

ANWESHA DE

University of Nebraska–Lincoln
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ACADEMIC EMPLOYMENT

Assistant Professor
University of Nebraska–Lincoln
July 2023 – Present

Assistant Professor
Bocconi University
Sept 2021 – July 2023

EDUCATION

Kelley School of Business, Indiana University
Ph.D. 2021
Major: Marketing; Minor: Strategic Analytics
Dissertation: “*Impact of the Brand’s Marketing Communication Strategies in the Digital Age*”
Advisory Committee: Girish Mallapragada (Chair), Beth Fossen, Rebecca Slotegraaf, Lopo Rego,
and Jeff Covin (external: Strategic Management)

MS in Business – Major: Marketing 2018

XLRI - Xavier School of Management, Jamshedpur, India
MBA in Marketing and Corporate Strategy 2014

University of Mumbai, India
Master’s in Statistics 2009

St. Xavier’s College, Mumbai, India
Bachelor’s in Statistics 2007

HONORS AND AWARDS

- Dalton Publication Award, Kelley School, Indiana University 2020
- AMA Sheth Foundation Doctoral Consortium Fellow 2020
- Marketing Strategy Consortium Fellow, UT Austin 2020
- Finalist at Three Minute Thesis (3MT) Competition, Indiana University 2020
- Doctoral Student Research Travel Award, Indiana University 2019
- Doctoral Student Research Productivity Award, Kelley School, Indiana University 2019
- AMS Doctoral Consortium Fellow, Vancouver 2019

- Marketing Strategy Consortium Fellow, Kelley School, Indiana University 2019
- Doctoral Student Research Productivity Award, Kelley School, Indiana University 2018
- Marketing Strategy Consortium Fellow, University of Missouri 2018
- Dean’s Fellowship, Kelley School, Indiana University 2016

RESEARCH INTERESTS

Social Media, Influencer Marketing, Digital Marketing, Advertising, Branding

PUBLICATIONS

1. Fossen, B. L., Mallapragada, G., & **De, A.** (2021). Impact of political television advertisements on viewers’ response to subsequent advertisements. *Marketing Science*, 40(2), 305-324.

Selected coverage: *News at IU Bloomington*, *Indiana University News Podcast*, *EurekAlert!*, *Newswise*

WORKING PAPERS

2. **De, Anwsha**, Girish Mallapragada, and Rebecca Slotegraaf, “Impact of Brand’s Health Positioning on Brand Equity”, Reject and Resubmit at *Journal of Marketing Research*. [Dissertation Essay 1]
3. **De, Anwsha**, and Beth Fossen “Brand-Influencer Collaborations and Change in Content Strategy”, draft in preparation for submission to *Journal of Marketing Research*. [Dissertation Essay 2]

RESEARCH IN PROGRESS

4. **De, Anwsha**, and Neil Morgan, “Stakeholder Orientation in the Two-sided Markets”, draft in preparation for submission to *Journal of Marketing*
5. “The power of “boring”: Why consistency may be a hurdle in the pursuit of brand freshness?” with Rebecca Slotegraaf; data collection in progress.
6. “Impact of Branded Movies on Stock Prices”, with Abhishek Borah and Girish Mallapragada; data collection in progress.

CONFERENCE PRESENTATIONS

De, Anwsha*, Girish Mallapragada, and Rebecca Slotegraaf, “Impact of Brand’s Health Positioning on Brand Equity”

- Presented at Brown Bag Seminar, University of Nebraska-Lincoln 2024

- Accepted for presentation at ISMS Marketing Science Conference 2020
- Presented in a special session “Product Innovation Issues Affecting Consumer Nutrition and Food Choice” at Winter AMA (2020, February), San Diego, CA
- Presented at Haring Symposium (2019, April), Bloomington, IN
- Presented in a Research Spotlight session (Competitive paper format) at Winter AMA (2019, February), Austin, Texas

De, Anwasha*, and Beth Fossen, “Brand-Influencer Collaborations and Change in Content Strategy”

- Presentation at AMA TechSIG x AMA Marketing for a Better World Affinity Group Webinar (2024, May)
- Presentation at Marketing and the Creator Economy Conference (November, 2023) hosted by Columbia University
- Presentation in a special session on Influencer Marketing at ISMS Marketing Science Virtual Conference (2022, June) hosted by The University of Chicago Booth School of Business
- Presentation in the Digital Marketing and Social Media Track (Competitive Format) at EMAC Conference (2022, May) hosted by Corvinus University of Budapest
- Presentation in the Digital and Social Media Marketing Track (Competitive Format) at Winter AMA (2022, February), Las Vegas, NV
- Presentation in a special session on Influencer Marketing at ISMS Marketing Science Virtual Conference (2021, June) hosted by the Simon Business School, University of Rochester

* presenter

Selected coverage: *Via Sarfatti 25*

TEACHING EXPERIENCE

Kelley School of Business, Indiana University

- Introduction to Marketing (Undergraduate) Spring 2019
- Introduction to Marketing (Undergraduate) Fall 2019

Bocconi University

- Marketing Communication Fall 2021
Elective Course for all B.Sc. programs
Student Evaluation: 8.4/10
- Strategic Marketing and Analytics Fall 2021
Compulsory Course for M.Sc. in Marketing Management
Student Evaluation: 7.8/10

- Marketing Communication Fall 2022
Elective Course for all B.Sc. programs
Student Evaluation: 7.9/10
- Strategic Marketing and Analytics Fall 2022
Compulsory Course for M.Sc. in Marketing Management
Student Evaluation: 8.4/10
- ‘Brand Management in the Age of Social Media’ as a part of Open Classes for High School students [Enrollment – 600 students across 83 countries]

University of Nebraska-Lincoln

- Marketing Management Spring 2024
Student Evaluation: 3.53/5
- Digital Marketing Spring 2024
Compulsory Course for M.Sc. in Marketing Management
Student Evaluation: 4.20/5

SERVICE

Reviewer

2023 - present Journal of Interactive Marketing
 2023 - present Journal of Business Research
 2020 AMA Winter Academic Conference
 2020 AMA Summer Academic Conference

Supervision

David Salvermoser, Graduate Thesis Supervision, 2022
 Sarah Annina Kubin, Graduate Thesis Supervision, 2022
 Eleonora Surico, Undergraduate Final Paper Supervision, 2022

Vice President for Research Insights – Tech SIG, 2024 May - Present

PROGRAMMING AND ANALYTICAL TOOLS

Stata, Python, R, SPSS

INDUSTRY EXPERIENCE

Deputy Manager, Customer Intelligence Unit
 HDFC Bank

Jan 2011 – Jun 2011

REFERENCES

Girish Mallapragada (Chair)
Weimer Faculty Fellow
Associate Professor of Marketing
Director of the Marketing Doctoral Program
Kelley School of Business
Indiana University
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Lopo Rego
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PetSmart, Inc. Distinguished Professor in Marketing
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Rebecca Slotegraaf
Neal Gilliatt Chair in Marketing
Professor of Marketing
Associate Dean for Research
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Beth Fossen
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