

**VIVEK ASTVANSH** (gender = male) [▶](#)  
**(Pronunciation: Viv-aik Usht-vunsh | Hindi (native language): विवेक अष्टवंश)**

[Associate Professor of Quantitative Marketing and Analytics](#),  
 Desautels Faculty of Management, McGill University,  
 1001 Sherbrooke St. W, Montréal, Québec H2L 1G5 Canada

[Adjunct Associate Professor of Data Science](#),  
 Luddy School of Informatics, Computing, and Engineering, Indiana University  
[vivek.astvansh@mcgill.ca](mailto:vivek.astvansh@mcgill.ca) | [LinkedIn](#) | [Google Scholar](#) | [SSRN](#) | [Media Coverage](#) | [McGill Channel](#)  
 Web of Science ResearcherID = IXN-9177-2023 | ORCID = 0000-0002-8794-5829

## RESEARCH PROGRAM

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I research a firm's *risk exposure* through three strands. The parentheses mention the journals that have published my research on the specific phenomenon in each strand.

- **Triggers of a firm's risk exposure:** geopolitics (*HBR, JM*), product safety defect (*JIM, M&SOM, POM*), data breach (*JIM*), news (*PLOS ONE, POM*), financial distress (*JM*), employee unionization (*PLOS ONE*), climate change (*JR*), federal government mandate (*POM*), regulatory investigation (*M&SOM*), and court decisions (*POM*).
- **Managerial responses to triggers or their risky decisions:** bankruptcy filing (*JM*), linguistic framing (*JM*), product recalls (*JPP&M, M&SOM, ML, POM*), emissions and natural-resource use (*JBE*), credit sales and purchases (*POM*), disclosure (*M&SOM*), advertising spending (*POM*), employee layoff announcements (*HRMJ*), and earnings management (*PLOS ONE*).
- **Firm performance outcomes of managerial responses/decisions:** patents (*HBR*), sales volume (*POM*), costs (*M&SOM*), profit (*POM*), societal performance rating (*PLOS ONE*), bankruptcy survival (*JM*), stock return (*JM, POM*), and default risk (*JBE*).

## PUBLISHED RESEARCH

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- **10** articles in the University of Texas Dallas-ranked ([UTD24](#)) journals: *Journal of Marketing* (*JM*, two), *Manufacturing & Service Operations Management* (*M&SOM*, three), and *Production and Operations Management* (*POM*, five).
- **Five** articles in the Financial Times-ranked journals ([FT50](#)), excluding the UTD24 journals: *Harvard Business Review* (*HBR*, two) and *Journal of the Academy of Marketing Science* (*JAMS*, two), and *Journal of Business Ethics* (*JBE*, one).
- **Distribution of my 31 articles:** Solo-authored (2), authored with doctoral students (11), first and lead author (19), non-first but lead author (9), nontenure-track coauthors (2), #articles coauthored with doctoral thesis chair (3), and #articles coauthored with at least one associate or full marketing professor (7)

- **Methodologies:** I believe that the research question must precede the research methodology. Consistent with this belief, my published research articles have used (1) no data (i.e., conceptual/review articles; e.g., [here](#)), (2) only interviews (framework articles; e.g., [here](#)), (3) only experiments (e.g., [here](#)), (4) only machine learning (e.g., [here](#)), (5) only observational data analyzed using regressions (e.g., [here](#)) and/or machine learning (e.g., [here](#)), (6) experiments + regressions on observational data (e.g., [here](#)), and (7) measurement/data articles (e.g., [here](#)).
- **#Coauthors in different disciplines:** Economics (1), business law and ethics (1), environmental sustainability (2), finance (7), information systems (5), library science (1), marketing (22), operations management (5), and management (4).
- **Outreach:** I strive to make my research useful. Therefore, I routinely pitch my research to the media. The following outlets have covered my research: *The Economist* (e.g., [here](#)), *Fox News* (e.g., [here](#)), *The Hill* (e.g., [here](#)), *The Wall Street Journal* (e.g., [here](#)), and the *Harvard Law School Forum on Corporate Governance* ([here](#)). I have written 17 articles for *The Conversation*.

#### ACADEMIC EMPLOYMENT

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- 2023-present Associate Professor of Quantitative Marketing and Analytics,  
McGill University's Desautels Faculty of Management  
Montréal, Québec, CANADA
- 2021-present Adjunct Associate Professor of Data Science, Department of Informatics,  
Indiana University Bloomington's Luddy School of Informatics, Computing, and  
Engineering  
Bloomington, Indiana, USA
- 2024 Academic Director, [Bensadoun School](#) of Retail Management, McGill University
- 2021-2022 Associate Director of Research, [Center for Education and Research in Retail](#)  
Indiana University Bloomington's Kelley School of Business
- 2019-2023 Assistant Professor, Department of Marketing,  
Indiana University Bloomington's Kelley School of Business
- 2018 Acting Assistant Professor, Department of Marketing,  
Indiana University Bloomington's Kelley School of Business

#### AFFILIATIONS (UNPAID)

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- 2022-present [Affiliate](#), Indiana University's Environmental Resilience Institute
- 2022-2023 Research Fellow of the Kelley School's [Institute for Environmental and Social Sustainability](#); (2) Fellow of the Kelley School's [Institute for Corporate](#)

[Governance and Ethics](#); (3) [Representative Member](#), European Corporate Governance Institute;

2018-2020 [Adjunct Research Professor](#), Ivey International Centre for Health Innovation, Ivey Business School, University of Western Ontario, London, ON, Canada

2018 Visiting Scholar, Fuqua School of Business, Duke University, Durham, NC

#### EDITOR & REVIEWER

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- [Associate Editor](#), *Journal of Operations Management*, September 2023-present
- Member of the *Production and Operations Management*'s [editorial review board](#); October 2022-present
- Ad-hoc reviewer for the *Human Resource Management (HRM)*, *International Journal of Research in Marketing (IJRM)*, *Journal of the Academy of Marketing Science (JAMS)*, *Journal of Business Ethics (JBE)*, *Journal of Business Research (JBR)*, *Journal of Marketing (JM)*, *Manufacturing & Service Operations Management (M&SOM)*, *Marketing Science (MKSC)*, and *Organization Science (OrgSci)*.

#### UNIVERSITY ADMINISTRATION

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- I was the Academic Director of McGill University's Bensadoun School of Retail Management in 2024 and its Research Director in 2025. I was responsible for the School's academic deliverables. The School offers a major and a concentration in the B.Com. Program, a Master of Management in Retailing (MMR), and executive programs in retail. The School's outreach includes working with retailers to understand their problems and to solve them using research-informed retail best practices.
- From 2021 to 2022, I contributed as an associate research director at the Kelley School of Business's [Center for Education and Research in Retail](#).

#### RESEARCH ARTICLES (IN REVERSE CHRONOLOGICAL ORDER)

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\*Denotes student-coauthor at the time of the first submission. †denotes *nonmarketing* coauthor

#### 2026

31. **Astvansh, Vivek**, and Nandini [Ramani](#), "The Cost of Broken Promises: Does a Firm's Environmental Footprint Affect Its Brand Equity," *Journal of Business Ethics*. Forthcoming. Journal article <here>, electronic supplementary material file <here>, and SSRN [here](#). DOI = <to add>. Editor = Danae [Manika](#)
30. [Ungemach](#), Christoph, **Vivek Astvansh**, Suneal [Bedi](#), Dinesh [Puranam](#), Anna Sáez de Tejada [Cuenca](#), Tamara [Sheldon](#), Christian [Blanco](#), Sara [Constantino](#), Tamar [Makov](#), Shelie [Miller](#), Cem [Öztürk](#), David [Reibstein](#), and David J. [Hardisty](#) (2026), "The Role of Marketing Research in Achieving Environmentally Sustainable Consumption and Production: Current

and Future Directions,” *Journal of Retailing*. Forthcoming. Journal article [here](#), and SSRN [here](#). DOI = <to add>. Editor = Katrijn [Gielens](#)

