

## VIVEK ASTVANSH ►

Assistant Professor of Marketing,  
Kelley School of Business, Indiana University Bloomington  
[astvansh@iu.edu](mailto:astvansh@iu.edu)

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### RESEARCH INTERESTS

How does marketing (assets, capabilities, actions, and personnel) help firms respond to, and potentially recover from, adversity? That is the key question I seek to answer through both conceptual and empirical papers.

*Substantive (Phenomena)* Product recall, customer complaints, bankruptcy, data breaches, and crowd funding.

*Theoretical* Information economics; organizational failure and learning; product, process, and business-model innovation; and interfirm marketing relationships.

*Methodological* Linguistics, text mining, and micro-econometrics.

*Empirical Settings* Medical device, consumer finance, consumer durables, and food.

### ACADEMIC POSITION

2018- [Assistant Professor of Marketing](#), Kelley School of Business, Indiana University Bloomington, Bloomington, IN.

### AFFILIATIONS

2018- [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.

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### EDUCATION

2014-present Ph.D. in Business Administration, Ivey Business School, University of Western Ontario, London, ON, Canada.

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.

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## INDUSTRY POSITIONS

2011-2012 Senior Manager, ESQ Management Solutions, India  
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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## MANUSCRIPTS UNDER REVIEW

Mani, Sudha, **Vivek Astvansh**, and Kersi D. Antia, “Buyer-Supplier Interactions and Buyers’ Emergence from Bankruptcy,” under second-round review at *Journal of Marketing Research*.

**Astvansh, Vivek**, Kersi D. Antia, and Gerard J. Tellis, “Product Recall: Research Synthesis and New Directions,” under first-round review (resubmission) to *Journal of Marketing* (first of the two essays of my dissertation).

**Astvansh, Vivek**, Kersi D. Antia, and Xin (Shane) Wang, “The Role of Customer-Focused Recall Campaigns and Channel Quality on Product Recall Effectiveness,” being revised for resubmission to *Journal of Marketing* (second of the two essays of my dissertation).

Manary, Matthew P., Christine Moorman, **Vivek Astvansh**, “Learning that Pays: Stealth Strategies for Alliance-to-Acquisition,” being revised for resubmission to *Marketing Science*.

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## AWARDS AND HONORS

2018 [The Carolan Research Forum](#) at the Department of Marketing, College of Business, University of Texas at San Antonio; USD 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](#); Cdn 15,000; January 2018.

2017 Vice Admiral D A (Alan) Collins Research Grant; Cdn 1,500; fall 2017.

- 2017 Al Mikalachki PhD Research Grant; Cdn 1,500; fall 2017.
- 2017 Dr. Alvin J. Silk Graduate Scholarship; Cdn 9,600; fall 2017.
- 2017 Ivey International Center for Health Innovation research grant; Cdn 2,000; April 2017.
- 2016 Awardee, Al Mikalachki PhD Research Grant; Cdn 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; Cdn \$39,000.
- 2015 Nominee, Trudeau Foundation Scholarship.
- 2014-2015 [MITACS Accelerate](#) research award; Cdn \$30,000.
- 2014-2018 Plan for Excellence Doctoral Fellowship from the Ivey Business School, Western University; Cdn \$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 U.S. \$3,000 for the period from May 2014 to Aug 2014.

#### CONFERENCE PARTICIPATION (\*denotes presenter)

Astvanish, Vivek\*, Kersi D. Antia, and Xin (Shane) Wang (2017), “The Role of Customer-Focused Recall Campaign and Channel Quality in Product Recall Effectiveness,” presentation at the 15<sup>th</sup> *Marketing Dynamics Conference*, Dallas, TX, July 10, 2018.

Sudha Mani, Astvanish, Vivek\*, and Kersi D. Antia (2018), “Buyer-Supplier Interactions in Times of Adversity,” presentation at the 40<sup>th</sup> *Marketing Science Conference*, Philadelphia, PA, June 14, 2018.

Astvanish, Vivek, Abhishek Borah\*, and Christine Moorman, “Customer Complaints and Firm Response Strategies,” presentation at the 8<sup>th</sup> *Theory + Practice in Marketing (TPM) Conference*, Los Angeles, LA, May 18, 2018.

Astvanish, Vivek\*, Abhishek Borah, and Christine Moorman, “Customer Complaints and Firm Response Strategies,” poster at the 6<sup>th</sup> *Empirical & Theoretical (ET) Symposium*, Guelph, ON, Canada, May 18, 2018.

Astvanish, Vivek\*, Abhishek Borah, and Christine Moorman, “Customer Complaints and Firm

Response Strategies,” poster at the 4<sup>th</sup> *Lazaridis Marketing Symposium*, Waterloo, ON, Canada, May 4, 2018.

Astvansh, Vivek\*, Kersi D. Antia, and Gerard J. Tellis (2018), “Product Recall: Research Synthesis and New Directions,” presentation in a special session titled “Product Recall Strategies: Toward A Theoretical Base and Empirical Evidence” at the American Marketing Association’s (AMA’s) *2018 Winter Marketing Academic Conference*, New Orleans, LA, February 18, 2017.

Astvansh, Vivek\*, Kersi D. Antia, and Xin (Shane) Wang (2017), “The Role of Customer-Focused Recall Campaign and Channel Quality in Product Recall Effectiveness,” presentation at the *NYU-Temple Conference on Digital, Mobile, and Social Media Analytics*, New York, NY, December 9, 2017.

