

ABHISHEK BORAH

Contact Information

Department of Marketing & International Business
Michael G. Foster School of Business
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Academic Appointments and Affiliations

Assistant Professor of Marketing Michael G. Foster School of Business, University of Washington, Seattle	2013 -current
Affiliate, eScience Institute, University of Washington	2016-current
Affiliate, Center for Sales and Marketing Strategy, Foster School of Business, University of Washington, Seattle	2015-current
Research Associate, Center for Global Innovation, USC Marshall School of Business, Los Angeles	2008-current

Work Experience

McKinsey & Company, India	2004-2007
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Education

Ph.D. in Business Administration (Field: Marketing) Advisor: Gerard J. Tellis Marshall School of Business, University of Southern California, Los Angeles, CA GPA: 3.9/4 (18 courses) Dean's Fellowship for Outstanding Research, 2012-2013 University of Southern California Graduate School Fellowship, 2007-2012	2013
M.A. Applied Operational Research – 1 st rank in University (1 st Class Honors) University of Delhi, Delhi, India	2004
B.A. Mathematics (1 st Class Honors) Hindu College, University of Delhi, Delhi, India	2001

Research Interests

Substantive: Social Media; Internet; Brand Harm; Innovation, Technology & Entrepreneurship
Technical: Time Series Models; Panel Data Econometrics; Dynamic Panel Data Econometrics; Text Mining; Natural Language Processing

Publications

“Data Privacy and the Key Role of Customer Vulnerability”, with Kelly Martin, Robert Palmatier
Journal of Marketing, Forthcoming

“Signaling Revisited: The Use of Signals in the Market for IPOs” with David Park, Suresh Kotha
Strategic Management Journal, Forthcoming

“Perverse Spillover in Branding: Do Product Recalls of a Focal Brand Hurt or Help a Rival,” with Gerard J. Tellis
Harvard Business Review, November 2016

“Halo (Spillover) Effects in Social Media: Do Product Recalls of One Brand Hurt or Help Rival Brands,” with Gerard J. Tellis
Journal of Marketing Research, Volume 53, Issue 2, April 2016 (Lead Article)

“Make, Buy, or Ally? Choice of and Payoff to Announcements of Alternate Routes to Innovations”, with Gerard J. Tellis
Marketing Science, Volume 33, Issue 1, January-February 2014

Publications in Other Peer Reviewed Outlets

“The Dark Side of Big Data’s Effect on Firm Performance”, with Kelly Martin, Robert Palmatier
Marketing Science Institute (MSI), MSI Working Paper Series, 2016, 16-104

“Why Silence is Golden? Firm Participation in Social Media in an IPO Context,” with David Park, Emily Cox Pahnke
Academy of Management Best Paper Proceedings, Vol. 2015, No. 1, p. 18812, *Academy of Management*.

Articles or Interviews in Media Outlets

“The Dark Side of Big Data’s Effect on Firm Performance”, with Kelly Martin, Robert Palmatier
Insights from MSI, Summer 2016,

“Celebrity Death Casts Shadow on Hot Jeep Brand”,
Advertising Age, June 2016

“Dieselgate and the “Perverse Halo” Of Volkswagen”,
Faculty Perspectives, UW Foster, UW Today

Projects

“Volatility Spillovers across Stock returns and User-Generated Content in Social Media,” with Myrthe J. van Dieijen, Gerard J. Tellis, Philip Hans Franses
Using natural language processing techniques, we study if dimensions of online chatter impact stock market volatility using Multivariate GARCH BEKK models and what firm announcements drive the volatility in online chatter

Target Journal: *Information Systems Research*

“Tweeting with Tinseltown: Effects of Social Technologies on Consumer Connection to Celebrity Endorser,” with Lea Dunn and JoAndrea Hoegg
Using field and experimental data, we study if celebrities have higher social engagement in Twitter than Facebook

Target Journal: *Journal of Marketing Research*

“Is it better to Burn than to Fade Away? Estimating the Value of Death for Celebrities,” with Andrea Ordanini and Apurv Jain
We estimate the value of celebrity deaths and the personal and contextual factors that can affect the value

Target Journal: *Proceedings of the National Academy of Sciences*

Grants

- Marketing Science Institute grant of \$15,000: Understanding and Managing the Effects of “Big Data” on Customer Performance, with Kelly Martin, Robert Palmatier (April 2015)
- Winner and Principal Investigator of Marketing Science Institute’s “Challenges of Communications and Branding in a Digital Era” Research Competition, with Gerard J. Tellis, USD \$13,600, June 2011

