

## VIVEK ASTVANSH

Assistant Professor, Department of Marketing,  
Kelley School of Business, Indiana University Bloomington  
[astvansh@iu.edu](mailto:astvansh@iu.edu)  
<http://kelleyschool.iu.edu/astvansh>

**Summary:** Econometric and machine learning researcher interested in how companies manage risk and recover from adversity. Teaches analytics. Manages research at the Kelley School's Retail Center. A fellow of the Kelley School's Institute for Corporate Governance and an affiliate of the Indiana University's Environmental Resilience Institute.

Worked in the technology industry for 12 years before becoming an academic.

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### RESEARCH INTERESTS

How do marketing personnel, actions, and assets influence firm response to risk and adversity? My solution-oriented, theory- and data-driven, and multimethod research answers this question. The *users* of my research include not only marketers but also lawmakers, regulators, journalists, liability lawyers, and consumer safety advocates.

<i>Phenomena</i>	<p><u>Negative (adversity)</u>: product safety failure (product recall), bankruptcy, data breach, consumer complaint, environmental footprint, geopolitical risk, political risk</p> <p><u>Positive (steady state)</u>: robots, chatbots, new product, new package, news media, user-generated social media content, trade credit, gender and cultural diversity on corporate boards, environmental pollution</p>
<i>Theoretical</i>	<p><i>Organizational theories</i>: Failure, knowledge, and learning; signaling; interfirm relationships; media and regulatory scrutiny; impression management; hypocrisy; corporate political action; strategic emphasis</p> <p><i>Psychological theories</i>: Brand personality (warmth, competence, sincerity); brand equity; compliance; hobbies</p>
<i>Primary Methodology</i>	Reduced-form micro-econometrics, machine learning, text mining
<i>Secondary Methodology</i>	Experiments, surveys, interviews
<i>Linguistics</i>	Active/passive voice, affect (valence, arousal, dominance), linguistic/structural complexity

*Empirical*      Automobile, medical device, consumer finance, manufacturing, energy/utilities

#### **ACADEMIC EMPLOYMENT**

- 2018-      [Assistant Professor of Marketing](#), Kelley School of Business  
Indiana University Bloomington, Bloomington, IN
- 2021-      Associate Director of Research, [Center for Research and Education in Retail](#)  
Kelley School of Business, Indiana University Bloomington, IN
- 2021-      Faculty Research Affiliate, [Environmental Resilience Institute](#)  
Indiana University
- 2021-      Fellow, Institute for Corporate Governance  
Kelley School of Business, Indiana University Bloomington, IN

#### **AFFILIATIONS**

- 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.

#### **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.

#### **INDUSTRY EMPLOYMENT**

- 2011-2012      Chief Marketing Officer, ESQ Business Solutions, India and U.S.
- 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

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### PUBLISHED RESEARCH

**Astvansh, Vivek** and Niket [Jindal](#) (2021), “Differential Effects of Received Trade Credit and Provided Trade Credit on Firm Value,” *Production and Operations Management*. Forthcoming. Open access at <https://onlinelibrary.wiley.com/doi/abs/10.1111/poms.13578>

### MANUSCRIPTS UNDER REVIEW

(\* DENOTES A DOCTORAL STUDENT COAUTHOR AT THE TIME OF FIRST SUBMISSION)

*Note:* To honor the blind review process, I do not list the title of my manuscript. Also, I focus on *what* my coauthors and I find rather than *how* we find (i.e., the method and the data, if applicable). I am happy to share the information in a follow-up conversation.

**Vivek Astvansh**, George P. [Ball](#), and Matthew [Josefy](#): George, Matt, and I provide a unique and hand-collected data set on nearly 2,200 recalls initiated by 27 automobile manufacturers in the United States during 2009-2019. For each recall, we read regulatory PDF files to record the date when the manufacturer discovered the potential defect. Comparing this defect discovery date with recall initiation date would let users of the data set to measure the time a manufacturer takes to initiate a recall. Further, for each step of the defect investigation that followed the discovery, we record the date the step was undertaken and a textual narrative of what actions the manufacturer took in that step. These date and textual variables would allow users to undertake a process study of product defect investigations.

