VIVEK ASTVANSH (gender = male) ▶
(Pronunciation: Viv-aik Usht-vunsh | Hindi (native language): विवेक अष्टवंश)

Associate Professor of Quantitative Marketing and Analytics,
Desautels Faculty of Management, McGill University
1001 Sherbrooke St. W, Montréal, Québec H2L 1L3 Canada

Adjunct Associate Professor of Data Science,
Luddy School of Informatics, Computing, and Engineering, Indiana University
vivek.astvansh@mcgill.ca | LinkedIn | Google Scholar | Media Coverage | McGill Channel
Web of Science ResearcherID = IXN-9177-2023 | ORCID = 0000-0002-8794-5829

RESEARCH

Negativity fascinates me. Therefore, my published research is on (1) negative behaviors (e.g., complaints, dissatisfaction, activism), (2) risky decisions (e.g., product recalls, disclosures, trade credit, bankruptcy, employee layoffs, employee unionization, cybersecurity), and (3) negative outcomes (e.g., customer default risk).

I am currently researching negativity at the *marketing-human resource interface*. First, how and why a firm's risky activities (e.g., advertising) and outcomes (e.g., customer dissatisfaction) impact its human resource outcomes (e.g., overall dissatisfaction of employees within different business functions). Second, the reciprocal relations—that is, personnel variables determining marketing activities and outcomes (e.g., employee dissatisfaction determining customer dissatisfaction).

My research has been published in (among others) the *Harvard Business Review* (*HBR*, two articles), the *Journal of the Academy of Marketing Science* (*JAMS*, one), the *Journal of Marketing* (*JM*, one), the *Manufacturing & Service Operations Management* (*M&SOM*, two), and the *Production and Operations Management* (*POM*, four).

I believe that the research question must trump the research methodology. Consistent with this belief, my published research articles have used (1) no data (i.e., conceptual articles), (2) only interviews (framework articles), (3) only experiments, (4) only observational data analyzed using econometrics and/or machine learning, (5) experiments + observational data, and (6) "data papers."

I have coauthored articles with doctoral students, postdoctoral researchers, nontenure-track staff members, and professors at all stages of academic careers. What satisfies me the most is that my coauthors are academics in accounting, finance, information systems, library sciences, marketing, operations management, and strategic management. I want my research and teaching to be *useful*. Therefore, I summarize my research findings in managerial outlets (e.g., two *HBR*) and laypeople outlets (e.g., 11 *The Conversation*). I recruit businesses and nonprofits for "paid consulting" projects with students of my course. I name awards and request the companies and students mention them in their CSR reports and résumés.

PAID ACADEMIC EMPLOYMENT

2023-present Associate Professor of Quantitative Marketing and Analytics,
Desautels Faculty of Management, McGill University,
Montréal, Québec, CANADA

2024 Academic Director, Bensadoun School of Retail Management, McGill University

2021-present Adjunct Associate Professor of Data Science, Department of Informatics,
Luddy School of Informatics, Computing, and Engineering, Indiana University,
Bloomington, Indiana, USA

2021-2022 Associate Director of Research, Center for Education and Research in Retail
Kelley School of Business, Indiana University Bloomington
Bloomington, Indiana, USA

2019-2023 Assistant Professor, Department of Marketing,
Kelley School of Business, Indiana University Bloomington,
Bloomington, Indiana, USA

2018-2019 Acting Assistant Professor, Department of Marketing,
Kelley School of Business, Indiana University Bloomington
Bloomington, Indiana, USA

AFFILIATIONS (UNPAID)

2022-present Affiliate, Indiana University's Environmental Resilience Institute

2022-2023 Research Fellow of the Kelley School's Institute for Environmental and Social Sustainability; (2) Fellow of the Kelley School's Institute for Corporate Governance; (3) Representative Member, European Corporate Governance Institute;

2018-2020 Adjunct Research Professor, Ivey International Centre for Health Innovation,
Ivey Business School, University of Western Ontario, London, ON, Canada

2018 Visiting Scholar, Fuqua School of Business, Duke University, Durham, NC

EDITOR & REVIEWER

- Associate Editor, *Journal of Operations Management*, 2022-
- Member of the *Production and Operations Management*'s editorial review board; 2021-

- Ad-hoc reviewer for the *Human Resource Management*, *International Journal of Research in Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Business Ethics*, *Journal of Business Research*, *Journal of Marketing*, and *Marketing Science*

UNIVERSITY ADMINISTRATION

- I was the Academic Director of McGill University's Bensadoun School of Retail Management in 2024. I was responsible for the School's academic deliverables. The School offers a major and a concentration in the B.Com. program, a Master of Management in Retail (MMR), and executive programs in retail. The School's outreach includes working with retailers to understand their problems and attempting to solve them using research-informed best practices in retail. I am currently the School's research director.

- From 2021 to 2022, I contributed as an associate research director at Kelley School of Business's Center for Education and Research in Retail.

