

SHIRSHO BISWAS

Assistant Professor, Marketing and International Business Department
University of Washington - Foster School of Business

CONTACT

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EDUCATION

University of Chicago Booth School of Business *September 2014 - June 2020*
Ph.D Quantitative Marketing

Indian Institute of Management Calcutta *June 2011 - April 2013*
Post Graduate Diploma in Management

Birla Institute of Technology and Science, Pilani *August 2007 - June 2011*
Bachelor of Engineering (Hons.), Electrical and Electronics

RESEARCH INTERESTS

Advertising; Digital Marketing; Media Consumption

PUBLICATIONS

- Simonov, A., Sacher, S., Dube, JP., Biswas, S., (2021) *Marketing Science*, “Frontiers: The Persuasive Effect of Fox News: Non-Compliance with Social Distancing During the Covid-19 Pandemic”, (SSRN Link). All authors contributed equally and names are listed in reverse alphabetical order

WORKING PAPERS

- Biswas, S., Chintagunta, P. and Dhar, S., “Do Households’ Budget Allocations Vary with Economic Factors? Evidence from Nielsen Data” (SSRN Link). Reject and Resubmit at *Journal of Marketing Research*.
- Biswas, S., “Investigating the effects of including discount information in advertising” (SSRN Link).

WORKS IN PROGRESS

- Biswas, S., Dube, JP., Simonov, A., “A new instrument to measure advertising effects: TV channel positions” Equal contribution and names listed in alphabetical order. MSI Grant #4000410 (\$10,000)

SEMINAR PRESENTATIONS

- Investigating the effects of including discount information in advertising
 - Chinese University of Hong Kong *September 2019*
 - UCL *September 2019*
 - University of Washington *October 2019*
 - University of Delaware *October 2019*

CONFERENCE PRESENTATIONS

- Investigating the effects of including discount information in advertising
 - 42nd ISMS Marketing Science Conference, June 2020 (Also served as Session Chair)

CONFERENCE PARTICIPATION

2020 Marketing Science Conference	<i>Virtual</i>
2018 Marketing Science Conference	<i>Philadelphia, PA</i>
2016 Quantitative Marketing and Economics Conference	<i>Evanston, IL</i>
2016 Marketing Analytics and Big Data Conference	<i>Chicago, IL</i>
2016 Summer Institute in Competitive Strategy	<i>Berkeley, CA</i>
2015 ISMS Doctoral Consortium	<i>Baltimore, MD</i>
2015 Marketing Science Conference	<i>Baltimore, MD</i>

ACADEMIC AWARDS AND FELLOWSHIPS

Eugene F. Fama PhD Fellowship, University of Chicago	<i>2020</i>
Katherine Dusak Miller PhD Fellowship, University of Chicago	<i>2017-2019</i>
Joseph A. and Susan E. Pichler PhD Summer Fellowship, University of Chicago	<i>2015</i>
Chicago Booth PhD Fellowship, University of Chicago	<i>2014-2016</i>
Institute Merit Scholarship, Birla Institute of Technology and Science, Pilani	<i>2008</i>

TEACHING

Pricing Strategy and Analytics - for MBA, evening MBA and MSBA

PEER REVIEWING ACTIVITIES

Ad hoc reviewer for *Marketing Science*, *Management Science*, *Quantitative Marketing and Economics*, *Journal of Business Research* and *Marketing Letters*.

WORK EXPERIENCE

Kotak Mahindra Bank, Mumbai	<i>2013-2014</i>
UBS Investment Bank, Hong Kong	<i>Summer 2012</i>