forbes Leadership Forum, Motley Fool, TechCrunch, Puget Sound Business Journal

Book

Mine Your Language: Influence, Engage, Predict

Penguin Random House India, Mar 2024

Podcast

ConTextual

Podcast about the Effects of Language on Business, Economics, and Culture,

INSEAD Learning Hub, Apr 2024

Non-Peer Reviewed Academic Journal Articles

1. Fields of Gold: Web Scraping for Consumer Research

Johannes Boegershausen, Abhishek Borah, Andrew Stephen

Marketing Science Institute (MSI) Working Paper Series, 2020, # 20-143

2. The Dark Side of Big Data's Effect on Firm Performance

Kelly Martin, Abhishek Borah, and Robert Palmatier

Marketing Science Institute (MSI) Working Paper Series, 2016, MSI Report #16-104

Robert D. Buzzell Best Paper Award, Marketing Science Institute (MSI), 2018 for most significant contribution to marketing practice and thought; Recipient of **\$15,500 MSI** funding. Feature article in MSI Insights.

Conference Presentations

1. Untactful Social Media Messages

Abhishek Borah, Sourindra Banerjee*, Yu-Ting Lin, Andreas Andreas Eisingerich

American Marketing Association Winter Conference, Feb 23-25, 2024, St. Pete Beach, FL

2. Price promotions by Follower and Leader before an IPO: The case of Lyft and Uber

Abhishek Borah, Maxime Cohen, Dmitry Mitrofanov

Marketing Strategy Meets Wall Street Conference, American Marketing Association Summer Conference, Aug 11-12, 2022, Chicago

3. Untactful Social Media Messages: Consequences and Mitigation Strategies

Abhishek Borah, Yuting Lin, Sourindra Banerjee*, and Andreas Eisingerich

ISMS Marketing Science Conference, June 15-18, 2022, University of Chicago

4. Fields of Gold: Scraping Web Data for Marketing Insights

Johannes Boegershausen, Hannes Datta, Abhishek Borah, Andrew Stephen

Journal of Marketing Webinar Series, Presentation to about 140 participants for JM Webinar series, 2022

<https://www.ama.org/jm-webinar-fields-of-gold-scraping-web-data-for-marketing-insights/>

5. Does Lego "Build" Reputation for Denmark? Consequences of Brand Performance on Country Brand Reputation

Abhishek Borah, Francesca Bonetti*

Academy of Marketing Science Annual Conference, May 25-27, 2022, Monterey, California

6. Improving the utility of meta-analyses for academics and practitioners

Gratiana Pol*, Martin Eisend, Jude Calvillo, Abhishek Borah

American Marketing Association Winter Conference, Feb 18-20, 2022, Las Vegas

7. When Veblen Meets Big Data: A Search-Based Index of Brand Conspicuous Value

Clement Bellet*, Abhishek Borah, David Dubois

Artificial Intelligence in Management (AIM) Conference, March 13-14, 2020, USC Marshall School of Business, Los Angeles

