

Ashish Agarwal

IROM Department
McCombs School of Business
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EDUCATION

Tepper School of Business, Carnegie Mellon University, Pittsburgh, PA, 05/09
Ph. D. in Business Administration *Major*: Information Systems *Minor*: Marketing

Massachusetts Institute of Technology, Cambridge, MA, 05/98
Master of Science in Materials Science and Engineering

Indian Institute of Technology, Mumbai, India, 05/96
Bachelor of Technology in Materials Science and Engineering

EXPERIENCE

2017 – Associate Professor (with tenure), McCombs School of Business, University of Texas at Austin

2009 – 2017: Assistant Professor, McCombs School of Business, University of Texas at Austin

1998 – 2004: Technical Leader, Senior Sales Consultant and Solutions Architect: JDA Software

HONORS AND AWARDS

- Information Systems Society Sandra A. Slaughter Early Career Award (2018)
- Fayez Sarofim & Co. Centennial Fellowship (2018)
- Department Nominee for CBA Excellence Research Award (2016, 2017, 2019)
- Nominated for University of Texas Regents Outstanding Teaching Award (2015, 2016)
- Best Paper Nomination, INFORMS Conference on Information Systems and Technology (2014)
- Best Paper Nomination, INFORMS Conference on Information Systems and Technology (2012)
- Texas Blazer Outstanding Faculty Award (2012)
- Nominated for the Doctoral Consortium at ICIS (2008)
- William Larimer Mellon Fellowship (2004)

RESEARCH INTERESTS

Sponsored Search, Social Media Advertising, Economics of App Ecosystems, Network Analysis, Online Information and Investment Markets

PUBLICATIONS

Journal Publications –Published/Accepted

- Ashish Agarwal, Shannon Chen and Lillian Mills (2020), “Entity Structure and Taxes: An Analysis of Embedded Pass-Through Entities”, conditionally accepted at *The Accounting Review*.
- Jing Peng, Ashish Agarwal, Kartik Hosanagar and Raghuram Iyengar (2018), “Network Overlap and The Sharing of Content on Social Media Platforms”, *Journal of Marketing Research*, 55(4), 571-585.
- Zhuoxin Li and Ashish Agarwal (2017), “Platform Integration and Demand Spillovers in Complementary Markets: Evidence from Facebook’s Integration of Instagram”, *Management Science*, 63(10), 3438-3458.
- Ashish Agarwal, Alvin Leung, Prabhudev Konana and Alok Kumar (2017), “Network Analysis of Search Dynamics: The Case of Stock Habitats”, *Management Science*, 63(8), 2667-2687.
- Ashish Agarwal, Alvin Leung, Prabhudev Konana Alok Kumar (2017), “Co-search Attention and Stock Return Predictability in Supply-Chains”, *Information Systems Research*, 28(2), 265-288.
- Ashish Agarwal and Tridas Mukhopadhyay (2016), “Effect of Competing Ads on Click Performance in Sponsored Search”, *Information Systems Research*, 28(3), 538-557.
- Ashish Agarwal, Kartik Hosanagar and Michael D. Smith (2015), “Sponsored Search: Do Organic Results help or hurt the Performance”, *Information Systems Research*, 26(4), 695-713.
- Ashish Agarwal, Kartik Hosanagar, Michael D. Smith (2011), “Location, Location, Location: An Analysis of Profitability and Position in Online Advertising Markets,” *Journal of Marketing Research*, 48, 1057-1073.
(Included in MSI Journal Selections <http://www.msi.org/articles/topmost-keywords-may-not-be-most-profitable/>)
- Ashish Agarwal and Amar Gupta (2009), “Self-Configuration and Administration of Wireless Grids,” *International Journal of Grid and High Performance Computing*, 1(3), 37-51.
- Agarwal Ashish, Uday Pal (1999), “Influence of Pellet Composition and Structure on Carbothermic Reduction of Silica,” *Metallurgical and Materials Transactions*, 30B (2), (1999), p.295.