29. \*[Ghasemi](#), Hesam, **Vivek Astvansh**, and Amir [Sepehri](#) (2026), “How Should Content Creators Narrate Their Content? The Impact of Emotionality Flips on Audience Engagement,” *Journal of the Academy of Marketing Science*. Forthcoming. Journal article [here](#), electronic supplementary material file [here](#), and SSRN ([here](#)). DOI = <to add>. Editor = Michael [Haelein](#)
28. **Astvansh, Vivek**, and †Joseph J. [Simpson](#) (2026), “A Firm’s Operational Risk: Data Set and Empirical Evidence,” *Manufacturing & Service Operations Management*, 28 (1), 326–341. Journal article [here](#), online appendix [here](#), and SSRN ([here](#)). OSF for data and code ([here](#)). DOI = <https://doi.org/10.1287/msom.2025.0134>. Editor = Pavithra [Harsha](#)
- Wharton Research Data Services (WRDS) link to the data set: <https://wrds-www.wharton.upenn.edu/pages/get-data/contributed-data-forms/astvansh-and-simpsons-firm-risks/>
27. **Astvansh, Vivek**, Kamran [Eshghi](#), †Hesam [Shahriari](#), and †Wei [Shi](#) (2026) “How Can a Firm Suppress Shareholders’ Punitive Reaction to Its Disengagement from a Geopolitically Uncertain Market?” *Journal of Marketing*, 90 (3), 104–126. Journal article [here](#), web appendix [here](#), and SSRN ([here](#)). DOI = <http://doi.org/10.1177/00222429251349386>. Coeditor = Vanitha [Swaminathan](#). Associate Editor = Debanjan [Mitra](#).

## 2025

26. [Pupovac](#), Ljubomir, **Vivek Astvansh**, François [Carrillat](#), and Renaud [Legoux](#) (2025), “Product Recall Contagion in the Supply Chain,” *Production and Operations Management*. Forthcoming. Journal article [here](#), and online appendix <here>, and SSRN [here](#). DOI = <https://doi.org/10.1177/10591478251397690>. Editor = Praveen K. [Kopalle](#)
25. [Mittal](#), Vikas, **Vivek Astvansh**, and Sonam [Singh](#)\* (2025), “Customer-Centered B2B Sales Growth Strategy: Evidence from A Longitudinal Survey of 44,000 Managers,” *Management and Business Review*. Forthcoming. Journal here and SSRN ([here](#)). DOI = <to be announced>. Editor = Kalyan [Singhal](#)
24. \*[Damavandi](#), Hoorsana, †Feng [Mai](#), and **Vivek Astvansh** (2025), “A New Technique for Measuring a Firm’s Marketing Emphasis,” *Marketing Letters*, 36, 823–837. Journal article [here](#), electronic supplementary material DOCX file [here](#), <https://marketingmeasures.github.io/> for data and code here, and <https://marketingmeasures.net/> for measurement. SSRN ([here](#)). DOI = <http://doi.org/10.1007/s11002-025-09781-7>. Editor = Kanishka [Misra](#)

23. **Astvansh, Vivek** (2025), “Insights from Customers’ Chats with Bots and Human Agents,” *Marketing Intelligence and Planning*, 43 (8), 1750–1766. Journal ([here](#)). SSRN ([here](#)). DOI = <https://doi.org/10.1108/MIP-07-2024-0525>
- *The Conversation Canada* article on this research article, “Chatbots are on the rise, but customers still trust human agents more,” ([here](#)). DOI = <https://doi.org/10.64628/AAM.cep9hdvph>
  - *Fox News*’s coverage ([here](#))
  - *The Canadian Press* ([here](#))
22. \***Behera**, Chandan Kumar, **Vivek Astvansh**, and Praveen K. **Kopalle** (2025), “Buy Now, Pay Later: AI Usage, Inherent Tensions, and Implications for Retailers, BNPL Providers, and Governments,” *Management and Business Review*, 5 (3), 22-32. Journal ([here](#)). SSRN ([here](#)). DOI = <https://doi.org/10.1177/2694104X251378449>
- *The Conversation Canada* article on this research article (French edition), “« Achetez maintenant, payez plus tard » : voici comment éviter de vous réveiller des fêtes endetté jusqu’au cou,” ([here](#)). DOI = <https://doi.org/10.64628/AAP.x9x3rt6wh>
  - *The Conversation Canada* article on this research article, “‘Buy now, pay later’ is everywhere this holiday season. Here’s how to avoid a debt hangover,” ([here](#)). DOI = <https://doi.org/10.64628/AAM.79wwf3m4p>
  - *The Conversation Canada* article on this research article, “The Hidden Risks of Buy Now, Pay Later: What Shoppers Need to Know,” ([here](#)).
21. **Vivek Astvansh** (2025), “Classifying an Incoming Customer Message into Spam Versus Ham,” *Marketing Intelligence and Planning*, 43 (7), 1534–1550. Journal ([here](#)). SSRN ([here](#)). DOI = <http://doi.org/10.1108/MIP-04-2024-0252>
20. \***Dubey**, Shashank Shaurya, **Vivek Astvansh**, and Praveen K. **Kopalle** (2025), “Generative AI Solutions to Empower Financial Firms,” *Journal of Public Policy & Marketing*, 44 (3), 411–435. Journal article [here](#) and web appendix [here](#). and SSRN ([here](#)). DOI = <http://doi.org/10.1177/07439156241311300>
19. \*†**Fang**, Sihan, **Vivek Astvansh**, †Siliang (Jack) **Tong**, †Hsiao-Hui **Lee**, and †Yue **Guo** (2025), “How Do Brands Change Their Advertising Spending in Response to A Rival Brand’s Product Recall?” *Production and Operations Management* (department = POM-Marketing Interface), 34 (6), 1387–1408. DOI = <https://doi.org/10.1177/10591478241283835>. Journal article [here](#), e-companion [here](#). SSRN ([here](#)). Editor = Fred [Feinberg](#)
- *The Conversation US* article on this research article, “Smart brands rein in ad spending when a rival faces a setback – here’s why,” ([here](#)). DOI = <https://doi.org/10.64628/AAI.76yurqmt7>
  - *Project Design Japan* ([here](#))

18. †[Bai](#), Min, and [Vivek Astvansh](#) (2025), “How and Why Does a B2B Firm’s CSR Disclosure Impact Its Dependence on Its Major Customers and Major Suppliers?” *Production and Operations Management* (department = POM-Marketing Interface), 34 (1), 60–78. DOI = <https://doi.org/10.1177/10591478241276133>. Journal article [here](#), and e-companion [here](#). SSRN [here](#). Editor = Fred [Feinberg](#)

- *The Conversation* US article on this research article, “Corporate social responsibility disclosures are a double-edged sword, new research suggests,” ([here](#)). DOI = <https://doi.org/10.64628/AAI.pnm97puhq>
- *The Conversation* Thailand article on this research article, “Ada risiko di balik mandatori mulia aksi CSR” ([here](#)). DOI = <https://doi.org/10.64628/AAN.fcgamjhd>

## 2024

17. \*[Damavandi](#), Hoorsana, and [Vivek Astvansh](#) (2024), “Unveiling Regulatory Operations: A Data Set of the Determinants, Process, and Outcomes of Product Defect Investigations by the U.S. Automotive Safety Regulator,” *Manufacturing & Service Operations Management*, 27 (1), 181–199. DOI = <https://doi.org/10.1287/msom.2023.0705>. Journal article [here](#) and online supplement [here](#). SSRN ([here](#)). Editor = Özlem [Ergun](#)

- WRDS link to the data files: <https://wrds-www.wharton.upenn.edu/pages/get-data/contributed-data-forms/automotive-safety-investigations/>

16. [Astvansh, Vivek](#) and †Yen-Yao [Wang](#) (2024), “The Dynamic Interdependencies Among the Negativity and the Positivity in News and User-Generated Content about Safety in a Firm’s Products and the Firm’s Product Recalls,” *PLOS ONE*, 19 (8), 1–27. DOI = <https://doi.org/10.1371/journal.pone.0305287>. Journal article [here](#), and SSRN [here](#).

- Cited in *The Conversation* Canada’s article ([here](#)). DOI = <https://doi.org/10.64628/AAM.angtvqcqc>

15. [Astvansh, Vivek](#) (2024), “Recycling Firm-Generated Content on Social Media Platforms: Phenomenon and Research Propositions,” *Marketing Intelligence & Planning*, 42 (8), 1407–1432. DOI = <https://doi.org/10.1108/MIP-02-2024-0136>. Journal article [here](#), and SSRN [here](#).