Research Awards and Honors

- Invited to attend the 13th annual Product and Service Innovation Conference, sponsored by the University of Utah - David Eccles School of Business.
- Bharat Gaurav Award and a Certificate Of Excellence, India International Friendship Society, 2015 (Honoring Non-Resident Indians)

- Young Faculty Participant Invitation - 4th AIM-AMA Sheth Foundation Doctoral Consortium, India 2016
- Academy of Management Best Paper Proceedings (10%) - Borah, Abhishek, Park, David, Cox-Pahnke, Emily, "Is Silence Golden? Effects of Social Media on IPO Underpricing" - Academy of Management Conference, Vancouver, Canada, August 7-11, 2015
- Invited Faculty, Marketing Edge Professor's Institute, Southern Methodist University, 2015
- Invited Faculty, Marketing Edge Professor's Institute, University of Cincinnati, 2014
- 2012-13 Dean's Fellowship, USC Marshall School of Business (Outstanding Researcher)
- 2012-13 Ph.D. Recognition, Annual Marshall Awards, USC Marshall School of Business
- 2012 Summer Research Travel Grant – USC Marshall School of Business (USD \$700)
- EMAC 2012 conference bursary award for selection as a finalist for Best Paper based on Doctoral Dissertation, European Marketing Academy Conference, May 2012, Lisbon
- Graduate Student award to attend 2012 Theory & Practice in Marketing Conference, May 2012, Harvard University, Boston, USD \$500
- University wide 1st prize in the Social Sciences category at USC's 4th Annual Graduate Student Poster Symposium for paper "Is All That Twitters Gold? Market Value of Brand Conversations in Social Media". Winner among 116 entrants overall and presented with a certificate and cash prize of USD \$1,000 by the Vice Provost for Graduate Programs
- Jeffrey Abbott Memorial Scholarship Award, USC Marshall, 2011, USD \$1,000
- Student grant to attend the 8th Annual Quantitative Marketing and Economics Conference, Oct 2010, UCLA, Los Angeles
- Best Student Reviewer: 2010 Product Development and Management Association (PDMA) Annual Research Forum, Oct 2010, Orlando, FL
- Winner of Research Proposal Competition from Wharton Customer Analytics Initiative and Organic on display and search advertising (June 2010)
- Travel Grant for Wharton Customer Analytics Initiative's and MSI's Emergence and Impact of User-Generated Content Conference, Dec 2009, UPenn, Philadelphia, PA, USD \$500
- Ewing Marion Kauffman Scholarship for 7th West Coast Research Symposium on Technology Entrepreneurship (15% acceptance rate), Sep 2009, UW, Seattle, WA
- University of Southern California Graduate School Fellowship, 2007-2012
- McKinsey & Company Excellence award for Process and Capability Building, 2007
- McKinsey & Company Excellence award for Knowledge Development, 2006
- 1st Rank Holder in Masters in Applied Operational Research, University of Delhi (2004)
- 7th Rank Holder in the High School Leaving Certificate (H. S. L.C.) examination (1996)
- Highest grade in the state for the Social Sciences subject in the H.S.L.C. exams (1996)

Teaching Awards/Honors

- Winner: Faculty of the Quarter in Marketing and International Business, 2015-2016, UW Undergraduate Business Council, Foster School of Business
- Quarterly Faculty Appreciation, Sigma Kappa Mu, 2015
- Nominated for the Faculty Award of the Quarter/Year in Marketing, 2014-2015, UW Undergraduate Business Council, Foster School of Business

Honors and Workshop Acceptances

- Marketing Science Doctoral Consortium Fellow (2012) - Boston University
- 30th Annual University of Houston Doctoral Symposium Fellow as Presenter, TX, 2012

- Accepted candidate for the Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Econometrics, Aug 10th-12th, 2010 – Duke University
- 28th Annual University of Houston Doctoral Symposium Fellow as Discussant, TX, 2010
- Marketing Science Doctoral Consortium Fellow (2009) – Univ. Of Michigan

Invited Presentations

2016

- Universities:
 - Tuck School of Business, Dartmouth College, January 2016
 - Friedrich-Alexander University Erlangen-Nürnberg, June 2016
- “Twitter and Stock Returns and Stock Volatility”, 2016 Great-China Conference on Mobile Big Data Marketing, Jun 13-14, Hong Kong (Unable to attend)
- “Keep your ears open! Why is listening in Social Media essential?”, Washington Association of Marketing Educators (WAME), March 25th 2016
- “Value of Listening in Social Media”, Buerk Center for Entrepreneurship, Advisory Board Meeting, Foster School of Business, University of Washington (February)