- 8. The Market Value of Death**
Abhishek Borah, Cem Bahadir, Andrea Ordanini
American Marketing Association Winter Conference, Feb 14-16, 2020, San Diego
- 9. Eliciting Visual Interest to Brands and Products: A New Method Using Millions of Online Searches**
Clement Bellet*, Abhishek Borah, David Dubois
The Future of Brands Conference, December 2019, Columbia University, New York
- 10. Eliciting Visual Interest to Brands and Products: A New Method Using Millions of Online Searches**
Clement Bellet, Abhishek Borah, David Dubois
ISMS Marketing Science Conference, Jun 20-22, 2019, Rome
- 11. What Gives “Real-Time Marketing” Its Bite? A Byte of Humor**
Abhishek Borah, Sourindra Banerjee, Andreas Eisingerich, Yuting Lin
American Marketing Association Winter Conference, Feb 22-24, 2019, Austin Texas
- 12. Telling Both Sides of the Story: The Role of Risk Preferences on the Perceived Helpfulness of Online Reviews**
Ann E. Schlosser* and Abhishek Borah
Association for Consumer Research Conference, 2017, October, San Diego, CA.
- 13. Telling Both Sides of the Story: The Role of Risk Preferences on the Perceived Helpfulness of Online Reviews**
Ann E. Schlosser* and Abhishek Borah
Convention of the American Psychological Association (APA), Division 23, Society for Consumer Psychology, August 2017, Washington DC
- 14. What Gives “Real-Time Marketing” Its Bite? A Byte of Humor**
Abhishek Borah, Sourindra Banerjee, Andreas Eisingerich, Yuting Lin
ISMS Marketing Science Conference, Jun 7-10, 2017, USC, Los Angeles
- 15. Understanding the Effect of Customer Data Vulnerability on Performance**
Kelly Martin, Abhishek Borah, Rob Palmatier
2016 (AMA) Winter Marketing Academic Conference, 26-28 February 2016, Las Vegas
- 16. Is Silence Golden? Effects of Social Media on IPO Underpricing**
Abhishek Borah, David Park*, Emily Cox-Pahnke
Academy of Management Conference, August 7-11, 2015, Vancouver, Canada (Included in Academy of Management Best Paper Proceedings)
- 17. Advertising Spending and Investors’ Online Information Search: The Role of Investor Expertise and Advertising Strategy**
Abhishek Borah, Cem Bahadir
ISMS Marketing Science Conference, June 18th -20th, 2015, Johns Hopkins University, Carey Business School, Baltimore, Maryland
- 18. Volatility Spillovers across Stock returns and User-Generated Content**
Myrthe J. van Dieijen*, Abhishek Borah, Gerard J. Tellis, Philip Hans Franses
ISMS Marketing Science Conference, June 18th -20th, 2015, Johns Hopkins University, Carey Business School, Baltimore, Maryland
- 19. The Effect of Offline Advertising on Online Investor Search Behavior**
Abhishek Borah, Cem Bahadir
5th Theory + Practice in Marketing (TPM) Conference, June 10th -12th, 2015, Georgia State University, J. Mack Robinson College of Business, Atlanta, Georgia
- 20. Do Marketing Actions Attract Investor Attention? Evidence Using Online Search**
Abhishek Borah, Cem Bahadir*
Marketing Strategy Meets Wall Street IV Conference, Jan 8 th -10th, 2015, Singapore Management University, Singapore.
- 21. Volatility Spillovers across Stock returns and User-Generated Content**
Myrthe J. van Dieijen*, Abhishek Borah, Gerard J. Tellis, Philip Hans Franses
European Marketing Academy Conference, May 25-29, 2015, Leuven, Belgium