14. [Astvansh, Vivek](#), Kersi D. [Antia](#), and Gerard J. [Tellis](#) (2024), “Product Recall: A Synthesis of Marketing Findings and Research Directions,” *Marketing Letters*, 36, 65–77. DOI = <https://doi.org/10.1007/s11002-024-09721-x>. Journal article [here](#), electronic supplement [here](#), and SSRN [here](#). Editor = Joel [Huber](#).

- Cited in *The Conversation* Canada’s article ([here](#)). DOI = <https://doi.org/10.64628/AAM.angtvqcqc>

- Cited in *The Conversation US*'s article ([here](#)). DOI = <https://doi.org/10.64628/AAI.76yurqmt7>
13. **Astvansh, Vivek**, Kersi D. [Antia](#), and Gerard J. [Tellis](#) (2024), “What Is (and Isn’t) a Product Recall?” *Journal of Public Policy & Marketing*, 43 (4), 295–317. DOI = <https://doi.org/10.1177/07439156241242419>. Journal article [here](#), web appendix [here](#), and SSRN [here](#). Editor = Frank [Germann](#)
- Cited in *The Conversation Canada*'s article ([here](#)). DOI = <https://doi.org/10.64628/AAM.angtvqcqc>
  - Cited in *The Conversation US*'s article ([here](#)). DOI = <https://doi.org/10.64628/AAI.76yurqmt7>
12. **Astvansh, Vivek**, Anshu [Suri](#), and Hoorsana [Damavandi](#)\* (2024), “Brand Warmth Elicits Feedback, Not Complaints,” *Journal of the Academy of Marketing Science*, 52, 1107–1129. DOI = <https://doi.org/10.1007/s11747-024-01009-w>. Journal article [here](#), supplementary file [here](#), and SSRN [here](#). Editor = Gergana V. [Nenkov](#)
- Mentioned in *The Economist* ([here](#))
  - Featured in *Financial Times Business Insider* ([here](#))
  - Featured in a press release of ResourceResponse.com ([here](#))
  - *The Conversation US* ([here](#); DOI = <https://doi.org/10.64628/AAI.jdh5qsv46>), University of Tennessee Knoxville News ([here](#)), and University College Dublin News and Opinion ([here](#))
11. **Astvansh, Vivek**, \*†Beibei [Wang](#), †Tao [Chen](#), and \*†Jimmy Chengyuan [Qu](#) (2024), “Labor Unionization and Real Earnings Management: Evidence from Labor Elections,” *PLOS ONE*, 19 (2), 1–27. DOI = <https://doi.org/10.1371/journal.pone.0292889>. Journal article [here](#) and SSRN [here](#).

## 2023

10. [Eshghi](#), Kamran, and **Vivek Astvansh** (2023), “Stock Investors’ Reaction to Layoff Announcements: A Meta-analysis,” *Human Resource Management Journal*, 34, 792–809. DOI = <https://doi.org/10.1111/1748-8583.12532>. Journal article [here](#), supplemental file [here](#), and SSRN [here](#).
- Cited in Bloomberg article ([here](#)): “The ‘AI-Washing’ of Job Cuts Is Corrosive and Confusing”
  - Cited in *The Conversation Canada*'s article ([here](#)). DOI = <https://doi.org/10.64628/AAM.angtvqcqc>
  - Cited in The Ken's The Nutgraf column ([here](#))

9. **Astvansh, Vivek**, and †Ethan [Fridmanski](#) (2023), “Academic Business Research: Impact on Academics Versus Impact on Practice,” *PLOS ONE*, 18 (12), 1–14. DOI = <https://doi.org/10.1371/journal.pone.0289034>. Journal article [here](#) and SSRN [here](#).
8. [Mani](#), Sudha, **Vivek Astvansh**, and Kersi D. [Antia](#) (2023), “Buyer–supplier relationship dynamics in buyers' bankruptcy survival” *Journal of Marketing*, 88 (3), 127–144. DOI = <https://doi.org/10.1177/00222429231193994>. Journal article [here](#), web appendix [here](#), and SSRN [here](#).
  - Featured in the *Wall Street Journal* ([here](#))
  - **Astvansh, Vivek** (2023), “Research: Should Suppliers Cooperate with Companies Entering Bankruptcy?” *Harvard Business Review* ([here](#))
  - American Marketing Association’s press release ([here](#)) and podcast ([here](#))
7. **Astvansh, Vivek**, and Kamran [Eshghi](#) (2023), “The Effects of Regulatory Investigation, Outsourcing, and Product Age on Stock Investors’ Reaction to an Automobile Recall Announcement,” *Journal of Business Research*, 34, 792–809. DOI = <https://doi.org/10.1016/j.jbusres.2023.114052>. Journal article [here](#) and electronic supplement [here](#). SSRN [here](#).
  - Cited in *The Conversation Canada*’s article ([here](#)). DOI = <https://doi.org/10.64628/AAM.angtvqcqc>
6. **Astvansh, Vivek**, †Tao [Chen](#), and \*†Jimmy Chengyuan [Qu](#) (2023), “The Social Cost of Investor Distraction: Evidence from Institutional Cross-Blockholding,” *PLOS ONE*, 18 (12), 1–26. DOI = <https://doi.org/10.1371/journal.pone.0286336>. Journal article [here](#) and SSRN [here](#).
  - Harvard Law School Forum on Corporate Governance ([here](#))
5. **Astvansh, Vivek**, \*Barbara [Duffek](#), Andreas B. [Eisingerich](#) (2023), “How Can Companies Recover from Liability-Invoking Failures? Exploring the Role of Uncertainty Avoidance in Facilitating Consumer Compliance Across National Cultures,” *Journal of International Marketing*, 31 (3), 1–18. DOI = <https://doi.org/10.1177/1069031X221128787>. Journal article [here](#), electronic supplement [here](#), and SSRN [here](#).

## 2022

4. **Astvansh, Vivek**, †Yen-Yao [Wang](#), and †Wei [Shi](#) (2022), “The Effects of the News Media on a Firm’s Voluntary Product Recalls,” *Production and Operations Management* (department = POM-Marketing Interface), 31 (11), 4223–4244. DOI = <https://doi.org/10.1111/poms.13821>. Journal article [here](#), e-companion [here](#), and SSRN [here](#).
  - Cited in *The Conversation Canada*’s article ([here](#)). DOI = <https://doi.org/10.64628/AAM.angtvqcqc>

3. **Astvansh, Vivek**, †Xiaohu [Deng](#), and \*†Adnan [Habib](#) (March 3, 2022), “Research: When Geopolitical Risk Rises, Innovation Stalls,” *Harvard Business Review*. Journal = [here](#). SSRN = [here](#). Harvard Publishing = [here](#).
  - *Media coverage*: Indiana University News ([here](#)), *Business Access Report* ([here](#) for text report and [here](#) for video), *Bangkok Post* ([here](#)), *Foreign Policy* ([here](#)), extensively reshared/reposted on LinkedIn, Twitter, news media, and blogs
2. **Astvansh, Vivek**, †George P. [Ball](#), and †Matthew [Josefy](#) (2022), “The Recall Decision Exposed: Automobile Recall Timing and Process Data Set,” *Manufacturing & Service Operations Management*, 24(3), 1457–1473. DOI = <https://doi.org/10.1287/msom.2022.1085>. Journal article [here](#), supplementary file [here](#). Data file [here](#). SSRN [here](#).
  - WRDS link to the data file: <https://wrds-www.wharton.upenn.edu/pages/get-data/contributed-data-forms/automotive-safety-investigations/>
  - Cited in *The Conversation* Canada’s article ([here](#)). DOI = <https://doi.org/10.64628/AAM.angtvqcqc>
1. **Astvansh, Vivek**, and Niket [Jindal](#) (2022), “Differential Effects of Received Trade Credit and Provided Trade Credit on Firm Value,” *Production and Operations Management* (department = POM-Marketing Interface), 31(2), 781–798. DOI = <https://doi.org/10.1111/poms.13578>. Journal article [here](#), e-companion [here](#), and SSRN [here](#). Video summary: [here](#). Editor = Fred [Feinberg](#)
  - *Media coverage*: *Business Access Report* (video report: [here](#); editorial in *The Hill*: [here](#))

## TEACHING

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I take pride in three tasks I conduct with my students.