2015

- “Workshop on Vector Autoregressive and Panel Vector Autoregressive Models”, USC Marshall School of Business, Doctoral Seminar on Strategic Dynamic Models, Nov 13th 2015
- “Social Media”, Microsoft, Alumni group of Foster School of Business, Nov 6th 2015, Redmond, WA
- “Social Media”, 1st *SalesMark Summit*, 1st Annual Meeting of the Center for Sales and Marketing Strategy, Sep 17th, 2015, University of Washington, Foster School of Business
- “Social Media Analytics”, UW Foster School Advancement Staff Meeting, 14th April, 2014
- Borah, Abhishek, Tellis, Gerard, “Do Recalls of One Brand Hurt or Help Rival Brands: Halo Effects in Social Media”, Ozyegin University, Turkey (March 2015)

2012

Borah, Abhishek, Tellis, Gerard, “Do Recalls of One Brand Hurt or Help Rival Brands: Halo Effects in Social Media”

- Erasmus School of Economics, Rotterdam, Netherlands (September 2012)
- Case Western Reserve University (September 2012)
- University of Washington, Seattle (September 2012)
- Pennsylvania State University (October 2012)
- Boston University (October 2012)
- McGill University (October 2012)
- HEC Paris (October 2012)
- VU Amsterdam (October 2012)
- Bocconi University (October 2012)
- London Business School (October 2012)
- McMaster University (November 2012)
- University of California, Riverside (November 2012)
- Indian School of Business (November 2012)
- National University of Singapore (November 2012)
- Singapore Management University (November 2012)

2011

Borah, Abhishek, Tellis, Gerard, "What Drives Online Behavior? Role of Offline Ads vs. Online Ads vs. Online Chatter," July 14th 2011, Wharton Customer Analytics Initiative, Wharton School, Philadelphia, PA

2010

Borah, Abhishek, Tellis, Gerard, "To Make or Not to Make? The Role of Marketing Capability in the Payoff to Make vs. Buy Innovations," Center for Global Innovation Advisory Board Meeting, Sep 11th 2010, USC, Los Angeles (Presented to top innovation executives from Fortune 500)

2008

Borah, Abhishek, Tellis, Gerard, "Media and Non Media Acquisitions by Digital Giants and their Impact on Stock Price," USC's Institute for Communication Telecommunication and Management (CTM) & Nanyang Technological University (Singapore) Institute for Media Innovation Interactive Digital Media Workshop Program, 1st August 2008, LA, CA

Conference Presentations (Presenter in Bold)

Borah, Abhishek, "Is All That Twitters Gold? Effects of Online Chatter on Stock Market Returns and Stock Market Volatility," INFORMS Annual Meeting, Nashville, Tennessee, Nov 13-16th, 2016

Dunn, Lea, Hoegg, JoAndrea, Borah, Abhishek, "Tweeting with Tinseltown: Effects of Social Technologies on Consumer Connection to Celebrity Endorser," Association for Consumer Research Conference, Berlin, Germany - October 27 - 30, 2016

Borah, Abhishek, Andrea Ordanini, Apurv Jain "Is it better to Burn than to Fade Away? Estimating the Value of Death for Celebrities," Big Data, Big Movies conference, September 22nd -23rd 2016, Potsdam & Berlin, Germany

Dieijen, Myrthe J. van, Borah, Abhishek, Tellis, Gerard J. , Franses, Philip Hans, "Volatility Spillovers across Stock returns and User-Generated Content," 13th Marketing Dynamics Conference, Hamburg School of Business, University of Hamburg, July 6th- July 9th, 2016

Martin, Kelly, **Borah, Abhishek**, Palmatier, Robert, "The Effect of Big Data on Focal Firm and Rival Performance," Special Session on "Competitive Response and Spillover Effects," 2016 Marketing Science Conference, Fudan University, Shanghai, China, June 16th-18th, 2016, (Unable to attend)

Dieijen, Myrthe J. van, Borah, Abhishek, Tellis, Gerard J. , Franses, Philip Hans, "Volatility Spillovers across Stock returns and User-Generated Content," 14th ZEW Conference on The Economics of Information and Communication Technologies, Mannheim, June 3rd-4th, 2016.