RESEARCH ARTICLES (IN REVERSE CHRONOLOGICAL ORDER)

*Denotes student-coauthor at the time of the first submission, †denotes *non*marketing coauthor

2025

20. *Dubey, Shashank Shaurya, **Vivek Astvansh**, and Praveen K. Kopalle (2025), "Generative AI Solutions to Empower Financial Firms," *Journal of Public Policy & Marketing*. Forthcoming. Journal article (here) and SSRN (here).

18. *†Fang, Sihan, **Vivek Astvansh**, †Siliang (Jack) Tong, †Hsiao-Hui Lee, and †Yue Guo (2025), "How Do Brands Change Their Advertising Spending in Response to A Rival Brand's Product Recall?" *Production and Operations Management*, Forthcoming. DOI = https://doi.org/10.1177/10591478241283835. Journal article (here), e-companion (here), and SSRN (here). Editor = Fred Feinberg

17. †Bai, Min, and **Vivek Astvansh** (2025), "How and Why Does a B2B Firm's CSR Disclosure Impact Its Dependence on its Major Customers and Major Suppliers?" *Production and Operations Management*, 34(1), 60-78. DOI = https://doi.org/10.1177/10591478241276133. Journal article (here), e-companion (here), and SSRN (here). Editor = Fred Feinberg

    - *The Conversation* US article on this research article, "Corporate social responsibility disclosures are a double-edged sword, new research suggests," (here)
    - The Conversation Thailand article on this research article, ""Ada risiko di balik mandatori mulia aksi CSR" (here)

2024

19. *Damavandi, Hoorsana and **Vivek Astvansh** (2024), "Unveiling Regulatory Operations: A Data Set of the Determinants, Process, and Outcomes of Product Defect Investigations by the U.S. Automotive Safety Regulator," *Manufacturing & Service Operations Management*, Forthcoming. DOI = https://doi.org/10.1287/msom.2023.0705. Journal article (here) and supplement (here), and SSRN (here). Editor = Özlem Ergun

16. **Astvansh, Vivek** and †Yen-Yao Wang (2024), "The Dynamic Interdependencies Among the Negativity and the Positivity in News and User-Generated Content about Safety in a Firm's Products and the Firm's Product Recalls," *PLOS ONE*, 19(8), 1-27. DOI = https://doi.org/10.1371/journal.pone.0305287. Journal article (here), SSRN (here)

    - Cited in *The Conversation* Canada's article (here)

15. **Astvansh, Vivek** (2024), "Recycling Firm-Generated Content on Social Media Platforms: Phenomenon and Research Propositions," *Marketing Intelligence & Planning*, 42(8), 1407-1432. DOI = https://doi.org/10.1108/MIP-02-2024-0136. Journal article (here), and SSRN (here).

14. **Astvansh, Vivek**, Kersi D. Antia, and Gerard J. Tellis (2024), "Product Recall: A Synthesis of Marketing Findings and Research Directions," *Marketing Letters*, 52, 1107-1129. DOI = https://doi.org/10.1007/s11747-024-01009-w. Journal article (here), and electronic supplement (here), and SSRN = here. Editor = Joel Huber.

    - Cited in *The Conversation* Canada's article (here)

13. **Astvansh, Vivek**, Kersi D. Antia, and Gerard J. Tellis (2024), "What Is (and Isn't) a Product Recall?," *Journal of Public Policy & Marketing*, 43(4), 295-317. DOI = https://doi.org/10.1177/07439156241242419. Journal article (here), web appendix (here), and SSRN (here). Editor = Frank Germann

    - Cited in *The Conversation* Canada's article (here)

12. **Astvansh**, **Vivek**, Anshu Suri, and Hoorsana Damavandi (2024), "Brand Warmth Elicits Feedback, Not Complaints," *Journal of the Academy of Marketing Science*, 52, 1107–1129. DOI = https://doi.org/10.1007/s11747-024-01009-w. Journal article (here), supplementary file (here), and SSRN = here. Editor = Gergana V. Nenkov

    - Featured in *Financial Times Business Insider* (here)
    - Featured in a press release of ResourceResponse.com (here)
    - *The Conversation* US (here), University of Tennessee Knoxville News (here), and University College Dublin News and Opinion (here)

11. **Astvansh**, **Vivek**, *†Beibei Wang, †Tao Chen, and *†Jimmy Chengyuan Qu (2024), "Labor Unionization and Real Earnings Management: Evidence from Labor Elections," *PLOS ONE*, 19(2), 1-27. DOI = https://doi.org/10.1371/journal.pone.0292889. Journal article (here) and SSRN (here).