First, I recruit businesses—preferably local (so I contribute to the community)—that tell me their problems and are willing to work with my students to solve them. I request that businesses pay my students and let them decide whether to pay and, if so, how much. For example, in the fall of 2023, I recruited five businesses, each of which paid each group of four to five students \$2,500 for the work the group completed. Each of my five clients chose the best solution, and I named an award after each. The client maps their expense to a named award, while the students list it in their CVs.

Second, I *demonstrate* what I teach. For example, I partnered with a Montreal-based qualitative researcher to present a focus group discussion. Similarly, I have co-developed modules in which a practitioner and I work with students to conduct a field study to determine the target audience’s media consumption and inform creative and media-buying decisions.

Third, I research with students from the undergraduate program and the graduate programs. My research focuses on output. For example, I have coauthored an article with an undergraduate student at *The Conversation Canada* ([here](#)).

University and School/Faculty	Program	Course
McGill University's Desautels Faculty of Management	Bachelor of Commerce (BCom) (Fall 2025)	MRKT 453: Advertising and Media
	Master of Business Administration (MBA) (Fall 2025)	MRKT 657: Customer Insights
	Master of Business Administration (MBA) (Summer 2024, Summer 2025)	MRKT 658: Marketing Intelligence
	Master of Management in Analytics (MMA) (Summer 2024)	MRKT 673: Pricing Analytics
	Master of Management in Analytics (MMA) (Summer 2024)	MRKT 671: Advanced Marketing Analytics
	Ph.D. in Management (Scheduled)	MRKT 710: Marketing Strategy
	Bachelor of Commerce (Fall 2023)	MRKT 354: Marketing Strategy
		MRKT 354: Marketing Strategy
Pennsylvania State University's Institute for the Study of Business Markets	Not applicable	<a href="#">Establishing Causality: A Multi-Method Approach</a>
Indiana University Bloomington's Luddy School of Informatics, Computing, and Engineering	Master of Science in Data Science	DSCI-D590: Data Science in Business
Indiana University Bloomington's Kelley School of Business	Bachelor of Science in Business	BUS-M346: Marketing Analytics
University of Western Ontario's King's University College	Bachelor of Commerce	Introduction to Marketing
University of Wisconsin-Madison's Wisconsin School of Business	Bachelor of Science in Business	Marketing Research

- Graduate Certificate in Research, Teaching, and Learning ►  
Center for Integrating Research, Teaching, and Learning, U Wisconsin-Madison ►  
*Research Internship Title: Effect of Blended Muddiest Point on Students' Learning*  
*Committee:* Donald [Gillian-Daniel](#), Christopher [Dakes](#), Chad Shorter (all UW-Madison), and Martha J. [Dunkelberger](#) (U Houston)
- *Teaching Cases*
  - [Antia](#), Kersi D., and **Vivek Astvansh** (2016), "[Medtronic Plc: Combating the Grey Market](#)," *Ivey Publishing*, Product Number 9B16A003.
  - Wang, Baoheng, Kersi D. [Antia](#), and **Vivek Astvansh** (2017), "[Zheng Shan Tea Company: Growing the Home Market](#)," *Ivey Publishing*, Product Number 9B16A013.

## EDUCATION

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- 2014-2019 Ph.D. in Business Administration,  
Ivey Business School, University of Western Ontario, London, ON, Canada.  
Dissertation: Toward a Better Understanding and Management of Product Recall  
[▶](#)
- 2012-2014 M.S. in Business,  
Wisconsin School of Business, University of Wisconsin-Madison, WI.
- 2009-2011 MBA | Indian Institute of Management Lucknow, NOIDA, India.
- 1996-2000 Bachelor of Technology in Computer Engineering,  
Aligarh Muslim University, Aligarh, India.

## CORPORATE EMPLOYMENT

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- 2011-2012 Senior Manager, ESQ Business Solutions, India and the United States
- 2010-2011 Manager, Sapien Corporation, India
- 2007-2010 Member of Consulting Staff, Cadence Design Systems, India
- 2006-2007 Executive, Barclays Capital Global Services, Singapore
- 2003-2006 Senior Member of Technical Staff, Cadence Design Systems, India
- 2000-2003 Senior Software Engineer, Hughes Software Systems, India

## SERVICE AND ADMINISTRATION

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### *To Doctoral Students*

- Co-chaired Peng [Shen](#)'s dissertation committee, Department of Economics, Indiana University Bloomington. Peng graduated in July 2021, and his dissertation is available [here](#). Peng began his professorial career at Macau University of Science and Technology, Macau, and is currently an Assistant Professor in the Department of Marketing at [Xiamen University](#), China.

### *To the Kelley School's Marketing Department*

- 2019/12/06: Faculty Development Workshop titled *Text in Marketing: Data Sources, Linguistic Features, and Software Programs*
- Contribute to the selection, interviewing, and hiring of doctoral students and tenure-track faculty members
- Represent the department on Direct Admit Days (2/15/2019 and 2/28/2020), meeting prospective undergraduate students and their parents, answering their questions, and offering reasons why they should consider marketing as a (co)major

***Pro bono to the Community***

- Reviewer for the Canadian federal government’s [SSHRC Insight Grants](#) application, Marketing Science Institute’s [Alden G. Clayton Doctoral Dissertation Proposal Competition](#)
- Volunteered for Switchyard Brewing Company, a Bloomington, Indiana-based brewery, to measure their returns to a no-tipping policy
- Advised the Crossing Education Center, an alternative high school with 14 campuses across the state of Indiana, on how to increase Crossing’s number of students acquired and raise more funds

**GIFTS, AWARDS, AND HONORS**

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2026	2026 ISBM Scholar ( <a href="https://isbm.org/isbm-scholars/">https://isbm.org/isbm-scholars/</a> )
2026	Social Sciences & Humanities Research Council of Canada (SSHRC) Competition Results 2026, Insights Grant. C\$93,172
2025	Invited as a senior marketing strategy faculty member for the 2025 annual conference of the <a href="#">AMA Marketing Strategy Consortium, University of South Carolina</a> . Nominated an assistant professor (as a “junior” faculty member) to attend the conference
2025	McGill Office of Sponsored Research
2025	Seed Grant Fund from McGill Institute for Marketing
2024	Invited as a senior marketing strategy faculty member for the 2024 annual conference of the <a href="#">AMA Marketing Strategy Consortium, University of Cologne</a> . Nominated an assistant professor (as a “junior” faculty member) to attend the conference
2024	Seed Grant Fund from McGill Institute for Marketing
2023	From Desautels Faculty of Management’s Associate Dean for Research <ul style="list-style-type: none"> <li>• Research Support Fund (for research on the effects of brand equity on hiring outcomes) on November 17, 2023</li> <li>• Research Events Grant (for organizing McGill Colloquium for Doctoral Research in Marketing; McGill C-DRiM) on November 17, 2023</li> <li>• Writing Support Fund on November 17, 2023</li> </ul>

Seed Grant Fund from McGill Institute for Marketing on November 30, 2023

Nominee, Georgetown Best Paper in International Business and Policy; International Management Division, <https://www.aib.world/news/congratulations-to-our-aib-2023-warsaw-award-winners-and-nominees/>

- 2023 Representative of the marketing faculty, Kelley School at the annual conference of the Mittelstaedt & Gentry Doctoral Symposium at University of Nebraska-Lincoln
- “Products Under Pressure: The Effects of Hedge Fund Activism on Product Recalls,” Best-in-track paper for the Marketing Strategy track at the 2023 AMA Winter Academic Conference
- 2022 “The Performance Effects of Group Purchasing: Evidence from U.S. Health Care” Best-in-track paper for the B2B and Supply Chain Management track at the 2022 AMA Summer Academic Conference
- 2021 Co-PI (one of three PIs) on a grant of **\$24,902** awarded to the Indiana University by the U.S. Environmental Protection Agency for a workshop scheduled for February 25, 2022 and titled “The ERI-EPA Region 5 Workshop on Business / Local Government Collaboration for Climate Change Preparedness” (Federal Award Identification Number, FAINS = 00E03083, date of award December 16, 2021; [rtpfc-grants@epa.gov](mailto:rtpfc-grants@epa.gov))
- Finalist for Indiana University Trustees’ Teaching Award, 2020-2021
- 2021 Awarded **\$5,000** grant by the Office of the Associate Vice Provost for Social Science Research
- 2021 A gift of **\$60,000** from [Shoe Carnival Inc.](#) to the Center for Education and Research in Retail
- 2021 Awarded as part of “[Faculty Assistance in Data Science](#),” one funded student and one volunteer student from the MS program in Data Science to work with me on a machine learning project
- 2021 Best Paper Award in the “Product Development and Innovation” track at the 2021 AMA Winter Academic Conference
- 2020 Runners-up for the best proposal from a faculty member, [Marketing Strategy Consortium](#)’s annual virtual meeting/conference, organized by the University of Texas at Austin; December 4-5, 2020
- 2020 Best Paper Award for Track 5 (Careers, Social Issues, Diversity Issues, Ethics), [Annual Meeting of the Southern Management Association](#)

