

VIVEK ASTVANSI (he, him, his) ►
[Assistant Professor, Department of Marketing](#)
 Kelley School of Business, Indiana University (IU) Bloomington
[Adjunct Professor of Data Science](#)
 Luddy School of Informatics, Computing, and Engineering, IU Bloomington
astvansi@iu.edu | [Linked In](#) | [IU Expert](#) | [Google Scholar](#) | [Media Coverage](#)

RESEARCH

My research comprises two intertwined streams. First, I research the determinants of *negative events* within and outside a company's business environment and the consequences of these events for the company and its stakeholders. Examples include employee unionization, NGO activism, regulatory inspection, terrorist attack, and political tension. Theoretically, these events vary on whether managers interpret them as *threat* or *uncertainty*, and how the interpretation impacts managers' myopic or risky marketing decisions.

Second, I research managers' *risky marketing decisions*, and their determinants and consequences. Examples include product recalls, credit sales, privacy breach, bankruptcy, social responsibility, and environmental footprint.

AFFILIATIONS AND PAST ACADEMIC EMPLOYMENT

- | | |
|--------------|---|
| 2021-present | (1) Research Fellow of the Kelley School's Institute for Environmental and Social Sustainability ; (2) Fellow of the Kelley School's Institute for Corporate Governance ; (3) Affiliate of the Indiana University's Environmental Resilience Institute ; and (4) Representative Member of the European Corporate Governance Institute |
| 2021-2022 | Associate Director of Research, Center for Education and Research in Retail
Kelley School of Business, Indiana University Bloomington, IN |
| 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 |

RESEARCH ARTICLES (IN REVERSE CHRONOLOGICAL ORDER)

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

8. [Mani](#), Sudha, **Vivek Astvansi**, and Kersi D. [Antia](#), "Buyer-Supplier Bankruptcy Courtroom Motions and Buyer's Bankruptcy Outcomes" *Journal of Marketing*, conditionally accepted
 - *Media coverage: Wall Street Journal* ([here](#))

7. **Astvansh, Vivek**, and Kamran [Eshghi](#), “The Effects of Regulatory Investigation, Outsourcing, and Product Age on Stock Investors’ Reaction to an Automobile Recall Announcement,” *Journal of Business Research*, Forthcoming.
6. **Astvansh, Vivek**, †Tao [Chen](#), and *†Jimmy Chengyuan Qu, “The Social Cost of Investor Distraction: Evidence from Institutional Cross-Blockholding,” *PLOS ONE*. Forthcoming.
5. **Astvansh, Vivek**, *Barbara [Duffek](#), Andreas B. [Eisingerich](#), “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*, Forthcoming ([here](#) for journal link and [here](#) for SSRN link)
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*, 31(4), 4223-4244. ([here](#) for journal link, [here](#) for SSRN link)
3. **Astvansh, Vivek**, †Wesley (Xiaohu) [Deng](#), and †*Adnan [Habib](#) (March 3, 2022), “Research: When Geopolitical Risk Rises, Innovation Stalls,” *Harvard Business Review* ([here](#) for journal link, [here](#) for SSRN link, [here](#) to buy for \$8.95 from Harvard Publishing).
 - *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 at 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 ([here](#) for journal link, here for [SSRN](#) link)
1. **Astvansh, Vivek** and Niket [Jindal](#) (2022), “Differential Effects of Received Trade Credit and Provided Trade Credit on Firm Value,” *Production and Operations Management*, 31(2), 781–798 ([here](#) for open-access journal link, [here](#) for SSRN link, and [here](#) for video summary)
 - *Media coverage*: *Business Access Report* ([here](#) for video report); editorial in *The Hill* ([here](#))

SELECTED MANUSCRIPTS UNDER/PAST SECOND ROUND OF REVIEW (IN DESCENDING ORDER OF PROGRESS)

To honor blind review, I use titles that are different from those of the submitted manuscripts.

1. *[Mitra](#), Amrita, Moeen N. Butt, **Vivek Astvansh**, and Kersi D. [Antia](#), “A Public Health Department’s Inspections of a Restaurant,” *Journal of Marketing Research*, awaiting submission for the **third** round
2. **Astvansh, Vivek**, Kamran [Eshghi](#), and †Hesam [Shahriari](#), and †Wei [Shi](#), “Stock Investors’ Reaction to Corporate Announcements of Disengagement with Russia,” *Journal of Marketing*, under **second** round