2023

10. Eshghi, Kamran and **Vivek Astvansh** (2023), "Stock Investors' Reaction to Layoff Announcements: A Meta-analysis," *Human Resource Management Journal*. DOI = https://doi.org/10.1111/1748-8583.12532. Journal article (here) and SSRN (here)

- Cited in *The Conversation* Canada's article (here)

9. **Astvansh, Vivek** and †Ethan Fridmanski (2023), "Academic Business Research: Impact on Academics Versus Impact on Practice," *PLOS ONE*, 18(12), 1-14. DOI = https://doi.org/10.1371/journal.pone.0289034. Journal article (here) and SSRN (here)

8. Mani, Sudha, **Vivek Astvansh**, and Kersi D. Antia (2023), "Buyer-Supplier Bankruptcy Courtroom Motions and Buyer's Bankruptcy Outcomes" *Journal of Marketing*, 88(3), 127–144. DOI = https://doi.org/10.1177/002224292311939. Journal article (here), web appendix (here), and SSRN (here)

   - Featured in the *Wall Street Journal* (here)
   - **Astvansh, Vivek** (2023), "Research: Should Suppliers Cooperate with Companies Entering Bankruptcy?" *Harvard Business Review* (here)
   - American Marketing Association's press release (here) and podcast (here)

7. **Astvansh, Vivek**, and Kamran Eshghi (2023), "The Effects of Regulatory Investigation, Outsourcing, and Product Age on Stock Investors' Reaction to an Automobile Recall Announcement," *Journal of Business Research*, 34, 792–809. DOI = https://doi.org/10.1111/1748-8583.12532. Journal article (here), electronic supplement (here), and SSRN (here)

   - Cited in *The Conversation* Canada's article (here)

6. **Astvansh, Vivek**, †Tao Chen, and *†Jimmy Chengyuan Qu (2023), "The Social Cost of Investor Distraction: Evidence from Institutional Cross-Blockholding," *PLOS ONE*, 18(12), 1-26.DOI = https://doi.org/10.1371/journal.pone.0286336. Journal article (here) and SSRN (here)

   - Harvard Law School Forum on Corporate Governance (here)

5. **Astvansh, Vivek**, *Barbara Duffek, Andreas B. Eisingerich (2023), "How Can Companies Recover from Liability-Invoking Failures? Exploring the Role of Uncertainty Avoidance in Facilitating Consumer Compliance Across National Cultures," *Journal of International Marketing*, 31(3), 1–18. DOI = https://doi.org/10.1177/1069031X221128787. Journal article (here), electronic supplement (here), and SSRN (here)

2022

4. **Astvansh**, **Vivek**, †Yen-Yao Wang, and †Wei Shi (2022), "The Effects of the News Media on a Firm's Voluntary Product Recalls," *Production and Operations Management*, 31(4), 4223–4244. DOI = https://doi.org/10.1111/poms.13821. Journal article (here), and SSRN (here)

   - Cited in *The Conversation* Canada's article (here)

3. **Astvansh, Vivek**, †Xiaohu Deng, and *†Adnan Habib (March 3, 2022), "Research: When Geopolitical Risk Rises, Innovation Stalls," *Harvard Business Review*. Journal = here. SSRN = here. Harvard Publishing, US$ 8.95 = here.

    - *Media coverage*: Indiana University News (here), *Business Access Report* (here for text report and here for video), *Bangkok Post* (here), *Foreign Policy* (here), extensively reshared/reposted on LinkedIn, Twitter, news media, and blogs

2. **Astvansh**, **Vivek**, †George P. Ball, and †Matthew Josefy (2022), "The Recall Decision Exposed: Automobile Recall Timing and Process Data Set," *Manufacturing & Service Operations Management*, 24(3), 1457–1473. DOI = https://doi.org/10.1287/msom.2022.1085. Journal article (here), supplementary PDF file (here), data file (here), and SSRN (here)

    - Cited in *The Conversation* Canada's article (here)

1. **Astvansh, Vivek** and Niket Jindal (2022), "Differential Effects of Received Trade Credit and Provided Trade Credit on Firm Value," *Production and Operations Management*, 31(2), 781–798. DOI = https://doi.org/10.1111/poms.13578. Journal article (here), e-companion (here), and SSRN (here) video summary: here. Editor = Fred Feinberg

    - Media coverage: *Business Access Report* (video report: here; editorial in *The Hill*: here)

TEACHING

I take pride in two tasks I conduct with my students.

First, I recruit businesses—preferably local (so I contribute to the community)—that tell me their problems and are willing to work with my students to solve them. I request the businesses to pay my students and let them decide whether to pay and, if yes, how much. For example, when I taught B.Com. students at McGill Desautels in the fall of 2023, I recruited five businesses, each of which paid each group of four to five students $2,500 for the work the group completed. Each of my five clients chose the best solution, and I named an award after the client. The client maps their expense to a named award, while the students list it in their CVs.

Second, I research with students from the undergraduate program and graduate programs. My research focuses on output. For example, I have coauthored an article at The Conversation Canada (here) with an undergraduate student. Two students from the graduate program in analytics and I are writing an article where we will help buyers of used cars measure the design change between the model they are considering buying (e.g., 2022 Toyota Corolla) and the latest model (i.e., 2024 Toyota Corolla).