- 2018 [The Carolan Research Forum](#) at the Department of Marketing, College of Business, University of Texas at San Antonio; US **\$10,000**; June 2018
- 2018 Third Prize in Best Poster Category, “Customer Complaints and Firm Response Strategies,” with Abhishek Borah and Christine Moorman. *Empirical and Theoretical (ET) Symposium*, Guelph, ON, Canada. May 18, 2016
- 2018 Fellow, Marketing Strategy Consortium, University of Missouri
- 2018 [Ivey International Centre for Health Innovation](#); CA **\$15,000**; January 2018.
- 2017 Vice Admiral D A (Alan) Collins Research Grant; CA **\$1,500**; fall 2017
- 2017 Al Mikalachki PhD Research Grant; CA **\$1,500**; fall 2017
- 2017 Dr. Alvin J. Silk Graduate Scholarship; CA **\$9,600**; fall 2017
- 2017 Ivey International Center for Health Innovation research grant; CA **\$2,000**; April 2017
- 2016 Awardee, Al Mikalachki PhD Research Grant; CA **\$1,500**; fall 2016.
- 2016 Best Poster Award, “Rising from the Ashes: Buyer-Supplier Conflict Evolution and Its Effects on Bankruptcy Outcomes,” with Sudha [Mani](#) and Kersi D. [Antia](#). *Empirical and Theoretical (ET) Symposium*, Lake Louise, AB, Canada. May 19, 2016
- 2016 Mathematics of Information Technology and Complex Systems (MITACS) [Accelerate](#) Graduate Research Internship Program; “The Line that Separates: Identifying High Potential Franchise Systems,” CA **\$58,500**
- 2015 Nominee, Trudeau Foundation Scholarship
- 2014-2018 Plan for Excellence Doctoral Fellowship from the Ivey Business School, Western University, CA **\$38,286** per academic year
- 2014 Wisconsin School of Business Marketing Department Scholarship, University of Wisconsin-Madison; U.S. \$6,000 for the period from May 2013 to August 2013, and US \$3,000 for the period from May 2014 to Aug 2014

## **MEDIA COVERAGE**

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Listed in reverse chronological order. For the latest, visit <https://news.google.com/search?for=vivek+astvansh&hl=en-US&gl=US&ceid=US%3Aen> and [https://www.mcgill.ca/desautels/channels\\_item/397?page=1](https://www.mcgill.ca/desautels/channels_item/397?page=1)

### ***Research-based Editorials***

1. December 17, 2025, *The Conversation Canada* (French edition), “« Achetez maintenant, payez plus tard » : voici comment éviter de vous réveiller des fêtes endetté jusqu’au cou,” ([here](#)). DOI = <https://doi.org/10.64628/AAP.x9x3rt6wh>
2. December 10, 2025, *The Conversation Canada*, “‘Buy now, pay later’ is everywhere this holiday season. Here’s how to avoid a debt hangover,” ([here](#)). DOI = <https://doi.org/10.64628/AAM.79wwf3m4p>
3. October 16, *The Conversation U.S.*, “Starbucks wants you to stay awhile – but shuttering its mobile-only pickup locations could be a risky move,” ([here](#)). DOI = <https://doi.org/10.64628/AAI.6qxnvaugf>
4. July 9, 2025, *The Conversation U.S.*, “That \$20 dress direct from China now costs \$30 after Trump closed a tariff loophole – and the US will soon end the ‘de minimis’ exemption for the rest of the world, too,” ([here](#)). DOI = <https://doi.org/10.64628/AAI.mkx3f566j>
5. July 3, 2025, *The Conversation Canada*, “Chatbots are on the rise, but customers still trust human agents more,” ([here](#)). DOI = <https://doi.org/10.64628/AAM.cep9hdvph>
6. November 11, 2024, *The Conversation Canada*, “Trump tariffs: What the president-elect’s rhetoric tells us about how Canada could be affected — again,” ([here](#))
7. September 16, 2024, *The Conversation Canada*, “The Trump-Harris debate shows how personality can reveal itself in language,” ([here](#)). Coauthored with an undergraduate student.
8. June 12, 2024, *The Conversation U.S.*, “Complaints are different when customers think a company cares,” ([here](#)). DOI = <https://doi.org/10.64628/AAI.jdh5qsv46>
9. March 14, 2024, March 14, 2024, *The Conversation U.S.*, “Wendy’s ‘Surge Pricing’ Mess Looks Like a Case Study in Stakeholder Conflict,” ([here](#)).
10. January 26, 2024, *The Conversation US*, “In the Market for a Car? Soon You’ll Be Able to Buy a Hyundai on Amazon – and Only a Hyundai,” ([here](#)). Republications: Yahoo! News ([here](#))
11. November 11, 2023, *The Conversation Canada*, “Tight Budgets Are Making Tipping a Thorny Issue This Holiday Season—Here’s How To Manage It,” ([here](#)). Republications: Yahoo! News ([here](#)), Microsoft Network ([here](#)),
12. October 15, 2023, *The Conversation Canada*, “The Hidden Risks of Buy Now, Pay Later: What Shoppers Need to Know,” ([here](#)). Republications: Yahoo! News ([here](#)), Press Reader ([here](#)), Winnipeg Free Press ([here](#))

13. August 2, 2022: *The Conversation US*, “What are automotive ‘over-the-air’; updates? A marketing professor explains,” ([here](#))
14. June 2, 2022: *The Hill*, “A tariffs law revision could amount to a massive consumer tax increase,” ([here](#)). Republished by *Newsbreak* ([here](#)) and *Fast Company* ([here](#)). *Business Access Report* ([here](#) for text and [here](#) for video)

### ***Live TV Interviews***

1. April 21, 2026, CBC News (show = Hanomansingh Tonight) (CBC [link](#) and YouTube [link](#)). Topic: Drake teases new album, prompts crowd chaos in downtown Toronto
2. January 7, 2026, *CBC News* (show = Hanomansingh Tonight) (CBC [link](#) and YouTube [link](#)). Topic: Montreal law firm Paquette Gadler sues Ticketmaster for “abusive” service fees.
3. November 14, 2025, *CBC News* (CBC [link](#) and YouTube [link](#)). Topic = “Is it getting too hard to buy concert tickets?”
4. March 4, 2025, RTVi (Russia) ([here](#)). Topic = Trump tariffs
5. March 4, 2025, *CBC News Montréal* ([here](#)). Topic = Will Canadian counter-tariffs cause more harm than good?
6. January 30, 2024. *CP24* (<https://www.cp24.com/>) Primetime ([here](#)). News presenter = Lindsay Biscaia. Topic = Trump tariffs
7. February 12, 2025, *TRT Now* (<https://www.trtworld.com/>) ([here](#)). Topic = EU affirms commitment to a fair EU-US trade relationship
8. February 12, 2025. *CTV* ([here](#) or [here](#)). News presenter = Anne-Marie Mediwake. Topic = Is Canada Better Prepared for Metals Tariffs This Time Around?