- *Media coverage: Wall Street Journal* ([here](#)), and *Foreign Policy* ([here](#)). *WSJ* report republished by *Bangkok Post* ([here](#)), *Les Actualités* (French language; [here](#)), *Generations Nouvelles* (French language; [here](#))
3. **Astvansh, Vivek**, †Cheng [Yin](#), †Mark [Desjardine](#), and †Wei [Shi](#), “Hedge Fund Activism and Product Recalls,” *Journal of Marketing Research*, under **second** round
 4. **Astvansh, Vivek**, †Wei [Shi](#), and †Cheng [Yin](#), “Short Selling and Product-Market Outcomes: Evidence from a Natural Experiment” *Marketing Science*, under **second** round
 5. †[Bai](#), Min and **Vivek Astvansh**, “Mandatory CSR Disclosure and Trade Credit” *Production and Operations Management*, under **second** round

TEACHING

- At Kelley School of Business, Indiana University Bloomington

Semester	Course	Response Rate	Q14: Outstanding Instructor (7-point scale)	Overall (Dean's 8 7-point scale)
Fall 2022	M346: Marketing Analytics	Section: 7044: 24/31	Mean 6.17, SD 1	Mean 6.17, SD .81
		Section: 7042: 28/34	Mean 6.2, SD 1.3	Mean 6.28, SD 1.18
		Section: 7043: 32/33	Mean 6.4, SD .7	Mean 6.45, SD.47
Fall 2021		Section 16449: 16/20	Mean 6.06, SD 1.24	Mean 6.13, SD .93
		Section 16447: 25/27	Mean 6.24, SD 1.23	Mean 6.29, SD .76
		Section 16448: 23/26	Mean 6.26, SD .92	Mean 6.44, SD .58
Fall 2020		Section: 8074: 12/30	Mean 4.4, SD 2.5	Mean 4.95, SD 1.77
		Section 8075: 19/32	Mean 6.2, SD .8	Mean 6.35, SD .53
		Section 8076: 13/28	Mean 5.3, SD 1.4	Mean 5.83, SD .9
Fall 2019		Section 8667: 24/29	Mean 6.54, SD .66	Mean 6.56, SD .46
		Section 8668: 21/27	Mean 6.67, SD .80	Mean 6.65, SD .57
		Section 8670: 21/22	Mean 6.62, SD .50	Mean 6.51, SD .46
Fall 2018		Section 9528: 12/29	Mean 6.66, SD .89	Mean 6.67, SD .51
		Section 9529: 10/30	Mean 6.53, SD .70	Mean 6.55, SD .77
		Section 9531: 6/24	Mean 4.5, SD 2.07	Mean 4.8, SD 1.17

- Instructor, King's University College, Western University, winter 2016. Course: Introductory Marketing (undergraduate-level, third-year mandatory course; 41 students). Instructor rating: 5.4 out of 7
- Instructor, Wisconsin School of Business, University of Wisconsin-Madison, summer 2014. Course: Marketing Research (undergraduate-level, elective; 10 students). Instructor rating = 3.92 on a scale of 5
- Instructor, Indus World School of Business, fall 2011. Course: Services Marketing and Sales Management (second-year MBA, elective; 40 students). Instructor rating = not available

- 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.

MEDIA COVERAGE

Listed in reverse chronological order. For latest, visit
<https://news.google.com/search?for=vivek+astvansh&hl=en-US&gl=US&ceid=US%3Aen>

Research-based Editorials

1. August 2, 2022: *The Conversation*, “What are automotive ‘over-the-air’; updates? A marketing professor explains,” ([here](#))
2. June 2, 2022: *The Hill*, “A tariffs law revision could amount to a massive consumer tax increase,” ([here](#); The Hills readership = 7.49 million). Twitter shares ([here](#)). Republished by *Newsbreak* ([here](#)) and *Fast Company* ([here](#)). *Business Access Report* ([here](#) for text and [here](#) for video)

Video Interviews and Webinars (Television and Internet)

1. 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](#))
2. May 1, 2023, “AI at IU,” ([here](#))
3. 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](#))
4. February 22, 2023: Fox News Media, “Experts worry mall violence could discourage shoppers” ([here](#) for Fox) and ([here](#) for CBS)

5. January 18, 2022: *Indiana University*, “ChatGPT and AI in Teaching and Learning: Opportunities and Challenges” ([here](#))
6. December 12, 2022: *Associated Press*, “Will ChatGPT put jobs at risk?” ([here](#)), republished by *Yahoo! Finance* ([here](#)) and *The Global Herald* ([here](#))
7. February 24, 2022: *ABC57 News* (primetime), “Navigating social media and disinformation amid world conflict” ([here](#))

