

ANWESHA DE

Bocconi University
Via Roentgen, 1 (4th floor)
20136 Milan
Email: anwasha.de@unibocconi.it

ACADEMIC EMPLOYMENT

Assistant Professor Bocconi University	Sept 2021 – Present
Associate Instructor Kelley School of Business, Indiana University	Aug 2016 – Aug 2021
Research Assistant S.P.Jain Institute of Management and Research	Sep 2015 – Jul 2016

EDUCATION

Kelley School of Business, Indiana University

Doctorate 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 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, Digital Marketing, Advertising

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.
 - New Ideas in Marketing (NiM) Online Seminar Series, June 2020
 - INFORMS Marketing Science Conference, virtually hosted by Duke University, June 2020
 - Harvard University, Harvard Business School, March 2020
 - University of Notre Dame, Mendoza College of Business, February 2020
 - Indian School of Business, December 2019
 - University of Texas at Austin, McCombs School of Business, March 2019
 - Winter AMA, Texas, Austin, February 2019
 - Indiana University, Kelley School of Business, Marketing Doc Day, February 2019
 - Theory and Practice in Marketing (TPM) Conference, UCLA, Los Angeles, CA, May 2018
 - Data, Dollars, and Votes: The Intersection of Marketing and Politics, Georgetown University, Washington, D.C., May 2018

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

WORKING PAPERS

2. **De, Anwasha**, Girish Mallapragada, and Rebecca Slotegraaf, “Impact of Brand’s Health Positioning on Brand Equity”, draft in preparation for submission to *Journal of Marketing*. [Dissertation Essay 1]
3. “Brand-Influencer Collaborations and Change in Content Strategy” with Beth Fossen; [Dissertation Essay 2], draft in preparation for submission to *Journal of Marketing Research*
4. **De, Anwasha**, and Neil Morgan, “Stakeholder Orientation in the Two-sided Markets”, draft in preparation for submission to *Journal of Marketing*

SELECTED RESEARCH IN PROGRESS

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 Product Deletions on Brand Performance” with Rebecca Slotegraaf; ideation.

CONFERENCE PRESENTATIONS

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

- 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 in a Research Spotlight session (Competitive paper format) at Winter AMA (2019, February), Austin, Texas
- Presented at Haring Symposium (2019, April), Bloomington, IN

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

- 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

TEACHING EXPERIENCE

Kelley School of Business, Indiana University

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

SDA Bocconi School of Management

- Marketing Communication (Undergraduate) Fall 2021
- Marketing Strategy and Analytics (M.Sc. in Marketing Management) Fall 2021

SERVICE

Reviewer

2020 AMA Winter Academic Conference
2020 AMA Summer Academic Conference

PROGRAMMING AND ANALYTICAL TOOLS

Stata, Python, R, SPSS

INDUSTRY EXPERIENCE

Deputy Manager, Customer Intelligence Unit
HDFC Bank

Jan 2011 – Jun 2011

Analytics Executive, Media and Panel Group
Kantar IMRB

May 2009 – Aug 2010

Updated 23rd July 2021