- 22. Why Silence is Golden? Firm participation in Social Media in an IPO context**
Abhishek Borah, Suresh Kotha David Park, Emily Cox-Pahnke
12th West Coast Research Symposium on Technology Entrepreneurship, Sep 4-5, 2014, Seattle
- 23. Tell Me What I Want to Hear: The Role of Risk on the Perceived Helpfulness of Two-Sided Reviews**
Ann E. Schlosser and Abhishek Borah
Behavioral Decision Research in Management (BDRM) Conference, July 17-19, 2014, London Business School, London, UK
- 24. Does Offline Brand Advertising Affect Online Conversations?**
Abhishek Borah and Gerard Tellis
INFORMS Marketing Science Conference, June 12-14, 2014, Emory Univ., Atlanta, GA
- 25. Mining Social Media Conversations and Uncovering their Effect on Stock Markets**
Abhishek Borah and Gerard Tellis
UBC – UW Annual Marketing Conference, June 6-7, 2014, Seattle
- 26. Does Offline Brand Advertising Affect Online Conversations?**
Abhishek Borah and Gerard Tellis*
43rd EMAC Annual Conference, June 3-6, 2014, Valencia, Spain
- 27. Product Recalls and Social Media**
Abhishek Borah and Gerard Tellis
UW Marketing Camp, May 2- 3, 2014, Seattle
- 28. Does Offline Brand Advertising Affect Online Conversations?**
Abhishek Borah and Gerard Tellis
5th Annual Complexity in Business Conference, Nov 7 – 8, 2013, Washington, DC
- 29. Do Recalls of One Brand Hurt or Help Rival Brands: Halo Effects in Social Media**
Abhishek Borah and Gerard Tellis
10th Marketing Dynamics Conference, May 30 – June 1, 2013, UN Chapel-Hill
- 30. Do Recalls of One Brand Hurt or Help Rival Brands: Halo Effects in Social Media**
Abhishek Borah and Gerard Tellis
34th INFORMS Marketing Science Conference, June 7- 9, 2012, Boston Univ., Boston, MA
- 31. Is All That Twitters Gold? Market Value of Brand Conversations in Social Media**
Abhishek Borah and Gerard Tellis*
41st European Marketing Academy Conference, May 22-25, 2012, ISCTE Business School, Lisbon, Portugal
- 32. To Make or Not to Make? Analysis of the Choice of and Payoff to Make versus Buy Innovations**
Abhishek Borah and Gerard Tellis
2012 Theory & Practice in Marketing Conference, May 3-5, 2012, Harvard University, Boston, MA
- 33. Does a Crisis for One Brand Hurt or Help A Rival? Halo across Rival Brands in Online Conversations**
Abhishek Borah and Gerard Tellis
30th Annual University of Houston Doctoral Symposium, April 20-21, 2012, Univ. of Houston, Houston, TX
- 34. Is All that Twitters Gold? Market Value of Digital Conversations in Social Media**
Abhishek Borah and Gerard Tellis
33rd INFORMS Marketing Science Conference, June 8-11, 2011, Rice Univ., Houston, TX
- 35. To Make or Not to Make? The Role of Marketing Capability in the Payoff to Make vs. Buy Innovations**
Abhishek Borah and Gerard Tellis
2nd Marketing Strategy Meets Wall Street Conference, May 12th -14th, 2011, Boston Univ., Boston, MA
- 36. To Make or Not to Make? Payoff to Make versus Buy Innovations**
Abhishek Borah and Gerard Tellis*
AMA Winter Educator's Conference, 19-22 February 2010, New Orleans, LA
- 37. To Make or Not to Make? Assessing Market Returns to Make or Buy Innovation**
Abhishek Borah and Gerard Tellis
33rd Annual International PDMA Conference, Oct 31-Nov 1, 2009, Anaheim, CA

38. To Make or Not to Make? Stock Market Returns to Make versus Buy Innovations

Abhishek Borah and Gerard Tellis

7th West Coast Research Symposium on Technology Entrepreneurship, Sep 11-12, 2009, Univ. of Washington, Seattle

39. To Make or Not to Make? Assessing Market Returns to Make or Buy Innovation

Abhishek Borah and Gerard Tellis

31st INFORMS Marketing Science Conference, June 4-6, 2009, Univ. of Michigan, Ann Arbor, MI

40. The Market Returns of Make versus Buy as Alternate Paths to Innovations

Abhishek Borah and Gerard Tellis*

38th European Marketing Academy Conference, May 26-29, 2009, Nantes, France

Articles in Practitioner Journals

1. How Text Mining Can Unearth Novel, Absorbing and Valuable Findings

Abhishek Borah, *INSEAD Knowledge*, March 25, 2024 (Podcast)

2. How to Shoot for the Holy Grail of Social Media Marketing

Abhishek Borah, *INSEAD Knowledge*, Aug 11, 2022

3. Improvised Marketing Interventions: The Future of Impactful Real Estate Marketing?

Abhishek Borah, Sourindra Banerjee, Yuting Lin, Apurv Jain, and Andreas Eisingerich
Keller Center Research Report, Baylor University, June 2021

4. Research: A Strong Privacy Policy Can Save Your Company Millions

Kelly Martin, Abhishek Borah, Robert Palmatier

Customer Data and Privacy: The Insights You Need from Harvard Business Review (HBR Insights Series), 2020