Research Citations in Print and Internet Media

1. December 1, 2022: *Indiana University News*, “Freight air strike could disrupt U.S. supply chain: IU experts available to comment” ([here](#))
2. November 25, 2022: *Wall Street Journal*, “Not all retailers are overstocked for the holidays. They’re discounting anyway” ([here](#)) (*WSJ*’s readership = [33 million](#))
3. November 5, 2022: *Forbes*, “What business leaders can learn from Elon Musk’s early actions and decisions about Twitter” ([here](#))
4. November 4, 2022: *Newswise*, “IU researcher available to discuss how Twitter’s investors may react to today’s massive employee layoffs” ([here](#))
5. June 10, 2022: *Wall Street Journal*, “Business losses from Russia top \$59 billion as sanctions hit” ([here](#) and [here](#)) (*WSJ*’s readership = [33 million](#)), republished by *Bangkok Post* ([here](#)), *Les Actualités* (French language; [here](#)), *Generations Nouvelles* (French language; [here](#))
6. 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 News Reports

1. 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”
2. June 1, 2023, *Sierra Club*, “Here’s why getting an electric vehicle at a dealership is so hard,” ([here](#))
3. May 17, 2023, *Reuters*, “Analysis: Elon Musk’s embrace of advertising at Tesla grabs marketers’ attention” ([here](#))
4. May 8, 2023: *Vox*, “Why most car dealers still don’t have any electric vehicles” ([here](#))

5. 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](#))
6. 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](#))
7. August 2, 2022: *Wall Street Journal*, “Retailers start selling something new: Logistics services” ([here](#)) (*WSJ*’s readership = [33 million](#))
8. December 1, 2021: *CMS Wire*, “8 tips to build a winning customer experience strategy” ([here](#))
9. September 3, 2021: *CMS Wire*, “How to get C-Suite buy-in on your customer experience initiatives” ([here](#))
10. September 2, 2021: *CMS Wire*, “Why the customer isn’t always right” ([here](#))
11. August 4, 2021: *CMS Wire*, “Why marketers are thinking globally and acting locally” ([here](#))
12. July 23, 2021: *CMS Wire*, “Customer experience M&A activity zeroes in on AI” ([here](#))
13. July 21, 2021: *CMS Wire*, “Think beyond the chatbot for great customer experience on social media,” ([here](#))
14. March 12, 2021: *CMS Wire*, “Not all customer feedback models are high-tech” ([here](#))
15. January 29, 2021: *Indianapolis Business Journal*, “Fishers’ startup gamifies trading, targets historically Black colleges” ([here](#))
16. 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](#))

EDUCATION

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

- 2011-2012 Senior Manager, ESQ Business Solutions, India and United States
- 2010-2011 Manager, Sapient 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

To Doctoral Students

- Co-chaired the dissertation committee of Peng [Shen](#), Department of Economics, Indiana University Bloomington. Peng is currently an Assistant Professor, Department of Marketing, [Xiamen University](#), China
- April 4, 2022, Ivey Business School; Invited to participate in a session (over Zoom) where doctoral students (across all business disciplines) asked alumni questions on the job market, what they should (not) do pre- and post-comprehensive examination; what country and what type of university (teaching, balanced, R1) they should consider; tenure-track, postdoc, vs. non-tenure track
- April 12, 2022, Moore School of Business, University of South Carolina; Invited to advise (over Zoom) doctoral students who are taking Marketing Models seminar, and teach them methods in endogeneity correction and machine learning

To the Marketing Department at the Kelley School

- 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

To the Marketing and Operations Disciplines

- Member of the [editorial review board](#) of the *Production and Operations Management* and the [editorial board](#) of *Journal of Operations Management*
- Ad-hoc reviewer for the *Human Resource Management* (FT50), *International Journal of Research in Marketing*, *Journal of the Academy of Marketing Science* (FT50), *Journal of Business Ethics*, *Journal of Business Research*, *Journal of Marketing* (UTD24), and *Marketing Science* (UTD24)

To the Community

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

GIFTS, AWARDS, AND HONORS

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)

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 and one volunteer students 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 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

INVITED RESEARCH PRESENTATIONS

(IN-PERSON, UNLESS STATED OTHERWISE)

2023

- [B2B Research Online Seminar Series \(BROSS\)](#), April 5, 2023 (presented over Zoom 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)
- Stanford Graduate School of Business + Stanford Doerr School of Sustainability, January 7, 2023 (presented research which reports that 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 Over Zoom research findings 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 bot)
- 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 findings from my research on automobile recalls)
- Ivey Business School, University of Western Ontario, ON, Canada, September 11, 2020 (presented over Zoom findings on how brand warmth and competence affect consumer complaining and compliance behaviors)
- Washington State University, Pullman, WA, May 1, 2020 (taught over Zoom a seminar to Carson College of Business' doctoral students; the seminar was on endogeneity in observational data)
- Washington State University, Vancouver, WA, March 4, 2020 (presented findings from my research on vehicle recall, and medical device innovation and recall)
- U.S. Department of Transportation, January 30, 2020 (presented my data on vehicle recalls, and findings from my five research projects 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