

# 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	2014 - 2020
Indian Institute of Management Calcutta Post Graduate Diploma in Management (equivalent to MBA)	2011 - 2013
Birla Institute of Technology and Science, Pilani Bachelor of Engineering (Hons.), Electrical and Electronics	2007 - 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., “How does online shopping affect offline price sensitivity?” (SSRN Link). *Revise and Resubmit at Management Science*
- Biswas, S., Yoganarasimhan, H. and Zhang, H., “Channel Choice and Customer Value” (SSRN Link). *Under Review at Journal of Marketing*
- 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”

## CONFERENCE PRESENTATIONS

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- Channel Choice and Customer Value
  - China India Insights Conference, Berkeley, September 2025
  - 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
- 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 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)

## 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

## ACADEMIC AWARDS AND FELLOWSHIPS

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ISMS Early Career Scholars Fellow, Duke University	2023
Eugene F. Fama PhD Fellowship, University of Chicago	2020
Katherine Dusak Miller PhD Fellowship, University of Chicago	2017-2019
Joseph A. and Susan E. Pichler PhD Summer Fellowship, University of Chicago	2015
Chicago Booth PhD Fellowship, University of Chicago	2014-2016

## **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