SHIRSHO BISWAS

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

CONTACT

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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., (2026) *Journal of Marketing*, "Channel Adoption Pathways and Post-Adoption Behavior" (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., "Discount Disclosure in Ads and Promotion Design: Evidence from a Large-Scale Field Experiment" (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*