University and School/Faculty	Program	Course
Pennsylvania State University's Institute for the Study of Business Markets	Not applicable	Establishing Causality: A Multi-Method Approach

McGill University's Desautels Faculty of Management	Master of Management in Analytics (MMA)	MRKT 671: Advanced Marketing Analytics
	Master of Management in Analytics (MMA)	MRKT 673: Pricing Analytics
	Master of Business Administration (MBA)	MRKT 658: Marketing Intelligence
	Ph.D. in Management	MRKT 710: Marketing Strategy
	Bachelor of Commerce	MRKT 354: Marketing Strategy
		MRKT 354: Marketing Strategy
Indiana University Bloomington's Luddy School of Informatics, Computing, and Engineering	Master of Science in Data Science	DSCI-D590: Data Science in Business
Indiana University Bloomington's Kelley School of Business	Bachelor of Science in Business	BUS-M346: Marketing Analytics
University of Western Ontario's King's University College	Bachelor of Commerce	Introduction to Marketing
University of Wisconsin-Madison's Wisconsin School of Business	Bachelor of Science in Business	Marketing Research

- Graduate Certificate in Research, Teaching, and Learning ►
  Center for Integrating Research, Teaching, and Learning, U Wisconsin-Madison ►
  Research Internship Title: *Effect of Blended Muddiest Point on Students' Learning*
  Committee: Donald Gillian-Daniel, Christopher Dakes, Chad Shorter (all UW-Madison), and Martha J. Dunkelberger (U Houston)

- *Teaching Cases*

  - Antia, Kersi D., and **Vivek Astvansh** (2016), "Medtronic Plc: Combating the Grey Market," *Ivey Publishing*, Product Number 9B16A003.

  - Wang, Baoheng, Kersi D. Antia, and **Vivek Astvansh** (2017), "Zheng Shan Tea Company: Growing the Home Market," *Ivey Publishing*, Product Number 9B16A013.

MEDIA COVERAGE

Listed in reverse chronological order. For the latest, visit https://news.google.com/search?for=vivek+astvansh&hl=en-US&gl=US&ceid=US%3Aen and https://www.mcgill.ca/desautels/channels_item/397?page=1

Research-based Editorials

1. November 11, 2024, *The Conversation Canada*, "Trump tariffs: What the president-elect's rhetoric tells us about how Canada could be affected — again," (here)

2. September 16, 2024, *The Conversation Canada*, "The Trump-Harris debate shows how personality can reveal itself in language," (here). Coauthored with an undergraduate student.

3. June 12, 2024, *The Conversation US*, "Complaints are different when customers think a company cares," (here)

4. March 14, 2024, March 14, 2024, *The Conversation US*, "Wendy's 'Surge Pricing' Mess Looks Like a Case Study in Stakeholder Conflict," (here).

5. January 26, 2024, *The Conversation US*, "In the Market for a Car? Soon You'll Be Able to Buy a Hyundai on Amazon − and Only a Hyundai," (here). Republications: Yahoo! News (here)

6. November 11, 2023, *The Conversation Canada*, "Tight Budgets Are Making Tipping a Thorny Issue This Holiday Season—Here's How To Manage It," (here). Republications: Yahoo! News (here), Microsoft Network (here),

7. October 15, 2023, *The Conversation Canada*, "The Hidden Risks of Buy Now, Pay Later: What Shoppers Need to Know," (here). Republications: Yahoo! News (here), Press Reader (here), Winnipeg Free Press (here)

8. August 2, 2022: *The Conversation US*, "What are automotive 'over-the-air'; updates? A marketing professor explains," (here)

9. June 2, 2022: *The Hill*, "A tariffs law revision could amount to a massive consumer tax increase," (here; The Hills readership = 7.49 million). Twitter shares (here). Republished by *Newsbreak* (here) and *Fast Company* (here). *Business Access Report* (here for text and here for video)

Video Interviews (Television and Internet)

1. January 23, 2025, CBC News, "Trump tariffs top of mind at CAQ caucus meeting," (here)

2. November 29, 2024, Global News, "Legault says Quebec and feds on same page concerning threat of U.S. tariffs," (here)

3. November 28, 2024, CBC News, "Is Quebec in trouble if Trump's tariff threat is true?" (here)

4. November 5, 2024, CTV News Montreal, "Federation of Quebec Chambers of Commerce anxious ahead of U.S. election," (here)

5. May 9, 2024, CBC News, "Who's to blame for rising grocery bills — and what are Quebecers doing about it?" (here)

6. April 24, 2024, CBC News, "Does the SAQ's monopoly on alcohol still make sense?" (here)

7. April 1, 2024, Global News, "Dangers of AI during April Fools' Day," (here)

8. January 3, 2024, Global News, "New Year's Resolution to Nix Tipping Goes Viral," (here)

9. December 27, 2023, CTV News Montreal, "Shoppers flock to big box stores in Montreal despite inflation, strikes," (here)

10. December 18, 2023, CTV News Montreal, "Getting bang for your holiday shopping buck," (here)

11. May 16, 2023, A panel discussion organized by the Federal University of Goiás, Brazil (Portuguese: Universidade Federal de Goiás, UFG) on "The Reproducibility Crisis in Science," (here)