Borah, Abhishek, **Tellis, Gerard**, "How Social Media Amplify Negative Brand Spillover: Effect of Car Recalls on Online Chatter, Sales, and Returns", 45th European Marketing Academy Conference, BI Norwegian Business School, May 24th – 27th, 2016

Martin, Kelly, Borah, Abhishek, Palmatier, Robert, “Understanding and Managing the Effects of “Big Data” on Customer Performance,” Special Session “Customer Relationship Management in a Connected World,” 2016 Winter Marketing Academic Conference, Las Vegas, 26th – 28th Feb, 2016

Borah, Abhishek, **Park, David,** Cox-Pahnke, Emily, “Is Silence Golden? Effects of Social Media on IPO Underpricing” - Academy of Management Conference, Vancouver, Canada, August 7-11, 2015 - Academy of Management Best Paper Proceedings (10%)

Borah, Abhishek, Oliver Rutz, Garrett Sonnier, “Mining “Big Data” Content: Driving Customer Engagement in Social Media” - NYU 2015 Conference on Digital Big Data, Smart Life, Mobile Marketing Analytics, October 23rd, NYU Stern School of Business, New York

Borah, Abhishek, Bahadir Cem, “Advertising Spending and Investors’ Online Information Search: The Role of Investor Expertise and Advertising Strategy,” 37th ISMS Marketing Science Conference (2015), June 18th -20th, 2015, Johns Hopkins University, Carey Business School, Baltimore, Maryland

Dieijen, Myrthe J. van, Borah, Abhishek, Tellis, Gerard J. , Franses, Philip Hans, “Volatility Spillovers across Stock returns and User-Generated Content,” 37th ISMS Marketing Science Conference (2015), June 18th -20th, 2015, Johns Hopkins University, Carey Business School, Baltimore, Maryland

Borah, Abhishek, Bahadir Cem, “Advertising Spending and Investors’ Online Information Search: The Role of Investor Expertise and Advertising Strategy,” 5th Theory + Practice in Marketing (TPM) Conference, June 10th -12th, 2015, Georgia State University, J. Mack Robinson College of Business, Atlanta, Georgia

Dieijen, Myrthe J. van, Borah, Abhishek, Tellis, Gerard J. , Franses, Philip Hans, “Volatility Spillovers across Stock returns and User-Generated Content,” European Marketing Academy Conference, May 25-29, 2015, Leuven, Belgium

Borah, Abhishek, **Bahadir Cem,** “Do Marketing Actions Attract Investor Attention? Evidence Using Online Search,” 4th Marketing Strategy Meets Wall Street Conference, Jan 8th -10th, 2015, Singapore Management University, Singapore

Borah, Abhishek, Kotha, Suresh, Park, David, Pahnke, Emily Cox, “Why Silence is Golden? Firm participation in Social Media in an IPO context,” 12th West Coast Research Symposium on Technology Entrepreneurship, Sep 4th-5th, 2014, Univ. of Washington, Seattle, WA

Borah, Abhishek, Tellis, G., “Does Offline Brand Advertising Affect Online Conversations?,” 36th INFORMS Marketing Science Conference, June 12th - 14th, 2014, Emory Univ., Atlanta, GA

Borah, Abhishek, Tellis, G., “Mining Social Media Conversations and Uncovering their Effect on Stock Markets,” UBC – UW Annual Marketing Conference, June 6th –7th, 2014, Seattle

Borah, Abhishek, **Tellis, G.,** “Does Offline Brand Advertising Affect Online Conversations?” 43rd EMAC Annual Conference, Valencia, Spain, June 3-6, 2014

