

# SHIRSHO BISWAS

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

## CONTACT

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## EDUCATION

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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 (equivalent to MBA)

*June 2011 - April 2013*

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

*August 2007 - June 2011*

## RESEARCH INTERESTS

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Advertising and Media; Managing retail channels; Digital Marketing

## PUBLISHED PAPERS

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- Biswas, S., Chintagunta, P. and Dhar, S., (2025) *Quantitative Marketing and Economics*, “How do U.S. households change their expenditure patterns in response to income or wealth shocks? Insights from NielsenIQ Data” (Link).
- 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”, (Link). All authors contributed equally and names are listed in reverse alphabetical order

## WORKING PAPERS

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- Biswas, S., Yoganarasimhan, H. and Zhang, H., “Channel Choice and Customer Value” (SSRN Link). All authors contributed equally and names are listed in alphabetical order. *Under second round review at Journal of Marketing*
- Biswas, S., Yoganarasimhan, H. and Zhang, H., “How does online shopping affect offline price sensitivity?” (SSRN Link) . All authors contributed equally and names are listed in alphabetical order. *Submitted to Marketing Science*
- Biswas, S., “Investigating the effects of including discount information in advertising” (SSRN Link).

## WORKS IN PROGRESS

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- Biswas, S., Dube, JP., Simonov, A., “Channel Viewership and Consistent Estimation of the Advertising-Elasticity of Demand”  
MSI Grant #4000410 (\$10,000)
- Biswas, S., Yoganarasimhan, H., “Do spend goals and reward amounts affect loyalty program uptake and performance? Evidence from large scale field experiments”

## SEMINAR PRESENTATIONS

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- How does online shopping affect offline price sensitivity?
  - University of Washington faculty seminar series *November 2024*
- Channel Choice and Customer Value
  - Hong Kong University virtual brownbag seminar *October 2024*
  - University of Washington faculty seminar series *April 2024*
- Do spend goals and reward amounts affect loyalty program uptake and performance? Evidence from large scale field experiments
  - University of Washington Spring Marketing Camp *May 2024*
- Channel Viewership and Consistent Estimation of the Advertising-Elasticity of Demand
  - University of Washington faculty seminar series *May 2023*
- Investigating the effects of including discount information in advertising
  - University of Delaware *October 2019*
  - University of Washington *October 2019*
  - UCL *September 2019*
  - Chinese University of Hong Kong *September 2019*

## CONFERENCE PRESENTATIONS

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- Do spend goals and reward amounts affect loyalty program uptake and performance? Evidence from large scale field experiments
  - ISMS Marketing Science Conference, Washington D.C., June 2025
- Channel Choice and Customer Value
  - Invited to discuss this paper at the AMA-Sheth Foundation Early Career Consortium at the AMA Winter Conference, Phoenix, February 2025
  - ISMS Marketing Science Conference, Sydney, June 2024
- Channel Viewership and Consistent Estimation of the Advertising-Elasticity of Demand
  - ISMS Marketing Science Conference, Miami, June 2023 (Also served as Session Chair)
- Investigating the effects of including discount information in advertising
  - ISMS Marketing Science Conference, (virtual) June 2020 (Also served as Session Chair)

## ACADEMIC AWARDS AND FELLOWSHIPS

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ISMS Early Career Scholars Fellow, Duke University	<i>2023</i>
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

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

## PEER REVIEWING ACTIVITIES

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

## NON-ACADEMIC WORK EXPERIENCE

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Kotak Mahindra Bank, Mumbai

*2013-2014*

UBS Investment Bank, Hong Kong

*Summer 2012*