### ***Pre-Recorded Video Interviews (Television and Internet)***

1. December 31, 2025, *CBC News*, “Here’s what’s getting more expensive in Quebec in 2026,” ([here](#))
2. December 26, 2025. *Montreal Gazette*, “Season of sales slowly replacing single days like Boxing Day, Black Friday” ([here](#))
3. November 27, 2025, *CTV News*, “Retailers hope for ‘big push’ to support local during holiday shopping season,” ([here](#))
4. November 25, 2025, *CTV News*, “Windsor retailers expecting surge as Black Friday kicks off early,” ([here](#))

5. November 25, 2025, *Global News*, “Will the push to shop Canadian continue into the holiday season?” ([here](#))
6. May 7, 2025, *CTV News*, “Too racy? Garage clothing ads under fire” ([here](#))
7. May 2, 2025, *CBC News*, “Has Quebec done a good job investing in electric transportation projects?” ([here](#))
8. April 2, 2025, *CTC*, “CTV News Montreal at 11:30 for Wednesday, April 2, 2025, Trump tariffs (S2025 E136),” ([here](#))
9. February 1, 2025, *CBC News Montréal*, ([here](#))
10. January 30, 2025, *CP24*, “Tariff threat” ([here](#))
11. January 23, 2025, *CBC News*, “Trump tariffs top of mind at CAQ caucus meeting,” ([here](#))
12. November 29, 2024, *Global News*, “Legault says Quebec and feds on same page concerning threat of U.S. tariffs,” ([here](#))
13. November 28, 2024, *CBC News*, “Is Quebec in trouble if Trump’s tariff threat is true?” ([here](#))
14. November 5, 2024, *CTV News Montréal*, “Federation of Quebec Chambers of Commerce anxious ahead of U.S. election,” ([here](#))
15. May 9, 2024, *CBC News*, “Who’s to blame for rising grocery bills — and what are Quebecers doing about it?” ([here](#))
16. April 24, 2024, *CBC News*, “Does the SAQ’s monopoly on alcohol still make sense?” ([here](#))
17. April 1, 2024, *Global News*, “Dangers of AI during April Fools’ Day,” ([here](#))
18. January 3, 2024, *Global News*, “New Year’s Resolution to Nix Tipping Goes Viral,” ([here](#))
19. December 27, 2023, *CTV News Montréal*, “Shoppers flock to big box stores in Montréal despite inflation, strikes” ([here](#))
20. December 18, 2023, *CTV News Montréal*, “Getting bang for your holiday shopping buck,” ([here](#))
21. May 16, 2023, A panel discussion organized by the Federal University of Goiás, Brazil (Portuguese: Universidade Federal de Goiás, UFG) on “The Reproducibility Crisis in Science,” ([here](#))
22. May 1, 2023, “AI at IU,” ([here](#))

23. February 22, 2023, *WTHR* (channel 13), “IMPD: 23-year-old man arrested after bringing handgun with Glock switch to Castleton mall” ([here](#))

Republished by *CBS4* ([here](#))

24. February 22, 2023: Fox News Media, “Experts worry mall violence could discourage shoppers” ([here](#) for Fox) and ([here](#) for CBS)

25. January 18, 2022: *Indiana University*, “ChatGPT and AI in Teaching and Learning: Opportunities and Challenges” ([here](#))

26. December 12, 2022: *Associated Press*, “Will ChatGPT put jobs at risk?” ([here](#)), republished by *Yahoo! Finance* ([here](#)) and *The Global Herald* ([here](#))

27. February 24, 2022: *ABC57 News* (primetime), “Navigating social media and disinformation amid world conflict” ([here](#))

### ***Live Radio and Podcast Interviews***

1. May 12, 2026, CBC. Show = Radio Noon Quebec. Host = Shawn Apel. Topic = Fewer people are drinking, but the SAQ is making it easier for us to get its alcohol. How do you feel about that? ([here](#))
2. December 27, 2025, CJAD 800 NewsTalk. Topic = Holiday shopping.
3. December 21, 2025. Joanne Vrakas. Show = Weekends with Joanne Vrakas, CJAD 800 Mell Media. Topic = Buy now, pay later.
4. December 16, 2025. The Mike Farwell Show on 570 NewsRadio, Rogers TV, and CityNews Kitchener. Topic = Buy now, pay later
5. December 15, 2025. Shaye Ganam Show, simulcast on 880 CHED in Edmonton and QR 770 in Calgary. Topic = Buy now, pay later ([here](#))
6. December 9, 2025. Station = AM 1150. Interviewer = Gary Barnes. Topic = Holiday shopping ([here](#))
7. July 15, 2025. Station = WNHNFM.ORG. Interviewer = Arnie Andersen. Topic = de minimis ([here](#))
8. July 7, 2025. CBC. Program = Biz Report. Interviewer = Antonia Reed. Topic = Chatbots and customer service ([here](#))
9. March 27, 2025. Program = The Start with Mackling and Megarry. Station = CJOB radio in Winnipeg. Topic = “How Might Canada Navigate the Auto Tariffs?” Listen [here](#) (start at 22:15).

10. March 16, 2025. Program = CKNW, Vancouver. Host = Scott Shantz. Topic = “Does Canada really tariff U.S. dairy 250% and above? It’s complicated.” Listen [here](#).
11. March 7, 2025, 580 CFRA, CTV Ottawa. Program = Ottawa Now with Kristy Cameron. Topic = Did Doug Ford move too early on making Americans pay more for energy? Listen [here](#).
12. March 5, 2025, CBC. Program = Radio Noon Quebec with Shawn Apel. Topic = What do you think of the U.S. tariffs? Listen [here](#).
13. February 11, 2025. Program = The Ben Mulronev Show. Listen [here](#) (start at 10:00).
14. August 19, 2024. Station = CBC Montréal. Program = Radio Noon. Host = Shawn Apel. Topic = Extended Warranties. Listen [here](#).
15. April 8, 2024: Station = *CBC Montréal*. Program = Daybreak. Host = Sean Henry. Topic = Canadian’s boycott of Loblaws.
16. March 31, 2024: *Audacy Radio*. Radio host: Bob Brill. Topic: AI’s role in marketing pranks on April Fools’ Day
17. March 19, 2024: *Morning Show of the Watchdog Radio Network*, West Virginia, Live at 8:40 a.m. Radio host: Howard Monroe. Topic = Wendy’s surge pricing. Listen [here](#) (start at 20:00 minute)
18. January 29, 2024: [QR radio](#), Calgary. Live at 5:05 p.m. Mountain time. Radio host: Sarah Crosbie. Topic = Amazon.com to sell new Hyundai cars. Listen [here](#).
19. October 19, 2023: *CityNews 570*, Kitchener: Live at 1 p.m., Eastern time. Radio host: Mike Farewell. Topic = buy now, pay later.
20. October 17, 2023: [QR radio](#), Calgary. Live at 7:45 a.m. Mountain time, Tuesday, October 17, 2023. Radio hosts: Sue Deyell and Andrew Schultz. Topic = buy now, pay later.
21. October 16, 2023: *CKNW 980*, Vancouver: Pre-taped phone interview. Radio host: Scott Shantz. Topic = buy now, pay later.

### ***Research Citations in Print and Internet Media***

1. September 9, 2025: *The Canadian Press*, “Building trust key as companies pivot to chatbots for customer service: experts” ([here](#))
2. July 13, 2025: *Fox News*, “Chatbots are losing customer trust fast” ([here](#))
3. July 7, 2025: *The Economist*, “On Lego, love and friendship” ([here](#))

4. December 1, 2022: Indiana University News, “Freight air strike could disrupt U.S. supply chain: IU experts available to comment” ([here](#))
5. November 25, 2022: *Wall Street Journal*, “Not all retailers are overstocked for the holidays. They’re discounting anyway” ([here](#))
6. November 5, 2022: *Forbes*, “What business leaders can learn from Elon Musk’s early actions and decisions about Twitter” ([here](#))
7. November 4, 2022: *Newswise*, “IU researcher available to discuss how Twitter’s investors may react to today’s massive employee layoffs” ([here](#))
8. June 10, 2022: *Wall Street Journal*, “Business losses from Russia top \$59 billion as sanctions hit” ([here](#) and [here](#)). Republished by *Bangkok Post* ([here](#)), Les Actualités (French language; [here](#)), Generations Nouvelles (French language; [here](#))
9. July 15, 2022: *The Street*, “Starbucks store closings spark dispute with unionizing employees,” ([here](#) and [here](#)). Republished by *Miami Herald* ([here](#); 3.5 million readers), *Star Telegram* ([here](#); 2.22 million), *Fresno Bee* ([here](#); 515K), *Fort Worth Star-Telegram* ([here](#); 2.22M)