- Borah, Abhishek, Tellis, G.**, “Product Recalls and Social Media,” UW Marketing Camp, May 2– 3, 2014, Seattle
- Borah, Abhishek, Tellis, G.**, “Does Offline Brand Advertising Affect Online Conversations?,” 5th Annual Complexity in Business Conference, Nov 7– 8, 2013, Washington, DC
- Borah, Abhishek, Tellis, G.**, “Do Recalls of One Brand Hurt or Help Rival Brands: Halo Effects in Social Media,” 10th Marketing Dynamics Conference, May 30– June 1, 2013, UN Chapel-Hill
- Borah, Abhishek, Tellis, Gerard**, “Do Recalls of One Brand Hurt or Help Rival Brands: Halo Effects in Social Media,” 34th INFORMS Marketing Science Conference, June 7th - 9th, 2012, Boston Univ., Boston, MA
- Borah, Abhishek, **Tellis, Gerard**, “Is All That Twitters Gold? Market Value of Brand Conversations in Social Media”, 41st European Marketing Academy Conference, May 22nd -25th, 2012, ISCTE Business School, Lisbon, Portugal
- Borah, Abhishek, Tellis, Gerard**, “To Make or Not to Make? Analysis of the Choice of and Payoff to Make versus Buy Innovations,” 2012 Theory & Practice in Marketing Conference, May 3rd-5th 2012, Harvard University, Boston, MA, Acceptance Rate (29%)
- Borah, Abhishek, Tellis, Gerard**, “Does a Crisis for One Brand Hurt or Help A Rival? Halo across Rival Brands in Online Conversations,” 30th Annual University of Houston Doctoral Symposium, April 20th -21st, 2012, Univ. of Houston, Houston, TX
- Borah, Abhishek, Tellis, Gerard**, “Is all that Twitters Gold? Market Value of Digital Conversations in Social Media,” 33rd INFORMS Marketing Science Conference, June 8th -11th, 2011, Rice Univ., Houston, TX
- Borah, Abhishek, Tellis, Gerard**, “To Make or Not to Make? The Role of Marketing Capability in the Payoff to Make vs. Buy Innovations,” 2nd Marketing Strategy Meets Wall Street Conference, May 12th -14th, 2011, Boston Univ., Boston, MA
- Borah, Abhishek, **Tellis, Gerard**, “To Make or Not to Make? Payoff to Make versus Buy Innovations,” AMA Winter Educator’s Conference, 19th -22nd February 2010, New Orleans, LA
- Borah, Abhishek, Tellis, Gerard**, “To Make or Not to Make? Assessing Market Returns to Make or Buy Innovation,” 33rd Annual International PDMA Conference, Oct 31st - Nov 1st 2009, Anaheim, CA
- Borah, Abhishek, Tellis, Gerard**, “To Make or Not to Make? Stock Market Returns to Make versus Buy Innovations,” 7th West Coast Research Symposium on Technology Entrepreneurship, Sep 11th -12th, 2009, Univ. of Washington, Seattle, WA
- Borah, Abhishek, Tellis, Gerard**, “To Make or Not to Make? Assessing Market Returns to Make or Buy Innovation,” 31st INFORMS Marketing Science Conference, June 4th-6th, 2009, Univ. of Michigan, Ann Arbor, MI

Borah, Abhishek, Tellis, Gerard, “The Market Returns of Make versus Buy as Alternate Paths to Innovations,” 38th European Marketing Academy Conference, May 26th-29th 2009, Audencia Nantes School of Management, Nantes, France

Technical Skills

- Modeling: Time Series, Natural Language Processing, Textual Data Mining, Dynamic Panel Data Analysis, Quasi-Experimental Techniques, Social Network Analysis
- Programming Languages: Visual Basic, Perl, HTML, C
- Software Packages/Databases: MATLAB, STATA, EViews, AMPL, SAS, SPSS, Minitab, Sawtooth, WinBUGS, MS Access, MS Excel

Teaching

MKTG301 – Marketing Concepts - University of Washington – Winter 2016

- Section MKTG301 D: Overall Rating: 4.8/5

MKTG301 – Marketing Concepts - University of Washington – Autumn 2015

- Section MKTG301 A: Overall Rating: 4.9/5
- Section MKTG301 B: Overall Rating: 4.8/5

MKTG301 – Marketing Concepts - University of Washington – Winter 2015

- Section MKTG301 A: Overall Rating: 4.7/5
- Section MKTG301 C: Overall Rating: 4.7/5

MKTG301 – Marketing Concepts - University of Washington – Winter 2014

- Section MKTG301 B: Overall Rating: 4.8/5
- Section MKTG301 D: Overall Rating: 4.8/5

MKTG490– Social Media - University of Washington – Spring 2014
Course offered for the first time at the UW Foster School of Business

- Overall Rating : 4.5/5

MKTG490– Social Media - University of Washington – Winter 2015

- Overall Rating: 4.3/5

Executive Teaching

- Global Executive MBA - Capstone Marketing Class – Autumn 2015

Doctoral Student Mentorship

- Committee Member: TJ Wooten (Marketing); George Watson (Marketing); Haoyan Sun (Information Systems); Aravinda Garimella (Information Systems), Jinyang Zheng (Information Systems)

Service to Academia

- Member of the Editorial Review Board – *Journal of the Academy of Marketing Science*