- **Under second-round** review at *Manufacturing & Service Operations Management*

Sudha [Mani](#), **Vivek Astvansh**, and Kersi. D. [Antia](#): We document that in the aftermath of a firm’s Chapter 11 bankruptcy, the firm’s and its creditor-suppliers’ destructive motions in the bankruptcy court but not their constructive motions affect the firm’s likelihood of emergence from bankruptcy and the duration of bankruptcy. The research offers a novel contribution to the literature on how interfirm marketing interactions can affect firm outcomes.

- **Being revised for third-round** submission at the *Journal of Marketing*

**Vivek Astvansh** and Yen-Yao [Wang](#): Yen-Yao and I show the asymmetric effects of news and UGC on the number of units a car manufacturer recalls in a month. Whereas the positivity in news increases recalls, the positivity in UGC does not matter. Further, the negativity in news and the negativity in UGC substitute for each other, whereas their positive counterparts complement each other’s effects on recalls. Further, both the negativity in news and the positivity in news have significant, though differently patterned, long-term effects on recalls.

- **Being revised for second-round** submission to the *Production and Operations Management*

## TEACHING

### *Teaching Ratings*

#### At the Kelley School:

Semester	Course	Response Rate	Q14: Outstanding Instructor (out of 7-point scale)	Overall (out of 7-point scale)
Fall 2021		Section 16449: ?/23		
		Section 16447: ?/28		
		Section 16448: ?/28		
Fall 2020	M346: Analysis of Marketing Data	Section: 8074: 12/30	Mean 4.4, SD 2.5	Mean 5.16, SD 1.52
		Section 8075: 19/32	Mean 6.2, SD .8	Mean 6.65, SD .47
		Section 8076: 13/28	Mean 5.3, SD 1.4	Mean 5.82, SD .92
Fall 2019		Section 8667: 24/29	Mean 6.54, SD .66	Mean 6.52, SD .43
Section 8668: 21/27		Mean 6.67, SD .80	Mean 6.65, SD .47	
Section 8670: 21/22		Mean 6.62, SD .50	Mean 6.44, SD .49	
Fall 2018		Section 9528: 12/29	Mean 6.66, SD .89	Mean 6.69, SD .46
		Section 9529: 10/30	Mean 6.53, SD .70	Mean 6.7, SD .67
		Section 9531: 6/24	Mean 4.5, SD 2.07	Mean 5.01, SD 1.04

## SERVICE

### *To Doctoral Students*

- Co-chaired the dissertation committee of Peng [Shen](#), Department of Economics, Indiana University Bloomington. Peng has accepted a position of Assistant Professor, Macau School of Business, Macau University of Science and Technology, Macau starting fall 2021 ([https://www.must.edu.mo/images/MSB/files/ShenPeng\\_EN.pdf](https://www.must.edu.mo/images/MSB/files/ShenPeng_EN.pdf)).

### *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 Field*

- Ad-hoc reviewer for the *Journal of the Academy of Marketing Science* and *International Journal of Research in Marketing, Marketing Science, Journal of Operations Management*

### ***To Regulatory Agencies***

- Co-PI on a proposal (submitted on September 24, 2021, by the [Environmental Resilience Institute](#)) to the U.S. Environmental Protection Agency for a workshop promoting partnership between Indiana-based companies and local governments to prepare for climate change
- Presented on January 30, 2020 the findings from my research on product recall completion at the U.S. Department of Transportation

### ***To the Community***

- Ad-hoc reviewer for Canadian federal government's [SSHRC Insight Grants](#) application
- Advised with 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.

## **AWARDS AND HONORS**

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| 2021 | Awarded as part of " <a href="#">Faculty Assistance in Data Science</a> " 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, <a href="#">Marketing Strategy Consortium</a> '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), <a href="#">Annual Meeting of the Southern Management Association</a>  |
| 2018 | <a href="#">The Carolan Research Forum</a> 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. <i>Empirical and Theoretical (ET) Symposium</i> , 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 research award; CA \$39,000.
- 2015 Nominee, Trudeau Foundation Scholarship.
- 2014-2015 [MITACS Accelerate](#) research award; CA \$30,000.
- 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 Aug 2013, and US \$3,000 for the period from May 2014 to Aug 2014.
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