5. What Drives Consumers to Share Online Content: The Improvised Marketing Interventions Phenomenon

Abhishek Borah, *INSEAD Knowledge*, Jun 26, 2020

6. The Growing Power of Marketers in the Business World

Abhishek Borah, *INSEAD Knowledge*, Aug 13, 2019

7. Should Marketers Manage Data Privacy?

Kelly Martin, Abhishek Borah, and Robert Palmatier, *AMA Scholarly Insights*, 2017

8. Data Privacy and the Neglected Role of the Customer

Kelly Martin, Abhishek Borah, and Robert Palmatier, *AMA Journal Reader*, April 2017

9. Dieselgate and the "Perverse Halo" Of Volkswagen

Abhishek Borah, *Faculty Perspectives*, UW Foster, *UW Today*, Sep 28, 2015

Summaries of Articles in Media Outlets

1. Movie spoilers can actually drive up box office revenues. Not everyone hates them

Abhishek Borah, *The Print*, 27 March 2024

<https://theprint.in/pageturner/excerpt/movie-spoilers-can-actually-drive-up-box-office-revenues-not-everyone-hates-them/2016834/>

2. In *Nature Human Behaviour*: "Marketing: Don't hurt me with my data," with Kelly Martin and Robert Palmatier in Yeeles, A. (2017), *Nature Human Behavior*, 1, 0051.

3. *In AMA Scholarly Insights*: "Data Privacy: Effects on Customer and Firm Performance," with Kelly Martin, Rob Palmatier, *AMA Scholarly Insights*, 2017.
4. In *Harvard Business Review* (Print): "Why Recalls Often Hurt Rivals," with Gerard J. Tellis, *Harvard Business Review*, November 2016, Page 26
5. In *Insights from MSI*: "The Dark Side of Big Data's Effect on Firm Performance," with Kelly Martin and Robert Palmatier, *Insights from MSI*, summer 2016.

Experience

1. **INSEAD**
 - a) Associate Professor of Marketing with Tenure (September 2023 - present)
 - i. MBA Diploma Committee Member – 2022-Present
 - ii. Recruiting Committee Member-2023-2024
 - iii. GPT Stress Testing Committee Member – 2023-2024
 - b) Assistant Professor of Marketing (July 2018 – Present)
 - i. MBA Diploma Committee Member – 2022-Present
 - ii. Recruiting Committee Member– 2018-2019; 2019-2020, 2022-2023
 - iii. Member of Focus Group for Online Teaching 2020
 - iv. Research Seminar Series Organizer 2018-2020
 - v. Marketing Camp Organizer 2018-2020
 - vi. Master Class for Potential MBAs, Fontainebleau – Jun 14, 2019
 - vii. Talk on "Leveraging new sources of data: Big Data and RCTs" for Ph.D. Alumni Reunion and Conference, Jul 5, 2019, Fontainebleau
 - viii. Mentor for Independent Study Projects
2. **University of Washington**- Assistant Professor of Marketing (June 2013 – June 2018)
 - i. Principal Member of the Master of Science in Business Analytics Course Committee UW Foster (2017-2018)
 - ii. Recruiting Committee Member (Lecturer) – 2015-2016, UW Foster School of Business
 - iii. Reviewer for University of Washington Royalty Research Fund
 - iv. Organizing Committee of UW Foster Marketing Camp – 2014
 - v. Recruiting Committee Member (Quant. Tenure Track) - 2013, UW Foster School of Business
3. **Hyperthesis**- Senior Advisor (December 2015 – Present)
(Winner of **\$250,000 NSF grant, \$3.5 mil NIH grant**)
4. **SAMS Institute, Foster School of Business, University of Washington**- Affiliate (2016 – Present)
5. **Institute for Outlier Research in Business, USC Marshall School of Business**- Research Associate (2008 – Present)
6. **McKinsey & Company** (2004 – 2007)

Research Interests

1. **Substantive**: 1) Insights from Text 2) Firm Information and Investor Behavior
2. **Method**: Computational Linguistics, Machine Learning, Text Mining, Causal Methods for Field Data