12. May 1, 2023, "AI at IU," (here)

13. February 22, 2023, WTHR (channel 13), "IMPD: 23-year-old man arrested after bringing handgun with Glock switch to Castleton mall" (here)

    Republished by *CBS4* (here)

14. February 22, 2023: Fox News Media, "Experts worry mall violence could discourage shoppers" (here for Fox) and (here for CBS)

15. January 18, 2022: *Indiana University*, "ChatGPT and AI in Teaching and Learning: Opportunities and Challenges" (here)

16. December 12, 2022: *Associated Press*, "Will ChatGPT put jobs at risk?" (here), republished by *Yahoo! Finance* (here) and *The Global Herald* (here)

17. February 24, 2022: *ABC57* News (primetime), "Navigating social media and disinformation amid world conflict" (here)

Radio Interviews

1. August 19, 2024. Station = CBC Montreal. Program = Radio Noon. Host = Shawn Apel. Topic = Extended Warranties. Listen here.

2. April 8, 2024: Station = CBC Montreal. Program = Daybreak. Host = Sean Henry. Topic = Canadian's boycott of Lowblaws.

3. March 31, 2024: Audacy Radio. Radio host: Bob Brill. Topic: AI's role in marketing pranks in April Fools' Day

4. March 19, 2024: Morning Show of the Watchdog Radio Network, West Virginia, Live at 8:40 a.m. Radio host: Howard Monroe. Topic = Wendy's surge pricing. Listen here (start at 20:00 minute)

5. January 29, 2024: QR radio, Calgary. Live at 5:05 p.m. Mountain time. Radio host: Sarah Crosbie. Topic = Amazon.com to sell new Hyundai cars. Listen here.

6. October 19, 2023: CityNews 570, Kitchener: Live at 1 p.m., Eastern time. Radio host: Mike Farewell. Topic = buy now, pay later.

7. October 17, 2023: QR radio, Calgary. Live at 7:45 a.m. Mountain time, Tuesday, October 17, 2023. Radio hosts: Sue Deyell and Andrew Schultz. Topic = buy now, pay later.

8. October 16, 2023: CKNW 980, Vancouver: Pre-taped phone interview. Radio host: Scott Shantz. Topic = buy now, pay later.

Research Citations in Print and Internet Media

1. December 1, 2022: Indiana University News, "Freight air strike could disrupt U.S. supply chain: IU experts available to comment" (here)

2. November 25, 2022: *Wall Street Journal*, "Not all retailers are overstocked for the holidays. They're discounting anyway" (here) (*WSJ*'s readership = 33 million)

3. November 5, 2022: *Forbes*, "What business leaders can learn from Elon Musk's early actions and decisions about Twitter" (here)

4. November 4, 2022: *Newswise*, "IU researcher available to discuss how Twitter's investors may react to today's massive employee layoffs" (here)

5. June 10, 2022: *Wall Street Journal*, "Business losses from Russia top $59 billion as sanctions hit" (here and here) (*WSJ*'s readership = 33 million), republished by *Bangkok Post* (here), Les Actualités (French language; here), Generations Nouvelles (French language; here)

6. July 15, 2022: *The Street*, "Starbucks store closings spark dispute with unionizing employees," (here and here). Republished by *Miami Herald* (here; 3.5 million readers), *Star Telegram* (here; 2.22 million), *Fresnobee* (here; 515K), *Fort Worth Star-Telegram* (here; 2.22M)

Opinions Mentioned in News Reports

1. January 22, 2025, Montreal Gazette, "Closing all Quebec warehouses not related to union campaigns, Amazon insists," (here)
2. January 17, 2025, Montreal Gazette, "Got milk? Dairy substitutes cost more at many Montreal cafés (but not for long)," (here)

3. January 9, 2025, Montreal Gazette, "Montreal's Frank and Oak failed to stay relevant, experts say," (here)

4. December 29, 2024, St. Albert Gazette, "Pocketbook concerns and even conflict abroad weigh on New Year's Eve spending plans," (here)

5. December 11, 2024, CTV News, “Sparse crowds a feature at Montreal's new high-end Royalmount mall,” (here)

6. December 9, 2024, CTV News, “Sparse crowds a feature at Montreal's new high-end Royalmount mall,” (here)

7. September 20, 2024, USA Today, “Millions of older cars, trucks with dangerous defects aren't getting fixed” (here)

8. August 14, 2024, Detroit Free Press (here), “Millions of older cars, trucks with dangerous defects aren't getting fixed”

9. April 14, 2024, The Globe & Mail (here), “Customers trade personal data for deals with in-store retail tech”

10. March 30, 2024, *Global News* (here), “AI ramping up risk of promotional ploys on April Fools’ Day, experts warn”

11. November 27, 2023, *Wall Street Journal* (here), “Retailers Have Cleaned Up Their Inventories for the Holidays”

12. November 23, 2023, BMM Bloomberg (here), “Thrifting, regifting and bargain hunting: The etiquette of gift-giving on a budget”

13. September 28, 2023, USA Today (here), “Why are Americans spending so much on Amazon, DoorDash delivery long after COVID's peak?”

