



Ashwin Malshe

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PROFILE

I am a marketing professor specializing in marketing analytics and social media marketing.

PROFESSIONAL EXPERIENCE

Assistant Professor - Marketing, University of Texas at San Antonio:

August 2016 Present

Teaching: Data Visualization and Communication and Data Analytics Applications in the MS in Data Science program (MSDA), Marketing Strategy in the PhD

Assistant Professor - Marketing, ESSEC Asia Pacific, Singapore:

July 2011 July 2016

Teaching: Social Media Marketing, Marketing Engineering, Marketing Strategy to MS, MBA, and EMBA programs

Visiting Professor, Mannheim Business School, Mannheim:

2012 Present

Teaching: Social Media Marketing to Executive MBA and Undergraduate students

EDUCATION

Binghamton University - SUNY — PhD (Marketing), 2011


Mumbai University — Master of Management Studies (Marketing), 2000

Mumbai University — Bachelor of Engineering (Electronics), 1998

PROGRAMMING SKILLS

R, SAS, and Stata

GOOGLE SCHOLAR PROFILE



Ashwin Malshe [FOLLOW](#)

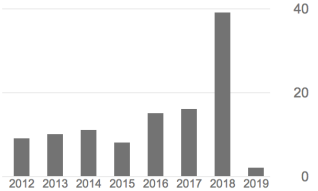
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TITLE	CITED BY	YEAR
From finance to marketing: the impact of financial leverage on customer satisfaction A Malshe, MK Agarwal Journal of Marketing 79 (5), 21-38	38	2015
The role of regulatory fit on the attraction effect S Chatterjee, R Roy, AV Malshe Journal of Consumer Psychology	37	2010
Improving Consumer Mindset Metrics and Shareholder Value Through Social Media: The Different Roles of Owned and Earned Media A Colicev, A Malshe, K Pauwels, P O'Connor Journal of Marketing 82 (1), 37-56	19	2018
The effect of mixed versus blocked sequencing of promotion and prevention features on brand evaluation: The moderating role of regulatory focus S Chatterjee, AV Malshe, TB Heath Journal of Business Research 63 (12), 1290-1294	15	2010

Cited by [VIEW ALL](#)

	All	Since 2014
Citations	118	93
h-index	5	4
i10-index	4	3



Co-authors

ACADEMIC PUBLICATIONS

Sowan, Azizeh Khaled, Ana Vera, [Ashwin Malshe](#), and Charles Reed (Forthcoming), "Transcription Errors of Blood Glucose Values and Insulin Errors in an Intensive Care Unit: Toward Electronic Medical Record - Glucometer Interoperability," *JMIR Medical Informatics*

Gretz, Richard, [Ashwin Malshe](#), Carlos Bauer, and Suman Basuroy (Forthcoming), "The Impact of Superstar and Non-Superstar Software on Hardware Sales: The Moderating Role of Hardware Lifecycle," *Journal of the Academy of Marketing Science*

Colicev, Anatoli, [Ashwin Malshe](#), and Koen Pauwels (2018), "Social Media and Customer-Based Brand Equity: An Empirical Investigation in Retail Industry," *Administrative Sciences*, 8(55)

Mittal, Vikas, [Ashwin Malshe](#), and Shrihari Sridhar (2018), "The Unequal Effects of Partisanship on Brands," *Harvard Business Review (online)*, <https://hbr.org/2018/03/the-unequal-effects-of-partisanship-on-brands>

Colicev, Anatoli, [Ashwin Malshe](#), Koen Pauwels, and Peter O'Connor (2018), "Improving Consumer Mind-Set Metrics and Shareholder Value through Social Media: The Different Roles of Owned and Earned," *Journal of Marketing*, 82(1) 37-56.

[Malshe, Ashwin](#) and Manoj K. Agarwal (2015), "From Finance to Marketing: The Impact of Financial Leverage on Customer Satisfaction," *Journal of Marketing*, 79(5) 21-38.

Chatterjee, Subimal, Rajat Roy, and Ashwin Malshe (2011), “The Role of Regulatory Fit on the Attraction Effect,” *Journal of Consumer Psychology*, 21(4) 473-481.

Chatterjee, Subimal, Ashwin Malshe, and Timothy Heath (2010), “The Effect of Mixed Versus Blocked Sequencing of Promotion and Prevention Features on Brand Evaluation: The Moderating Role of Regulatory Focus,” *Journal of Business Research*, 63(12) 1290-1294.

Berthold Sperandio, Cristina, Luiz Fernando Machado Silveira, Lenita Aver de Araújo, Josué Martos, and Ashwin Malshe (2008) “Response of the periapical tissue of dogs' teeth to the action of citric acid and EDTA,” *Journal of Applied Oral Science*, 16(1) 59-63.