Academic Service to Discipline

1. **Membership:** Vice President of Memberships, INFORMS Society of Marketing Science (ISMS) – 2022-2024
2. **Reviewing:**
 - i. Co-Editor, Special Section, New Developments in Marketing and Investor Behavior
International Journal of Research in Marketing
 - ii. **Member of the Editorial Review Board**
 - a. Journal of Marketing
 - b. International Journal of Research in Marketing
 - c. Journal of the Academy of Marketing Science
 - d. Journal of Interactive Marketing
 - iii. **Ad-Hoc Reviewer for:**
 - a. Journal of Marketing Research
 - b. Journal of Consumer Research
 - c. Marketing Science
 - d. Management Science
 - e. Production and Operations Management
 - f. Quantitative Marketing and Economics
 - g. Marketing Letters
 - h. Journal of Business Ethics
 - i. Journal of Advertising
 - j. Organization Science
 - k. Information Systems Research
 - l. Decision Sciences
 - m. Technological Forecasting and Social Change
 - n. Journal of Experimental Psychology, Applied
 - o. Journal of the Association for Consumer Research
 - p. Israel Science Foundation, Marketing Science Institute
 - q. Alden G. Clayton Doctoral Dissertation Proposal Competition, 2017, 2019, 2020, 2021, 2022, 2023
 - r. Mary Kay Doctoral Dissertation Competition 2018
 - s. Shankar-Spiegel Award for Best Dissertation Proposal in Direct/Interactive Marketing
 - t. Social Sciences and Humanities Research Council (SSHRC) Canada
 - iv. **Conference Reviewer**
 - a. International Conference on Information Systems – 2016
 - b. AMA Winter Marketing Educators' Conference – 2017
 - c. DMEF 2015 Direct/Interactive Marketing Research Summit, Boston, AMA Winter Marketing Educators' Conference – 2015
 - d. 2010 PDMA Annual Research Forum, Orlando, FL (Oct 2010)
 - e. Internet Marketing Track: 40th EMAC, Ljubljana, Slovenia (May 2011)
3. **Organizer/Chair of Conferences**
 - a. Track Co-Chair - Technology and Innovation track for the 2024 Summer AMA Conference in Boston, MA (2024)
 - b. Organizing Committee Member of Marketing Strategy Meets Wall Street Conference, Chicago (2022)
 - c. Track Co-Chair for the Beginners Track in Marketing Strategy at the EMAC Doctoral Consortium 2021, Madrid, Spain
 - d. Co-Organizer of New Ideas in Marketing (NiM) Virtual Seminar Series (Sep – Dec 2020)
 - e. Co-Chair of Marketing Strategy Meets Wall Street Conference, INSEAD (2019)

- f. Associate Editor for "Innovation" Track: AMA Winter Conference, 2018, New Orleans
- g. Track Chair/Associate Editor for "Branding/Brand Management" Track: AMA Summer Conference, 2017, San Francisco

Grants

1. Capes/Print: CNPq/Brazilian Ministry of Science and Technology, Brazilian School of Business and Public Administration — EBAPE, Fundação Getulio Vargas, 2023, USD \$15,000
2. Winner of Marketing Science Institute's 2018-20 Research Priorities Grant Competition of **\$9,500** for Web Scraping Demystified: A Review and Primer for Scraping Data from the Internet for Behavioral Scholars.
3. Principal Investigator (PI) for "A Visual Meta-Analysis of the Effects of Marketing Mix on Performance Outcomes in Emerging Markets" from Emerging Markets Initiative (Feb 2019, Euro 22,506)
4. P.I., 2017 AMA-EBSCO Answers in Action Grant initiative (Nov 2017, **\$7,300**)
5. Marketing Science Institute grant of \$15,000: Understanding and Managing the Effects of "Big Data" on Customer Performance, with Kelly Martin and Robert Palmatier (April 2015)
6. Winner and Principal Investigator of Marketing Science Institute's "Challenges of Communications and Branding in a Digital Era" Research Competition, with Gerard J. Tellis, **\$13,600** (June 2011)