14. September 22, 2023, NIKKIE Asia (here), “TikTok's rise in ASEAN spells trouble for U.S. rival Snapchat”

15. June 22, 2023, News Nation (here), The Hill (here), Yahoo! News (here), “Is restaurant tipping getting out of hand?”

16. June 1, 2023, *Associated Press* (here) and *Washington Post* (here) “Macy’s slashes expectations for the year after a pullback by shoppers in the spring”

17. June 1, 2023, *Sierra Club*, “Here’s why getting an electric vehicle at a dealership is so hard,” (here)

18. May 17, 2023, *Reuters*, “Analysis: Elon Musk's embrace of advertising at Tesla grabs marketers' attention” (here)

19. May 8, 2023: *Vox*, “Why most car dealers still don’t have any electric vehicles” (here)

20. April 18, 2023, *NIKKEI Asia*, “Google, Meta lift AI stakes in Asia amid ChatGPT hype,” (here)

Japanese language version at *World Journal*, 728K readers (here)
Chinese language version by *United Daily News*, 17.3M readers (here)

21. January 29, 2023: *Business Insider*, "ChatGPT is testing a paid version — here's what that means for free users" (here)

    Republished by Yahoo! News (here)

22. August 2, 2022: *Wall Street Journal*, "Retailers start selling something new: Logistics services" (here) (*WSJ*'s readership = 33 million)

23. December 1, 2021: *CMS Wire*, "8 tips to build a winning customer experience strategy" (here)

24. September 3, 2021: *CMS Wire*, "How to get C-Suite buy-in on your customer experience initiatives" (here)

25. September 2, 2021: *CMS Wire*, "Why the customer isn't always right" (here)

26. August 4, 2021: *CMS Wire*, "Why marketers are thinking globally and acting locally" (here)

27. July 23, 2021: *CMS Wire*, "Customer experience M&A activity zeroes in on AI" (here)

28. July 21, 2021: *CMS Wire*, "Think beyond the chatbot for great customer experience on social media," (here)

29. March 12, 2021: *CMS Wire*, "Not all customer feedback models are high-tech" (here)

30. January 29, 2021: *Indianapolis Business Journal*, "Fishers' startup gamifies trading, targets historically Black colleges" (here)

31. February 23, 2021: *Los Angeles Times*, "Customer surveys have taken over the world. Not everyone rates them a 10" (here)

Blog Posts from Kelley School of Business

1. February 24, 2021, "Project helps businesses and government work together to prepare for environmental change" (here)

EDUCATION

2014-2019 Ph.D. in Business Administration,
Ivey Business School, University of Western Ontario, London, ON, Canada.
Dissertation: Toward a Better Understanding and Management of Product Recall ►

2012-2014 M.S. in Business,
Wisconsin School of Business, University of Wisconsin-Madison, WI.

2009-2011 MBA | Indian Institute of Management Lucknow, NOIDA, India.

1996-2000 Bachelor of Technology in Computer Engineering,
Aligarh Muslim University, Aligarh, India.

CORPORATE EMPLOYMENT

2011-2012 Senior Manager, ESQ Business Solutions, India and United States
2010-2011 Manager, Sapient Corporation, India
2007-2010 Member of Consulting Staff, Cadence Design Systems, India
2006-2007 Executive, Barclays Capital Global Services, Singapore
2003-2006 Senior Member of Technical Staff, Cadence Design Systems, India
2000-2003 Senior Software Engineer, Hughes Software Systems, India

SERVICE AND ADMINISTRATION

To Doctoral Students

- Co-chaired the dissertation committee of Peng Shen, Department of Economics, Indiana University Bloomington. Peng graduated in July 2021 and his dissertation is available here. Peng started his professorial career with Macau University of Science and Technology, Macau, and is currently an Assistant Professor, Department of Marketing, Xiamen University, China.

- April 4, 2022, Ivey Business School; Invited to participate in a session (over Zoom) where doctoral students (across all business disciplines) asked alumni questions on the job market, what they should (not) do pre- and post-comprehensive examination; what country and what type of university (teaching, balanced, R1) they should consider; tenure-track, postdoc, vs. non-tenure track

- April 12, 2022, Moore School of Business, University of South Carolina; Invited to advise (over Zoom) doctoral students who are taking Marketing Models seminar, and teach them methods in endogeneity correction and machine learning

To the Marketing Department at the Kelley School

- 2019/12/06: Faculty Development Workshop titled *Text in Marketing: Data Sources, Linguistic Features, and Software Programs*

- Contribute to the selection, interviewing, and hiring of doctoral students and tenure-track faculty members

- Represent the department on Direct Admit Days (2/15/2019 and 2/28/2020), meeting prospective undergraduate students and their parents, answering their questions, and offering reasons why they should consider marketing as a (co)major

To the Community

- Reviewer for Canadian federal government's SSHRC Insight Grants application, Marketing Science Institute's Alden G. Clayton Doctoral Dissertation Proposal Competition
- Volunteered with Switchyard Brewing Company, a Bloomington, IN-based brewery to measure their returns to no-tipping policy
- Advised the Crossing Education Center, an alternative high school with 14 campuses across the state of Indiana, trying to increase Crossing's number of students acquired and raise more funds
- Advised a Carmel, IN-based weight loss franchisee on how to acquire (and retain) members/customers.