BOOK CHAPTERS

Malshe, Ashwin (2015), “PlaNet Finance: A New Microfinance Loan in Cambodia and Vietnam,” in *Experiencing Innovation in Asia: Cases in Business Model Development*, World Scientific Publishing, Singapore.

Malshe, Ashwin (2015), “Pour un Sourire d’Enfant: The Need for a New Funding Model,” in *Experiencing Innovation in Asia: Cases in Business Model Development*, World Scientific Publishing, Singapore.

PAPERS UNDER REVIEW

Malshe, Ashwin, Anatoli Colicev, and Vikas Mittal, “How Main Street Drives Wall Street: Customer Satisfaction, Short Sellers, Stock Returns, and Risk”
Revise and resubmit at *Journal of Marketing Research*

Mullick, Shantanu, Ashwin Malshe, and Nicholas Glady, “Modeling the Costs of Trade Finance during the Financial Crisis of 2008-2009: An Application of Dynamic Hierarchical Linear Model,” Under review at *Journal of Financial Services Research*

Gretz, Richard and Ashwin Malshe, “Rejoinder to ‘Endogeneity Bias in Marketing Research: Problem, Causes and Remedies’,” Under review at *Industrial Marketing Management*

WORK IN PROGRESS

Yin, Yi, Shantanu Mullick, Ashwin Malshe, and Suman Basuroy, “Does Purchase Verification Matter?: A Study of Disclosing Purchase Information on Product Sales”

Malshe, Ashwin, Manoj K Agarwal, and Anatoli Colicev, “The Impact of Customer Satisfaction on Liquidity Level and Liquidity Risk”

Malshe, Ashwin, Kyuhong Han, Shrihari Sridhar, and Vikas Mittal, “Corporate Political Identity, Advertising, and Warranty”

Malshe, Ashwin, Abhishek Borah, and Paul Rad, “Identifying Brand Personality in Social Media using Image Analysis and its Consequences”

Malshe, Ashwin and Anthony Rios, “Domain Adaptation in Social Media Text Analysis”

Malshe, Ashwin and Yupin Patara, “Should the Luxury Brands be on Social Media?”

Malshe, Ashwin, Sourjo Mukherjee, and Jan Ondrus, “Predictor or Influencer? The Role of Social Media in Box Office Performance”

Yadav, Vijay, and Ashwin Malshe, “How Do Investors Choose Mutual Funds?”
Preparing for submission to *Management Science*

Wang Qi, Jinhong Xie, and Ashwin Malshe, “The Impact of Strategic Alliance on Firm Valuation in Markets with Network Effects and Standard Competition”
Preparing for submission to *Journal of Marketing*

RESEARCH GRANTS

Carolan Research Institute grant \$12,000 — “Identifying Brand Personality in Social Media using Image Analysis and its Consequences”

Carolan Research Institute grant \$15,000 — “An Empirical Examination of Marketing Strategies in Organized Retail in Emerging Markets: A Randomized Field Experiment in India”

SWIFT Institute grant £15,000 — “Modelling the Cost of Financial Services”

RESEARCH GRANT PROPOSALS

NSF Proposal (PD 18-1269) — Mediate App: A Cloud-Based Application for Statistical Mediation Analysis (*Requesting \$363,626*)

CONFERENCE PRESENTATIONS

1. “A Recurrent Neural Net for Modeling Dependency in Instagram Images” with Yu-San Lin

2018 Marketing Science Conference (Philadelphia; by Ashwin Malshe)

2. “Retail Social Media and Consumer Purchase Decision Journey: An Empirical Investigation” with Anatoli Colicev

2017 Marketing Science Conference (Los Angeles; by Ashwin Malshe)

3. “Engage With Me! How User-Driven and Brand-Driven Conversations Shape Brand Equity and Influence Firm Value” with Anatoli Colicev, Koen Pauwels, and Peter O’Connor

2015 Big Data Conference (Munich; by Anatoli Colicev)
2015 Marketing Strategy Meets Wall Street Conference (Singapore; by Anatoli Colicev)
4. “Predictor or Influencer? The Role of Social Media in Box Office Performance,” with Jan Ondrus

2014 Marketing Science Conference (Atlanta; by Ashwin Malshe)
5. “The Whole-number Processing Bias: Investor Sentiments and Changing Stock Prices,” with Subimal Chatterjee

2013 Marketing Science Conference (Istanbul; by Ashwin Malshe)
6. “Making a Systematic Business Case for Analytics”

SES Conference 2012 (Singapore; Invited Speaker: Ashwin Malshe)
7. “Innovation and Supply Chain Financing”

