

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 2014 - 2020
Ph.D, Quantitative Marketing

Indian Institute of Management Calcutta 2011 - 2013
Post Graduate Diploma in Management (equivalent to MBA)

Birla Institute of Technology and Science, Pilani 2007 - 2011
Bachelor of Engineering (Hons.), Electrical and Electronics

RESEARCH INTERESTS

Advertising and Media; Managing retail channels; Digital Marketing

PUBLISHED PAPERS

- Biswas, S., Yoganarasimhan, H. and Zhang, H., (Forthcoming) *Journal of Marketing*, “Channel Choice and Customer Value” (SSRN Link).
- 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

- 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., “Lead with the brand or the discount? Trade-offs in discount disclosure in digital ads” (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)
- Biswas, S., Yoganarasimhan, H., “Do spend goals and reward amounts affect loyalty program uptake and performance? Evidence from large scale field experiments”

CONFERENCE PRESENTATIONS

- 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

- Channel Adoption Pathways and Post-Adoption Behavior
 - University of Washington faculty seminar series, June 2026
- 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

DOCTORAL STUDENT SUPERVISION

1. Haonan Zhang. Co-Chair of Dissertation Committee. First Placement - Senior AI Scientist at Intuit. Graduated in 2026.
2. Erfan Loghmani. Member of Dissertation Committee. Expected graduation in 2027

ACADEMIC AWARDS AND FELLOWSHIPS

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
Institute Merit Scholarship, Birla Institute of Technology and Science, Pilani	2008

TEACHING

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

PEER REVIEWING ACTIVITIES

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

Kotak Mahindra Bank, Mumbai	2013-2014
UBS Investment Bank, Hong Kong	Summer 2012