GIFTS, AWARDS, AND HONORS

2024 Invited as a senior marketing strategy faculty member for the 2024 annual conference of the Marketing Strategy Consortium, University of Cologne. Nominated a "junior" faculty member and a doctoral student to attend the conference

2023 From Desautels Faculty of Management's Associate Dean for Research

- Research Support Fund (for research on the effects of brand equity on hiring outcomes) on November 17, 2023
- Research Events Grant (for organizing McGill Colloquium for Doctoral Research in Marketing; McGill C-DRiM) on November 17, 2023
- Writing Support Fund on November 17, 2023

Seed Grant Fund from McGill Institute for Marketing on November 30, 2023

Nominee, Georgetown Best Paper in International Business and Policy; International Management Division, https://www.aib.world/news/congratulations-to-our-aib-2023-warsaw-award-winners-and-nominees/

2023 Representative of the marketing faculty, Kelley School at the annual conference of the Mittelstaedt & Gentry Doctoral Symposium at University of Nebraska-Lincoln

"Products Under Pressure: The Effects of Hedge Fund Activism on Product Recalls," Best-in-track paper for the Marketing Strategy track at the 2023 AMA Winter Academic Conference

2022 "The Performance Effects of Group Purchasing: Evidence from U.S. Health Care" Best-in-track paper for the B2B and Supply Chain Management track at the 2022 AMA Summer Academic Conference

2021 Co-PI (one of three PIs) on a grant of **$24,902** awarded to the Indiana University by the U.S. Environmental Protection Agency for a workshop scheduled for February 25, 2022 and titled "The ERI-EPA Region 5 Workshop on Business / Local Government Collaboration for Climate Change Preparedness" (Federal Award Identification Number, FAINS = 00E03083, date of award December 16, 2021; rtpfc-grants@epa.gov)

Finalist for Indiana University Trustees' Teaching Award, 2020-2021

2021 Awarded **$5,000** grant by the Office of the Associate Vice Provost for Social Science Research

2021 A gift of **$60,000** from Shoe Carnival Inc. to the Center for Education and Research in Retail

2021 Awarded as part of "Faculty Assistance in Data Science" one funded and one volunteer students from the MS program in Data Science to work with me on a machine learning project

2021 Best Paper Award in the "Product Development and Innovation" track at the 2021 AMA Winter Academic Conference

2020 Runners-up for the best proposal from a faculty member, Marketing Strategy Consortium's annual virtual meeting/conference, organized by the University of Texas at Austin; December 4-5, 2020

2020 Best Paper Award for Track 5 (Careers, Social Issues, Diversity Issues, Ethics), Annual Meeting of the Southern Management Association

2018 The Carolan Research Forum at the Department of Marketing, College of Business, University of Texas at San Antonio; US **$10,000**; June 2018

2018 Third Prize in Best Poster Category, "Customer Complaints and Firm Response Strategies," with Abhishek Borah and Christine Moorman. *Empirical and Theoretical (ET) Symposium*, Guelph, ON, Canada. May 18, 2016

2018 Fellow, Marketing Strategy Consortium, University of Missouri

2018 Ivey International Centre for Health Innovation; CA **$15,000**; January 2018.

2017 Vice Admiral D A (Alan) Collins Research Grant; CA **$1,500**; fall 2017

2017 Al Mikalachki PhD Research Grant; CA **$1,500**; fall 2017

2017 Dr. Alvin J. Silk Graduate Scholarship; CA **$9,600**; fall 2017

2017 Ivey International Center for Health Innovation research grant; CA **$2,000**; April 2017

2016 Awardee, Al Mikalachki PhD Research Grant; CA **$1,500**; fall 2016.

2016 Best Poster Award, "Rising from the Ashes: Buyer-Supplier Conflict Evolution and Its Effects Bankruptcy Outcomes," with Sudha Mani and Kersi D. Antia. *Empirical and Theoretical (ET) Symposium*, Lake Louise, AB, Canada. May 19, 2016

2016 Mathematics of Information Technology and Complex Systems (MITACS) Accelerate Graduate Research Internship Program; "The Line that Separates: Identifying High Potential Franchise Systems," CA **$58,500**

2015 Nominee, Trudeau Foundation Scholarship

2014-2018 Plan for Excellence Doctoral Fellowship from the Ivey Business School, Western University; CA **$38,286** per academic year