2012 Marketing Science Conference (Boston; by Ashwin Malshe)
8. “How Capital Structure Affects Marketing strategy: Impact of Leverage on Customer Satisfaction,” with Manoj Agarwal

2011 Marketing Strategy Meets Wall Street Conference (Boston University; by Ashwin Malshe)
9. “The Impact of Strategic Alliance on Firm Valuation in Markets with Network Effects and Standard Competition,” with Qi Wang and Jinhong Xie

34th PDMA Annual Global Conference 2010 (Orlando; by Qi Wang)
2011 Marketing Science Conference (Rice University; by Qi Wang)
2011 Marketing Strategy Meets Wall Street Conference (Boston University; by Qi Wang)
10. “The Role of Regulatory Fit on Attraction Effect,” with Subimal Chatterjee and Rajat Roy

2010 Marketing Science Conference (Cologne; by Subimal Chatterjee)
2011 BBCRST Conference (Syracuse University; by Subimal Chatterjee)
11. “Impact of Advertising on Liquidity Risk,” with Manoj Agarwal and Srinivas Krishnamurthy

2009 BBCRST Conference (Cornell University; by Ashwin Malshe)

2009 Marketing Strategy Meets Wall Street Conference (Emory University; by Manoj Agarwal)

12. “The Effects of Regulatory Focus on Consumer Judgments Involving Self and Others’ Payoffs,” with Subimal Chatterjee, Tim Heath, and Glenn Pitman

2009 ACR Conference (Pittsburgh; by Tim Heath)

13. “Sequencing Promotion and Prevention Features: the Moderating Role of Regulatory Focus,” with Subimal Chatterjee and Tim Heath

2008 ACR Conference (San Francisco; by Subimal Chatterjee)

14. “The Impact of Branding Strategy on Liquidity and Investors’ Transactions Costs,” with Manoj Agarwal, Srinu Krishnamurthy, and Yiuman Tse

2008 Marketing Science Conference (Vancouver; by Ashwin Malshe)

UTSA TEACHING

Data Visualization and Communication (DA6233)—Summer 2016, Fall 2017, Fall 2018

Data Driven Decision Making and Design (DA6213)—Fall 2016

Data Analytics Applications (DA6813)—Fall 2016

PhD Seminar in Marketing Strategy(MKT 7043-002)—Fall 2018

Customized Executive Teaching at USAA—December 2017 to August 2018

Customized Executive Teaching at ITESM, Mexico—January 2019 onwards

SERVICE

COB MBA Committee Member as the Marketing Department Representative
Academic years 2017-2018 and 2018–2019

Marketing Department Search Committee Member
Fall 2017 and Fall 2018

Management Science and Statistics Department Search Committee Member
Fall 2017

MS in Data Analytics Admissions Committee Member
Since Fall 2016

Faculty Member for UTSA-MITRE Collaboration on Generation AI Neuromancer
Since November 2018

TEACHING-RELATED CONTENT CREATION

Blog for sharing R code and fundamental concepts in data science:
<http://rpubs.com/malshe/> and www.ashwinmalshe.com

Case studies published in the book “Experiencing Innovation in Asia”

PlaNet Finance: A New Microfinance Loan in Cambodia and Vietnam

Pour un Sourire d’Enfant: The Need for A New Funding Model

Social Media Marketing Facebook Course Page (750+ followers)

<https://www.facebook.com/pages/Social-Media-Marketing/140544266003347>

“Micro-Positioning” Blog for Social Media-related Information (89 posts, 9,500 visitors)

<http://ashwinmalshe.wordpress.com/>

On this blog students can read summaries of my social media marketing lectures, watch videos, and learn the tools and techniques.

“A Typology of Social Media Crises”

<http://www.scribd.com/doc/88563058/A-Typology-of-Social-Media-Crises>

CORPORATE-ESSEC JOINT ACADEMIC PROJECTS

L’Oreal, France - Ariel L’Oreal Luxe Assessment (Project with ESSEC MBA-Lux students)

AMEX, France - The New Luxury Digital Experience (Project with ESSEC MBA-Lux students)

DFS Group, Hong Kong – Social Media Strategy for “Uptown” Launch in Hawaii (Project with ESSEC MBA-Lux students)

Cap Gemini – Asia Strategy Project (with ESSEC Global Managers in Asia students)

GE Capital EMEA - Mid-Market Research

<https://www.youtube.com/watch?v=c4cCfvqGNeo>

REFERENCES

Manoj Agarwal

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Additional references are available upon request