Presentations

2024

1. University of Nebraska, Lincoln
2. Bayes Business School
3. London Business School (Summer Camp)
4. Mine Your Language: Engage, Influence, Predict - INSEAD Alumni Forum, India, March 2024
5. Mine Your Language: Engage, Influence, Predict - INSEAD Alumni Weekend, Fontainebleau, June 2024
6. Web Scraping and NLP in Marketing Research, Marketing Strategy Consortium, Koln, Germany, June 2024
7. Workshop on "(Automated) text analysis: Insights from unstructured data" at the AMA-Sheth Doctoral Consortium, Alliance Manchester Business School, June 2024
8. Research Symposium "Marketing the Future" organized by the Marketing group of the Erasmus School of Economics, August 2024

2023

1. Cardiff University
2. Koc University
3. IESE Barcelona
4. Bocconi University

2022

1. University of Koln
2. Vrije Universiteit
3. Maastricht University
4. Indiana University (Kelley School of Business)
5. PDMA Fellow (University of Tennessee)
6. Marketing Strategy Consortium Fellow (Texas A&M)
7. Tel Aviv University
8. Temple University Al institute Distinguished Speaker Series

2021

1. Texas A&M Mays Business School (Marketing Camp)
2. University of Virginia Darden School of Business
3. Boston College, Cardiff University

2020

1. University of Notre Dame
2. Kelley School of Business,
3. University of Miami
4. Luxury Summer School
5. FGV EBAPE Brazil

2019

1. European Marketing Academy Conference (EMAC - 2019, special session on Marketing and New Technology),
2. IESE Barcelona
3. Tilburg University
4. Imperial College
5. IESEG (Marketing Camp)

2018

1. UW Data Science Summit
2. University of Oregon

2017

1. University of Texas - San Antonio
2. Dept. of Statistics and Biostatistics – UW
3. INSEAD

2016

1. UW Research Exposed!
2. Tuck School of Business
3. Friedrich-Alexander University Erlangen-Nürnberg
4. Washington Association of Marketing Educators (WAME)
5. Buerk Center for Entrepreneurship Advisory Board Meeting at UW

2015

1. USC Doctoral Seminar on Strategic Dynamic Models
2. Microsoft Foster Alumni Group
3. 1st SalesMark Summit at UW, UW Foster School Advancement Staff Meeting
4. Ozyegin University

2012

1. Erasmus School of Economics
2. Case Western Reserve University
3. University of Washington Seattle
4. Pennsylvania State University
5. Boston University
6. McGill University
7. HEC Paris
8. VU Amsterdam
9. Bocconi University
10. London Business School
11. University of California Riverside
12. Indian School of Business
13. National University of Singapore
14. Singapore Management University

2011

Wharton (Wharton Customer Analytics Initiative)

2010

University of Southern California (Center for Global Innovation Advisory Board Meeting)

2008

University of Southern California (Institute for Media Innovation Interactive Digital Media Workshop Program)

Doctoral Student Mentorship

1. **INSEAD**
 - i. Dinara Akchurina (Marketing), First Placed - University of Toronto
 - ii. Peipei Cai (Marketing) – In Progress

2. **University of Washington**
 - i. George Watson (Marketing), First Placed – Colorado State University
 - ii. Haoyan Sun (Information Systems), First Placed – Lehigh University
 - iii. Aravinda Garimella (Information Systems), First Placed – Univ. of Illinois, Urbana Champaign
 - iv. Jinyang Zheng (Information Systems), First Placed – Purdue University

Teaching

1. **INSEAD:**
 - i. MBA
 - a. Managing Customer Value – 2018 to present
 - b. Strategic Market Intelligence - May-June 2021
 - c. Business as a Force for Good – October 2022

 - ii. Executive Teaching for Various companies, Transition to General Management

 - iii. Ph.D.
 - a. Marketing Strategy Models – 2020, 2022
 - b. Ph. D Text Analysis (2020): Taught one session on Data, Web Scraping, and Cleaning Strategy

2. **University of Washington, Seattle:** Marketing Concepts, Social Media Strategy to MBA, Global Executive MBA, Undergraduates, MS in Entrepreneurship – July 2013 to June 2018

3. **University of Pennsylvania Wharton School of Business:** Marketing Fundamentals to Executive MBAs, Marketing Analytics to MBAs and Undergraduates – July 2021 to June 2022