2014 Wisconsin School of Business Marketing Department Scholarship, University of Wisconsin-Madison; U.S. **$6,000** for the period from May 2013 to August 2013, and US **$3,000** for the period from May 2014 to Aug 2014

INVITED RESEARCH PRESENTATIONS

(IN-PERSON, UNLESS STATED OTHERWISE)

2025

- Dr. Persis E. Rockwood School of Marketing, College of Business, Tallahassee, FL, January 17, 2025 (presented research that shows that short selling asymmetrically impacts a firm's recall disclosures)

2024

- DeGroote School of Business, McMaster University, April 29, 2024, Hamilton, Ontario, Canada (presented research that shows that being targeted by an activist hedge fund induces myopia in the targeted firm's managers, which in turn raises product issues)

- University of Limassol, Cyprus, March 28, 2024 (presented over Zoom research that shows that a consumer review written in passive voice, versus active voice, is more helpful for readers) https://www.uol.ac.cy/seminars/should-consumers-write-product-reviews-in-active-voice-or-passive-voice/

- Indian Institute of Management Lucknow, March 11, 2024 (presented research that shows that a consumer review written in passive voice, versus active voice, is more helpful for readers)

- Indian School of Business, Hyderabad, March 8, 2024 (presented research that shows that being targeted by an activist hedge fund induces myopia in the targeted firm's managers, which in turn raises product issues)

- Department of Management Studies, Indian Institute of Management Delhi, March 5, 2024 (presented research that shows that a consumer review written in passive voice, versus active voice, is more helpful for readers)

2023

- ESSEC Business School, Paris, France, December 15, 2023 (presented research that shows that hedge fund activism increases managerial myopia, which raises the number of product issues

- Freie Universität, Berlin, Germany, December 12, 2023 (presented research that shows that hedge fund activism increases managerial myopia, which raises the number of product issues (https://www.wiwiss.fu-berlin.de/fachbereich/bwl/pruefungs-steuerlehre/Preventing-Corporate-Misconduct/index.html)

- B2B Research Online Seminar Series (BROSS), April 5, 2023 (presented over Zoom research that shows that unionization of a firm's employees increases the firm's default risk, which in turn suppresses the credit the firm receives from its suppliers)

- Desautels Faculty of Management, McGill University, April 4, 2022 (presented research that shows that geopolitical risk impedes a firm's innovation)

- Telfer School of Management, University of Ottawa, May 15, 2022 (presented research that shows that unionization of a firm's employees raises the firm's default risk, which in turn lowers the trade credit the firm's suppliers provide to the firm)

- Stanford Graduate School of Business + Stanford Doerr School of Sustainability, January 7, 2023 (presented research which reports that that a firm's environmental footprint damages its brand equity, which in turn elevates its credit risk)

- Wake Forest University, January 23, 2023 (presented research that reports that geopolitical risk suppresses firm-specific innovation)

2022

- Oregon State University, December 9, 2022 (presented research which shows that unionization of a firm's employees raises the firm's risk of defaulting on its payments, which in turn lowers the trade credit the firm receives from its suppliers)

- Indian Institute of Management Ahmedabad, India, May 9, 2022 (presented Over Zoom research findings on how geopolitical risk impacts corporate innovation)

2021

- Shoe Carnival, Inc., Evansville, Indiana, November 5, 2021 (presented findings from my analysis of Shoe Carnival's data on customer service and transcripts of chats with live agents and bot)

- University of Science & Technology Beijing (USTB), Shanghai, China, November 26, 2021 (presented over Zoom research on geopolitical risk affecting corporate technology innovation)

2020

- U.S. Department of Transportation, Washington, D.C., (presented findings from my research on automobile recalls)

- Ivey Business School, University of Western Ontario, ON, Canada, September 11, 2020 (presented over Zoom findings on how brand warmth and competence affect consumer complaining and compliance behaviors)

- Washington State University, Pullman, WA, May 1, 2020 (taught over Zoom a seminar to Carson College of Business' doctoral students; the seminar was on endogeneity in observational data)

- Washington State University, Vancouver, WA, March 4, 2020 (presented findings from my research on vehicle recall, and medical device innovation and recall)

- U.S. Department of Transportation, January 30, 2020 (presented my data on vehicle recalls, and findings from my five research projects on vehicle recalls)
- College of Business, George Mason University, January 28, 2020

2018

- College of Business and Economics, University of Guelph, November 20, 2018
- School of Public and Environmental Affairs, Indiana University Bloomington, November 15, 2018

2017

- Bocconi University, October 26, 2017
- University of Arkansas, October 2017
- University of Guelph, October 2017
- Singapore Management University, September 2017
- Indian School of Business, Hyderabad, September 2017
- Indian Institute of Management, Ahmedabad, September 2017
- Georgia Institute of Technology, September 8, 2017
- Wilfrid Laurier University, September 2017
- Iowa State University, September 2017
- Indiana University, September 2017
- University of Missouri-Columbia, August 2017
- San Diego State University, August 2017
- University of Warwick, July 2017