Astvansh, Vivek, Sudha Mani\*, and Kersi D. Antia (2016), “Buyer-Supplier Interactions During Bankruptcy,” presentation at the *Australia and New Zealand Marketing Academy Conference (ANZMAC)*, Melbourne, VIC, Australia, December 5, 2017.

Astvansh, Vivek\*, Kersi D. Antia, and Xin (Shane) Wang (2017), “The Role of Customer-Focused Recall Campaign and Channel Quality in Product Recall Effectiveness,” presentation at the *39th ISMS Marketing Science Conference*, Los Angeles, CA, June 9, 2017.

Astvansh, Vivek, Kersi D. Antia\*, and Xin (Shane) Wang (2017), “The Role of Customer-Focused Recall Campaign and Channel Quality in Product Recall Effectiveness,” presentation at the *Empirical and Theoretical (ET) Symposium*, Montreal, Québec, Canada, May 26, 2017.

Astvansh, Vivek\*, Kersi D. Antia, and Xin (Shane) Wang (2017), “The Role of Customer-Focused Recall Campaign and Channel Quality in Product Recall Effectiveness,” invited presentation in a special session titled “From Footsteps to Footprints: The Growing Value of Business-to-Business (B2B) Relationships in Firm Performance” at the *European Marketing Academy (EMAC) Conference*, Groningen, Netherlands, May 24, 2017.

Astvansh, Vivek\*, Kersi D. Antia, and Xin (Shane) Wang (2017), “Recalled but Not Remedied: The Role of Customer Orientation and Channel Capabilities on Product Recall Efficacy,” poster at the *2017 Lazaridis Marketing Symposium*, Waterloo, Ontario, Canada, April 7, 2017.

Astvansh, Vivek\*, Kersi D. Antia, and Xin (Shane) Wang (2017), “Recalled but Not Remedied: The Role of Customer Orientation and Channel Capabilities on Product Recall Efficacy,” presentation in a special session titled “Firms’ Marketing Capabilities and their Recovery from Crises” at the American Marketing Association’s (AMA’s) *2017 Winter Marketing Academic Conference*, Orlando, FL, February 18, 2017.

Astvansh, Vivek\*, Sudha Mani, and Kersi D. Antia (2016), “Rising from the Ashes: Buyer-Supplier Evolution Conflict and Its Effects on Bankruptcy Recovery,” poster at the *Empirical and Theoretical (ET) Symposium*, Lake Louise, AB, May 19, 2016.

Astvansh, Vivek\*, and Kersi D. Antia (2016), “Communicating How Much, With Whom, and When: A Triadic Perspective on Product Recall Efficacy,” presentation in a special session at the

*ISBM Academic Conference 2016, Atlanta, GA, August 4, 2016.*

Astvansh, Vivek\*, Sudha Mani, and Kersi D. Antia (2016), “Buyer-Supplier Interactions and Buyers’ Emergence from Bankruptcy,” presentation in a special session titled “Making Sense of the Problem of Plenty: Understanding the Individual and Joint Effects of Multiple Marketing Levers over Time” at the *ISBM Academic Conference 2016, Atlanta, GA, August 3, 2016.*

Astvansh, Vivek\*, Kersi D. Antia, and Xin (Shane) Wang (2016), “Communicating How Much, With Whom, and When: A Triadic Perspective on Product Recall Efficacy,” presentation at the *ISMS 2016 Marketing Science Conference, Shanghai, China, June 16, 2016.*

Astvansh, Vivek\*, Sudha Mani, and Kersi D. Antia (2016), “Rising from the Ashes: Firms’ Supplier Relationships and their Recovery from Bankruptcy,” presentation in a special session titled “Firms’ Marketing Capabilities and their Recovery from Crises” at the American Marketing Association’s (AMA’s) *2016 Winter Marketing Academic Conference, Las Vegas, NV, February 26, 2016.*

Astvansh, Vivek\*, Sudha Mani, and Kersi D. Antia (2015), “Rising from the Ashes: Effects of Firms Supplier Relationships on their Recovery from Bankruptcy,” presentation at *Interdisciplinary Graduate Student Conference, London, ON, May 22, 2015.*

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## **TEACHING**

### ***Teaching Interests***

Marketing Analytics

Social Media Marketing

Digital marketing

Marketing Metrics

### ***Teaching Experience and Certification***

Instructor, King’s University College, Western University, winter 2016. Course: Introductory Marketing (undergraduate-level, third-year mandatory course; 41 students).

The course content was a mix of 10 teaching cases from Harvard, Ivey, and Darden, HBS’ Marketing Simulation program, and five HBS’ industry and background notes on relevant marketing topics (STP, marketing communications, pricing, consumer behavior, and marketing research).

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.

Astvansh, Vivek, Momentum Technologies India - A Story of Entrepreneurship, Diversification, and Acquisition (December 2, 2011). ▼

Goyal, Anita and Astvansh, Vivek, STOLEN - Embrace the Truth! (December 3, 2013),  
Management Educator: Courses, Cases & Teaching eJournal Vol 7, Issue 1, January 08, 2014. ▼

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### **INVITED RESEARCH PRESENTATIONS**

Bocconi University, November 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 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