- Ad-Hoc Reviewer for:
 - Marketing
 - ➔ *Journal of Marketing*
 - ➔ *Journal of Marketing Research*
 - ➔ *Quantitative Marketing and Economics*
 - ➔ *International Journal of Research in Marketing*
 - ➔ *Journal of the Association for Consumer Research*
 - ➔ *Management Science*
 - Information Systems/ Decision Sciences
 - ➔ *Information Systems Research*
 - ➔ *International Conference on Information Systems*
 - ➔ *Decision Sciences*
 - ➔ *Technological Forecasting and Social Change*
 - Other
 - ➔ *Emerging Markets Finance and Trade*
 - Social Sciences and Humanities Research Council (SSHRC) Canada
 - Shankar-Spiegel Award for Best Dissertation Proposal in Direct/Interactive Marketing
 - University of Washington Royalty Research Fund

- Conference Reviewer:
 - AMA Winter Marketing Educators' Conference - 2017
 - DMEF 2015 Direct/Interactive Marketing Research Summit, Boston
 - AMA Winter Marketing Educators' Conference - 2015
 - 2010 PDMA Annual Research Forum, Orlando, FL (Oct 2010)
 - Internet Marketing Track: 40th EMAC, Ljubljana, Slovenia (May 2011)

- Organizing Committee of UW Foster Marketing Camp - 2014
- Recruiting Committee Member (Quant. Track) - 2013, UW Foster School of Business
- Chair of Special Session on Twitter and Social Media: 33rd INFORMS Marketing Science Conference, Houston, TX (June 2011)

Media Mentions and Interest

“Halo (Spillover) Effects in Social Media: Do Product Recalls of One Brand Hurt or Help Rival Brands,” with G. Tellis, *Journal of Marketing Research*, Volume 53, Issue 2, April 2016 (Lead Article)

- SSRN’s top ten in *Sociology of Innovation eJournal* (June 2015)
- SSRN’s top ten in IRPN: Innovation & Marketing (Topic), IRPN: Innovation & Networks (Topic), Innovation & Management Science eJournal and eBusiness & eCommerce eJournal (June 2015)
- Featured on UW Today, UW Foster, USC Marshall News, futurity.org, sciencedaily, and numerous websites

“Make, Buy, or Ally? Choice of and Payoff to Announcements of Alternate Routes to Innovations”, with G. Tellis, *Marketing Science*, Volume 33, Issue 1, January-February 2014

- Mentioned in *Wall Street Journal's Market Watch*, *Forbes Leadership Forum*, *Motley Fool*, *Fast Company*, *Ideaconnection*, *UW Foster Research*, *USC Marshall Research*
- SSRN's top ten in *IO: Productivity, Innovation & Technology* (Sep-Nov 2013)
- SSRN's top ten in *ERP: National and ERP: Public Policy* (Sep-Nov 2013)
- SSRN's top ten in *Organizations & Markets* (Sep-Nov 2013)
- SSRN's top ten in *Innovation (Topic)*, *Economics of Innovation eJournal and Entrepreneurship, Innovation, & Growth eJournal* (Sep-Oct 2013)

Interviews/Critiques

Interviewed in *The Native Society*

<http://thenativesociety.com/nativeadmission/2015/10/13/abhishek-borah-assistant-professor-of-marketing-the-michael.html>

Guest Critic for *Puget Sound Business Journal*

<http://www.bizjournals.com/seattle/print-edition/2014/08/29/rival-ig-helps-marketers-tell-how-company-measures.html>

Memberships

- Center for Sales and Marketing Strategy, University of Washington
- Member of *BrandMemo* Scientific Committee
- INFORMS

Workshops

- Presenting Data and Information: One day course by Edward Tufte, July 2016
- Workshop on Current Methods of Analysis for Experimental Data - Mediation and Moderation Analyses, by Andrew Hayes of OSU, Jun 2011
- Workshop on Dynamic Modeling and Estimation, by Andrew Ching of UToronto, Jun 2011
- Workshop on Quantitative Marketing & Structural Econometrics, Duke Univ., Aug 2010
- Workshop on Research Designs for Causal Inference, Mathew McCubbins of USC, Jun 2010
- Sawtooth Software Workshop on Conjoint Analysis, Seattle, WA, by Bryan Orme, March 2007
- Customized Executive Education program on Business Management (McKinsey & Company), Indian School of Business, 2005

Extra-Curriculars

- Long Distance Running; 12 Full marathons; 2 Half Marathons; Coach and Treasurer of University of Southern California Marathon Team 2009-2012
- Basic Alpine Climbing Certificate, The Mountaineers, 2015
- Winner of Numerous Quiz Competitions in India; Runner-Up North-East India Quiz, 2002