

SHIRSHO BISWAS

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

CONTACT

Email : shirsho@uw.edu

Website : <http://faculty.washington.edu/shirsho/>

EDUCATION

University of Chicago Booth School of Business
Ph.D Quantitative Marketing

September 2014 - June 2020

Indian Institute of Management Calcutta
Post Graduate Diploma in Management

June 2011 - April 2013

Birla Institute of Technology and Science, Pilani
Bachelor of Engineering (Hons.), Electrical and Electronics

August 2007 - June 2011

RESEARCH INTERESTS

Advertising; Digital Marketing; Media Consumption

PUBLICATIONS

- Simonov, A., Sacher, S., Dube, JP., Biswas, S., (2022) *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).
- Biswas, S., “Investigating the effects of including discount information in advertising” (SSRN Link).

WORKS IN PROGRESS

- Biswas, S., Dube, JP., Simonov, A., “Channel Viewership and Consistent Estimation of the Advertising-Elasticity of Demand”
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

- Channel Viewership and Consistent Estimation of the Advertising-Elasticity of Demand
 - 45th ISMS Marketing Science Conference, June 2023 (Also served as Session Chair)
- 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, undergraduate 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>