### ***Opinions Mentioned in Textual News Reports***

1. May 11, 2026, *Newsweek*, “Map Shows US Cities Hit Hardest By Plunge in Canadian Tourists” ([here](#))
2. March 20, 2026, *CTV News*, “Ontario plans to cap ticket resale prices; Windsor reaction mixed on impact” ([here](#))
3. February 22, 2026, *Montréal Gazette*, “Quebec's business community greets U.S. tariffs ruling with tempered expectations” ([here](#))
4. January 16, 2026, *BBC*, “Canada's deal with China signals it is serious about shift from US” ([here](#))
5. January 8, 2026, *Canadian Family Offices*, “Tariff turmoil is the new normal. Here are key trends to watch,” ([here](#))
6. December 26, 2025, *Montréal Gazette*, “Season of sales slowly replacing single days like Boxing Day, Black Friday,” ([here](#))
7. December 4, 2025, *Wall Street Journal*, “Target tests new models for next-day delivery” ([here](#))
8. November 4, 2025, *Reuters*, “Instant View: Canada sees much higher deficits, slashes growth forecasts,” ([here](#))

9. September 4, 2025, *The Globe and Mail*, “Quebec wants judge to declare Northvolt branch insolvent,” ([here](#))
10. August 27, 2025, *The Walrus*, “How ‘Buy Now, Pay Later’ Seduced a Generation—and Trapped It in Debt,” ([here](#))
11. August 3, 2025, *China Daily*, “Tariffs on Canada termed political pressure” ([here](#))
12. August 1, 2025, *China Daily*, “US spirits sales drop in Canada,” ([here](#))
13. June 30, 2025, *The Globe and Mail*, “Want to ‘buy now, pay later’ at checkout? It could soon be reflected on Canadian credit scores,” ([here](#))
14. June 19, 2025, *Sherbrooke Records*, “Consumers are big losers in tariff war” ([here](#))
15. June 13, 2024, *The Globe and Mail*, “Canadian venues turning to split payments for pricey concert tickets as attendance wanes” ([here](#))
16. May 8, 2024, *CTV News*, “Garage faces backlash over sexualized ads critics say target young shoppers,” ([here](#))
17. April 2, 2025, *Montréal Gazette*, “Trump set to announce more tariffs Wednesday: five things Quebecers should know,” ([here](#))
18. March 28, 2025, *Newsweek*, “Mark Carney's Trump strategy comes into view,” ([here](#))
19. March 14, 2025, *Canadian Family Offices*, “‘I don’t even know what game they’re playing’: Trump, tariffs and market mayhem,” ([here](#))
20. March 14, 2025, *The Daily News*, “When Trump’s tariffs wound Canada, Upstate NY bleeds, too: cars, farms, beer,” ([here](#))
21. March 11, 2025, *Newsweek*, “Marco Rubio’s stature rising as he tackles war in Ukraine, Canada relations,” ([here](#))
22. March 4, 2025, *G1 Globo* (Brazil), “Canada, Mexico and China announce tariffs on American goods in retaliation for US tariffs,” ([here](#))
23. February 26, 2025, *The Globe and Mail*, “Canadian municipalities are re-evaluating contracts with U.S. suppliers to protest Trump’s tariffs,” ([here](#))
24. February 14, 2025, *Montréal Gazette*, “\$10K for a seat? Ticket prices soar for Canada-USA game at Bell Centre,” ([here](#))

25. February 10, 2025, *CBC Canada*, “Trump is imposing tariffs on steel and aluminum — again. What have we learned from last time?” ([here](#))
26. February 6, 2025, *Spiegel Ausland*, “The lame duck benefits from the tariff dispute with Trump,” ([here](#))
27. February 5, 2025, *Montréal Gazette*, “Trump’s tariff threats could put Canada’s semiconductor industry at risk,” ([here](#))
28. February 5, 2025, *Les Affaires*, “Trump-Created Uncertainty Risks Hurting Semiconductor Industry,” ([here](#))
29. February 3, 2025, *The Logic*, “Canada has ‘strong case’ to launch legal challenge against Trump’s tariffs,” ([here](#))
30. January 31, 2025, *Canadian Family Offices*, “Trump tariffs are (probably) coming. How much—and where—will they hurt?” ([here](#))
31. January 27, 2025, *The Globe and Mail*, “Trump uses tariffs as a foreign policy weapon and he’s willing to strong-arm an ally into submission,” ([here](#))
32. January 22, 2025, *Montréal Gazette*, “Closing all Quebec warehouses not related to union campaigns, Amazon insists,” ([here](#))
33. January 17, 2025, *Montréal Gazette*, “Got milk? Dairy substitutes cost more at many Montréal cafés (but not for long),” ([here](#))
34. January 9, 2025, *Montréal Gazette*, “Montréal’s Frank and Oak failed to stay relevant, experts say,” ([here](#))
35. December 29, 2024, *St. Albert Gazette*, “Pocketbook concerns and even conflict abroad weigh on New Year’s Eve spending plans,” ([here](#))
36. December 11, 2024, *CTV News*, “Sparse crowds a feature at Montréal’s new high-end Royalmount mall,” ([here](#))
37. December 9, 2024, *CTV News*, “Sparse crowds a feature at Montréal’s new high-end Royalmount mall,” ([here](#))
38. September 20, 2024, *USA Today*, “Millions of older cars, trucks with dangerous defects aren’t getting fixed” ([here](#))
39. August 14, 2024, *Detroit Free Press*, “Millions of older cars, trucks with dangerous defects aren’t getting fixed,” ([here](#))

40. April 14, 2024, *The Globe and Mail*, “Customers trade personal data for deals with in-store retail tech,” ([here](#))
41. March 30, 2024, *Global News*, “AI ramping up risk of promotional ploys on April Fools’ Day, experts warn,” ([here](#))
42. November 27, 2023, *Wall Street Journal*, “Retailers Have Cleaned Up Their Inventories for the Holidays,” ([here](#))
43. November 23, 2023, *BMM Bloomberg*, “Thrifting, regifting and bargain hunting: The etiquette of gift-giving on a budget,” ([here](#))
44. September 28, 2023, *USA Today* ([here](#)), “Why are Americans spending so much on Amazon, DoorDash delivery long after COVID's peak?”
45. September 22, 2023, *NIKKIE Asia* ([here](#)), “TikTok's rise in ASEAN spells trouble for U.S. rival Snapchat”
46. June 22, 2023, *News Nation* ([here](#)), *The Hill* ([here](#)), *Yahoo! News* ([here](#)), “Is restaurant tipping getting out of hand?”
47. June 1, 2023, *Associated Press* ([here](#)) and *Washington Post* ([here](#)) “Macy’s slashes expectations for the year after a pullback by shoppers in the spring”
48. June 1, 2023, *Sierra Club*, “Here’s why getting an electric vehicle at a dealership is so hard,” ([here](#))
49. May 17, 2023, *Reuters*, “Analysis: Elon Musk's embrace of advertising at Tesla grabs marketers' attention” ([here](#))
50. May 8, 2023: *Vox*, “Why most car dealers still don’t have any electric vehicles” ([here](#))
51. April 18, 2023, *NIKKEI Asia*, “Google, Meta lift AI stakes in Asia amid ChatGPT hype,” ([here](#))  
 Japanese language version at *World Journal*, 728K readers ([here](#))  
 Chinese language version by *United Daily News*, 17.3M readers ([here](#))
52. January 29, 2023: *Business Insider*, “ChatGPT is testing a paid version — here’s what that means for free users” ([here](#))  
 Republished by *Yahoo! News* ([here](#))
53. August 2, 2022: *Wall Street Journal*, “Retailers start selling something new: Logistics services” ([here](#))

