

ABHISHEK BORAH

Contact Information

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

Assistant Professor of Marketing Michael G. Foster School of Business, University of Washington, Seattle	2013 (Summer)-current
Analyst McKinsey & Co., India	2004-2007

Education

Ph.D. in Business Administration (Field: Marketing) Marshall School of Business, University of Southern California, Los Angeles, CA Dean's Fellowship, 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

Soft Marketing Information in Social Media & Internet; Innovation, Technology & Entrepreneurship;
Text Mining; Natural Language Processing; Time Series Models

Publications

“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)

“Halo Effects in Social Media: Do Product Recalls of One Brand Hurt or Help Rival Brands,” with G. Tellis, *Journal of Marketing Research*, Conditionally Accepted

Papers under Review

“Advertising Spending and the Search for Online Information: The Role of Investor Expertise and Advertising Strategy,” with Cem Bahadir
Under 1st Review, *Journal of Marketing Research*

“Faded Signals: The Effectiveness of Past Strategic Signals in the Market for IPO?” with David Park, Suresh Kotha
Revising for 2nd Submission, *Strategic Management Journal*

“Why Silence is Golden: Firm Participation in Social Media in an IPO Context,” with David Park, Suresh Kotha, Emily Cox Pahnke
Under 1st Review, *Strategic Management Journal*

Working Papers

“Is All That Twitters Gold? Market Value of Brand Conversations in Social Media,” with G. Tellis

“The Role of Social Media in the Market for Initial Public Offerings,” with Suresh Kotha, Emily Cox Pahnke, David Park

“Volatility Spillovers across Stock returns and User-Generated Content,” with Myrthe J. van Dieijen, Gerard J. Tellis, Philip Hans Franses

“Understanding and Managing the Effects of “Big Data” on Customer Performance”, with Kelly Martin, Robert Palmatier

Work In Progress

“Tell Me What I Want to Hear: The Role of Perceived Risk on the Helpfulness and Persuasiveness of Online Peer Reviews,” with Ann Schlosser

“On the Structure of Social Media Data: A Factor-Analytic Model to Investigate the Dimensions of Social Media Data,” with Oliver Rutz and Garrett P. Sonnier

“Dynamic Effects of Offline Advertising Content on Sentiment in Earned Media” with G. Tellis

“What Drives Online Behavior? Offline Ads vs. Online Ads vs. Online Chatter,” with G. Tellis

Awards

- Nominated for the Faculty/Staff Award of the Quarter and/or Year, 2014-2015, UW Foster
- 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)
- 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 across Ph.D. candidates)
- 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
- Jeffery Abbott Memorial Scholarship Award, USC Marshall, 2011, USD \$1,000
- 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
- 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 MSP’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 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)

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

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

- Ozyegin University, Turkey (March 2015)
- 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)*

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

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)

* Did not present

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

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, 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

Schlosser, Ann, E., Borah, Abhishek, "Tell Me What I Want to Hear: The Role of Risk on the Perceived Helpfulness of Two-Sided Reviews," Behavioral Decision Research in Management (BDRM) Conference, July 17th – 19th, 2014, London Business School, London, UK

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 (Presented by Co-Author)
- 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 (Presented by Co-Author)
- 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, Empirical I.O.
- 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 2014

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

MKTG301 – Marketing Concepts - University of Washington – Winter 2015

- Section MKTG301 A: Instructor Effectiveness Rating: 4.7/5
- Section MKTG301 C: Instructor Effectiveness Rating: 4.7/5

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

Service to Academia

- Reviewer for:
 - *Journal of Marketing Research*
 - *Management Science*
 - *Quantitative Marketing and Economics*
 - *International Journal of Research in Marketing*
 - *Shankar-Spiegel Award for Best Dissertation Proposal in Direct/Interactive Marketing*
 - *University of Washington Royalty Research Fund*
- Conference Reviewer:
 - 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)

Service to Industry

- Guest Critic for *Puget Sound Business Journal*

Memberships

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

Workshops

- 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

References

Gerard J. Tellis

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Neely Chair of American Enterprise
Director of the Center for Global Innovation
Marshall School of Business
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