

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 & Entrepreneurship

Publications

- Data Privacy: Effects on Customer and Firm Performance
Kelly Martin, Abhishek Borah, Robert Palmatier, *Journal of Marketing*, Volume 81, Issue 1, 36-58, Jan-Feb 2016 (Summarized in *Nature Human Behavior*, a spinoff of the journal *Nature*)
- Signaling Revisited: The Use of Signals in the Market for IPOs
David Park, Abhishek Borah, Suresh Kotha, *Strategic Management Journal*, Volume 37, Issue 11, 2362-2377, November 2016
- 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*)
- 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

- “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*
- Reviewer for:
 - Marketing
 - *Marketing Science*
 - *Journal of Marketing*
 - *Journal of Marketing Research*
 - *Quantitative Marketing and Economics*
 - *Management Science*
 - *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*
 - Psychology – *Journal of Experimental Psychology, Applied*
 - 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*
- Associate Editor for “Innovation” Track: *AMA Winter Conference, 2018, New Orleans*
- Track Chair for “Branding/Brand Management” Track: *AMA Summer Conference, 2017, San Francisco*
- 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)*
- Pearson Marketing Plan Builder - Editorial Board
- Recruiting Committee Member (Lecturer) – 2015-2016, UW Foster School of Business
- Organizing Committee of UW Foster Marketing Camp - 2014

- Recruiting Committee Member (Quant. Tenure 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 in Media Outlets

- “Marketing: Don't hurt me with my data,” with Kelly Martin, Robert Palmatier in
 - Yeeles, A. (2017). Marketing: Don't hurt me with my data, *Nature Human Behaviour*, 1, 0051
- “Data Privacy: Effects on Customer and Firm Performance,” with Kelly Martin, Rob Palmatier, *Scholarly Insights*, AMA, 2017
- “Why Recalls Often Hurt Rivals,” with Gerard J. Tellis, *Harvard Business Review*, November 2016, Page 26 (Only in Print)
- “The Dark Side of Big Data’s Effect on Firm Performance,” with Kelly Martin, Robert Palmatier, *Insights from MSI*, Summer 2016

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 14th annual Product and Service Innovation Conference, sponsored by the University of Utah - David Eccles School of Business.
- 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
- Jeffry 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

- Invited to attend McGraw-Hill Education Principles of Marketing: Teaching without Limits Symposium, March 9th- 11th, 2017, in New Orleans, Louisiana (Roundtable forum comprised of a small group of 15 master teachers from across the country; Fully Funded)
- Pearson Marketing Plan Builder - Editorial Board
- 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

2017

- Going Public: Sharing Research Beyond the Academy, UW Libraries, April (Unable to attend)
- Guest Lecture to Undergraduate Students, Departments of Statistics and Biostatistics, UW, April
- INSEAD (March)

2016

- UW Research Exposed!, November
- Tuck School of Business, Dartmouth College, January
- Friedrich-Alexander University Erlangen-Nürnberg, June
- 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
- Case Western Reserve University, September
- University of Washington, Seattle, September
- Pennsylvania State University, October
- Boston University, October
- McGill University, October
- HEC Paris, October
- VU Amsterdam, October
- Bocconi University, October
- London Business School, October
- McMaster University, November
- University of California, Riverside, November

- Indian School of Business, November
- National University of Singapore, November
- Singapore Management University, November

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 – Autumn 2016
 - Section MKTG301 A: Overall Rating: 4.8/5
 - Section MKTG301 B: Overall Rating: 5.1/5
- 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 (GEMBA) - Capstone Marketing Class – Autumn 2015
 - Overall Rating: 4.1/5
- UW Professional and Continuing Education Certificate in Marketing Management, Strategic Marketing – Autumn 2016
 - Overall Rating: 4.7/5

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: Summaries/References/Interviews

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

Memberships

- Center for Statistics and the Social Sciences, University of Washington
- eScience Institute, University of Washington
- Center for Sales and Marketing Strategy, University of Washington
- Member of BrandMemo Scientific Committee
- INFORMS
- European Marketing Academy (EMAC)
- American Marketing Association (AMA)

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