54. December 1, 2021: *CMS Wire*, “8 tips to build a winning customer experience strategy” ([here](#))
55. September 3, 2021: *CMS Wire*, “How to get C-Suite buy-in on your customer experience initiatives” ([here](#))
56. September 2, 2021: *CMS Wire*, “Why the customer isn’t always right” ([here](#))
57. August 4, 2021: *CMS Wire*, “Why marketers are thinking globally and acting locally” ([here](#))
58. July 23, 2021: *CMS Wire*, “Customer experience M&A activity zeroes in on AI” ([here](#))
59. July 21, 2021: *CMS Wire*, “Think beyond the chatbot for great customer experience on social media,” ([here](#))
60. March 12, 2021: *CMS Wire*, “Not all customer feedback models are high-tech” ([here](#))
61. January 29, 2021: *Indianapolis Business Journal*, “Fishers’ startup gamifies trading, targets historically Black colleges” ([here](#))
62. February 23, 2021: *Los Angeles Times*, “Customer surveys have taken over the world. Not everyone rates them a 10” ([here](#))

### ***Blog Posts from Kelley School of Business***

1. February 24, 2021, “Project helps businesses and government work together to prepare for environmental change” ([here](#))

### **PRESENTATIONS TO PRACTITIONERS AND COMMUNITY**

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#### **2025**

- Delivered a session on how the Communications Office at the McGill Faculty of Medicine and Health Sciences can use behavioral marketing principles to improve their outcomes working with the province (<https://healthnews.mcgill.ca/section/mcgill-in-quebec/>), (2) Instagram Reels (<https://www.instagram.com/mcgillmedhealthsci>), and (3) solicit more nominations for Ovation Awards. November 14, 2025
- Participated in a panel discussion organized by McGill Policy Association (at the Max Bell School of Public Policy). Topic = Canada Federal Budget. November 11, 2025
- Côte Saint-Luce Men’s Club ([here](#)), Montreal, Quebec. May 8, 2025 (presented insights from analysis of White House documents on tariffs)

### **INVITED RESEARCH PRESENTATIONS**

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**2026**

- Asper School of Business, University of Manitoba, Canada. April 25, 2026. Presented research on when and why a passive-voice review can be more persuasive than its active-voice counterpart.
- Moore School of Business, University of South Carolina. April 17, 2026. Presented research on how CSR disclosure impacts the costs of selling.
- LeBow College of Business, Drexel University. February 12, 2026. Presented research (to PhD students on Zoom) that uses machine learning on firm, CEO, consumer, and entrepreneur-generated text, voice, images, and videos to measure variables
- School of Management, Binghamton University, State University of New York, Binghamton, NY. January 31, 2026. Presented my published and under-review research on measuring a U.S. public firm's (1) functional risks, (2) climate risk, and (3) cybersecurity risk from its annual report (i.e., Form 10-K) and the performance consequences of the disclosed risks
- Lazaridis School of Business and Economics, Wilfrid Laurier University, Waterloo, ON. January 23. Presented research on consumers' use of grammatical voice. Delivered a workshop to marketing faculty and doctoral students on language and using machine learning to discover stakeholder attributes from language.
- Rotman School of Management, University of Toronto, Toronto, ON. January 22. Presented research on measuring stakeholder attributes from language.
- Lang School of Business and Economics, University of Guelph, Guelph, ON. January 21. Presented research on measuring stakeholder attributes from language.
- Odette School of Business, University of Windsor, Windsor, ON. January 19. Presented research on measuring firm disclosures from Form 10-Ks. Presented a session to undergraduate and graduate students on how to make their careers AI-ready.

**2025**

- Ivy College of Business, Iowa State University, December 12, Ames, IA. Presented research on CSR disclosure's effects on sales expense budgeting.
- Academy of Marketing, United Kingdom. Zoom. December 16, 2025. Measuring product, executive, and company attributes from texts, images, and videos.
- G. Brint Ryan College of Business, University of North Texas, Denton, TX. October 14: Delivered a talk to undergraduate and graduate students on AI, business, and society. October 15: Taught machine learning for causal inference to PhD students and presented research on using U.S. public firms' SEC filings and earnings call transcripts to measure firm- and CXO-level variables.

- Dr. Persis E. Rockwood School of Marketing, College of Business, Tallahassee, FL, January 17, 2025 (presented research that shows that short selling asymmetrically impacts a firm's recall disclosures)

## 2024

- DeGroote School of Business, McMaster University, April 29, Hamilton, Ontario, Canada (presented research that shows that being targeted by an activist hedge fund induces myopia in the targeted firm's managers, which in turn raises product issues)
- University of Limassol, Cyprus, March 28 (presented over Zoom research that shows that a consumer review written in passive voice, versus active voice, is more helpful for readers) <https://www.uol.ac.cy/seminars/should-consumers-write-product-reviews-in-active-voice-or-passive-voice/>
- Indian Institute of Management Lucknow, March 11, 2024 (presented research that shows that a consumer review written in passive voice, versus active voice, is more helpful for readers)
- Indian School of Business, Hyderabad, March 8, 2024 (presented research that shows that being targeted by an activist hedge fund induces myopia in the targeted firm's managers, which in turn raises product issues)
- Department of Management Studies, Indian Institute of Management Delhi, March 5, 2024 (presented research that shows that a consumer review written in passive voice, versus active voice, is more helpful for readers)

## 2023

- ESSEC Business School, Paris, France, December 15, 2023 (presented research that shows that hedge fund activism increases managerial myopia, which raises the number of product issues)
- Freie Universität, Berlin, Germany, December 12, 2023 (presented research that shows that hedge fund activism increases managerial myopia, which raises the number of product issues (<https://www.wiwiss.fu-berlin.de/fachbereich/bwl/pruefungs-steuerlehre/Preventing-Corporate-Misconduct/index.html>))
- [B2B Research Online Seminar Series \(BROSS\)](#), April 5, 2023 (presented research that shows that unionization of a firm's employees increases the firm's default risk, which in turn suppresses the credit the firm receives from its suppliers)
- Desautels Faculty of Management, McGill University, [April 4, 2022](#) (presented research that shows that geopolitical risk impedes a firm's innovation)

- Telfer School of Management, University of Ottawa, May 15, 2022 (presented research that shows that unionization of a firm's employees raises the firm's default risk, which in turn lowers the trade credit the firm's suppliers provide to the firm)
- Stanford Graduate School of Business + Stanford Doerr School of Sustainability, January 7, 2023 (presented research which reports that a firm's environmental footprint damages its brand equity, which in turn elevates its credit risk)
- Wake Forest University, January 23, 2023 (presented research that reports that geopolitical risk suppresses firm-specific innovation)

## **2022**

- Oregon State University, December 9, 2022 (presented research which shows that unionization of a firm's employees raises the firm's risk of defaulting on its payments, which in turn lowers the trade credit the firm receives from its suppliers)
- Indian Institute of Management Ahmedabad, India, May 9, 2022 (presented research on how geopolitical risk impacts corporate innovation)

## **2021**

- Shoe Carnival, Inc., Evansville, Indiana, November 5, 2021 (presented findings from my analysis of Shoe Carnival's data on customer service and transcripts of chats with live agents and bots)
- University of Science & Technology Beijing (USTB), Shanghai, China, November 26, 2021 (presented over Zoom research on geopolitical risk affecting corporate technology innovation)

## **2020**

- U.S. Department of Transportation, Washington, D.C. (presented research on automobile recalls)
- Ivey Business School, University of Western Ontario, ON, Canada, September 11, 2020 (presented research on how brand warmth and competence affect consumer complaining and compliance behaviors)
- Washington State University, Pullman, WA, May 1, 2020 (taught a seminar to Carson College of Business' doctoral students over Zoom; the seminar was on endogeneity in observational data)
- Washington State University, Vancouver, WA, March 4, 2020 (presented research on vehicle recalls and medical device innovation and recall)

- U.S. Department of Transportation, January 30, 2020 (presented my data and research on vehicle recalls)
- College of Business, George Mason University, January 28, 2020

**2018**

- College of Business and Economics, University of Guelph, November 20, 2018
- School of Public and Environmental Affairs, Indiana University Bloomington, November 15, 2018

**2017**

- Bocconi University, October 26, 2017
- University of Arkansas, October 2017
- University of Guelph, October 2017
- Singapore Management University, September 2017
- Indian School of Business, Hyderabad, September 2017
- Indian Institute of Management, Ahmedabad, September 2017
- Georgia Institute of Technology, September 8, 2017
- Wilfrid Laurier University, September 2017
- Iowa State University, September 2017
- Indiana University, September 2017
- University of Missouri-Columbia, August 2017
- San Diego State University, August 2017
- University of Warwick, July 2017