

Abhishek (Abhi) Borah

Department of Marketing & International Business
Michael G. Foster School of Business
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Education

Ph.D. in Business Administration (Field: Marketing), Marshall School of Business, University of Southern California (USC), Los Angeles, CA, May 2013

- Committee: Gerard J. Tellis (Chair), Lan Luo, Donna Hoffman, Thomas W. Valente
- GPA: 3.9/4 (18 courses)
- EMAC 2012 conference bursary award for selection as a finalist for Best Paper based on Doctoral Dissertation, European Marketing Academy Conference, May 2012, Lisbon
- 2012-13 Ph.D. Recognition, Annual Marshall Awards, USC Marshall School of Business
- Dean's Fellowship for Outstanding Research, 2012-2013
- University of Southern California Graduate School Fellowship, 2007-2012
- University wide 1st prize in the Social Sciences category at USC's Annual Graduate Student Symposium
- Jeffrey Abbott Memorial Scholarship Award, USC Marshall, 2011

M.A. Applied Operational Research, University of Delhi, Delhi, India, June 2004

- 1st rank in University (1st Class Honors)

B.A. Mathematics, Hindu College, University of Delhi, Delhi, India, June 2001, (1st Class Honors)

Academic Employment & Affiliations

Michael G. Foster School of Business, University of Washington, Seattle

June 2013 – Present

Assistant Professor of Marketing

eScience Institute, University of Washington, Seattle

2016 – Present

Affiliate

Center for Sales and Marketing Strategy, Foster School of Business, University of Washington, Seattle

2016 – Present

Affiliate

Center for Global Innovation, USC Marshall School of Business, Los Angeles

2008 – Present

Research Associate

Work Experience

McKinsey & Company, India

2004 - 2007

Research Interests

Social Media; Brand Harm; Innovation, Technology & Entrepreneurship, Soft Marketing Information

Publications

- Data Privacy: Effects on Customer and Firm Performance
Kelly Martin, Abhishek Borah, Robert Palmatier, *Journal of Marketing*, Forthcoming
- Signaling Revisited: The Use of Signals in the Market for IPOs
David Park, Abhishek Borah, Suresh Kotha, *Strategic Management Journal*, Forthcoming
- 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)
- 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

Publications in Other Outlets

- "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
- "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.
- "Dieselgate and the "Perverse Halo" Of Volkswagen", *Faculty Perspectives, UW Foster, UW Today*

Academic Service

- Member of the Editorial Review Board – *Journal of the Academy of Marketing Science*
- Ad-Hoc Reviewer for:
 - Marketing
 - *Marketing Science*
 - *Journal of Marketing*
 - *Journal of Marketing Research*
 - *Management Science*
 - *Quantitative Marketing and Economics*
 - *International Journal of Research in Marketing*
 - *Journal of the Association for Consumer Research*
 - Information Systems/ Decision Sciences
 - *Information Systems Research*
 - *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:
 - International Conference on Information Systems - 2016
 - 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)

Summaries of 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 (Summary)
- “Celebrity Death Casts Shadow on Hot Jeep Brand”, *Advertising Age*, June 2016 (Interview)

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

- Outstanding Reviewer Award from the *Journal of the Academy of Marketing Science*
- 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)
- Marketing Science Doctoral Consortium Fellow (2012) - Boston University
- 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
- 30th Annual University of Houston Doctoral Symposium Fellow as Presenter, TX, 2012
- 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
- 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
- Ewing Marion Kauffman Scholarship for 7th West Coast Research Symposium on Technology Entrepreneurship (15% acceptance rate), Sep 2009, UW, Seattle, WA
- Marketing Science Doctoral Consortium Fellow (2009) – Univ. Of Michigan
- 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

Invited Presentations

2016

- Tuck School of Business, Dartmouth College, January
- Friedrich-Alexander University Erlangen-Nürnberg, June
- 2016 Great-China Conference on Mobile Big Data Marketing, June, Hong Kong (Unable to attend)
- Washington Association of Marketing Educators (WAME), March
- Buerk Center for Entrepreneurship, Advisory Board Meeting, University of Washington, February

2015

- USC Marshall School of Business, Doctoral Seminar on Strategic Dynamic Models, November
- Microsoft Foster Alumni Group, Redmond, WA, November
- 1st SalesMark Summit, 1st Annual Meeting of the Center for Sales and Marketing Strategy, University of Washington, Foster School of Business, September
- UW Foster School Advancement Staff Meeting, April

- Ozyegin University, Turkey, March

2012

- 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 - Wharton Customer Analytics Initiative, Wharton School, Philadelphia, PA, July

2010 - Center for Global Innovation Advisory Board Meeting, USC, Los Angeles, September

2008 - USC's Institute for Communication Telecommunication and Management, LA, August

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
- Global Executive MBA - Capstone Marketing Class – Autumn 2015
 - Overall Rating: 4.1/5

Doctoral Student Mentorship

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

Media Mentions

Wall Street Journal's Market Watch, Forbes Leadership Forum, Motley Fool, Fast Company, futurity.org, sciencedaily, Ad Age, Ideaconnection, The Native Society, Puget Sound Business Journal, UW Foster Research, USC Marshall Research, UW Today, UW Foster, USC Marshall News

Memberships

- eScience Institute, University of Washington
- Center for Sales and Marketing Strategy, University of Washington
- Member of BrandMemo Scientific Committee
- INFORMS
- European Marketing Academy (EMAC)

Extra-Curriculars

- Avid Long Distance Runner: Completed 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