Journal Papers under Review/Revision

- Designing for Visibility: The Case of Mobile Apps, with Aditya Karanam and Anitesh Barua (2020)
- Co-Attention Based Networks, Information Diffusion and Stock Returns Predictability”, with Phoebe Shangquan, Alvin Leung, Xi Chen and Prabhudev Konana (2020)

- Promotional Inventory Displays: An Empirical Analysis Using IoT Data, with Zijian Zheng and Yannis Stamatopolous (2020).
- Online Word of Mouth in Social Media Advertising” with Shun-Yang Lee and Andrew Whinston (2020).
- Cross-Platform Interactions: Interplay of Content Views and Word-of-Mouth with Social Endorsements, with Qian Tang, Tingting Song, and Liangfei Qui (2020)
- Information in News Beyond Headlines and Prediction of Stock Returns with Cenyang Yang, Deepayan Chakrabarty and Prabhudev Konana (2020).

Working Papers/Work in Progress

- Cryptocurrencies: Spillover Effects of Open Innovation
- Designing New App Features: Imitate, Innovate or Follow the Crowd
- Advanced Driver Assistance Systems (ADAS), Driving Behavior and Collision Accident
- Predicting New Product Performance Using Pre-Release Social Media Data
- Channel Integration: Buy Online Pickup in Store and Retailer Performance

Refereed Conference Proceedings

- Vasundhara Sharma, Ashish Agarwal and Anitesh Barua (2020), “Cryptocurrencies: Spillover Effects of Open Innovation”, *Conference on Information Systems and Technology*, National Harbor, November 7-8.
- Qian Tan, Tingting Song, Liangfei Qiu and Ashish Agarwal (2019), “Online Content Consumption: Social Endorsements, Observational Learning and Word-of-Mouth”, *ICIS 2019 Proceedings*.
- Phoebe Shangguan, Alvin Leung, Ashish Agarwal and Prabhudev Konana (2019), “Co-Attention Based Networks, Information Diffusion and Stock Returns Predictability”, *Conference on Information Systems and Technology*, Seattle, October 19-20.
- Yixuan Liu, Ashish Agarwal, Guoming Lai and Weihua Zhou (2019), “On-Demand Healthcare Platforms: Impact of Subsidized Q&A Service on Demand for Online and Offline Consultation”, *Conference on Information Systems and Technology*, Seattle, October 19-20.
- Aditya Karanam, Ashish Agarwal and Anitesh Barua (2018), “Designing for Visibility and Sharing: The Case of Mobile Apps”, *ICIS 2018 Proceedings*, Paper 23.
- Tracy Yang, Ashish Agarwal, Deepayan Chakrabarti and Prabhudev Konana. (2018), “Market Response to the Amount of Information in News Articles”, *Conference on Information Systems and Technology*, Phoenix, November 21-22.

- Yannis, Stamapolous, Ashish Agarwal and Jacob Zheng (2018), “Operational Execution and POP Campaign Effectiveness: Empirical Evidence from Adoption of an IoT Technology”, *MSOM Conference*, Dallas, July 2-3.
- Alvin Leung, Ashish Agarwal, and Prabhudev Konana (2017), “An Empirical Study of Buy Online and Pickup in Store Option in Omnichannel Stores”, *Conference on Information Systems and Technology*, Houston, October 21-22.
- Shun-Yang Lee, Ashish Agarwal and Andrew Whinston (2015) “Word of Mouth in Social Media Advertising”, *Conference on Information Systems and Technology*, Philadelphia, October 31-November 1.
- Ashish Agarwal, Shannon Chen, Rahul Tikekar, Ririko Horvath and Larry May (2015) “Analysis of Flow-Through Entities Using Social Network Analysis Techniques”, *SOI Tax Stats IRS TPC Research Conference*, Washington D.C., June 18.
- Jing Peng, Ashish Agarwal, Kartik Hosanagar and Raghuram Iyengar (2014) “Toward Effective Social Advertising: A Micro Level Analysis of the Impact of Network Attributes on Social Influence”, *ICIS 2014 Proceedings*.
- Ashish Agarwal and Kartik Hosanagar (2014) “Social Advertising: When does it Work?” *Conference on Information Systems and Technology*, San Francisco, November 8-9. (**Best Paper Nomination**)
- Alvin Leung, Ashish Agarwal, Alok Kumar and Prabhudev Konana (2012), “Online Search: Identifying New Investment Habitats”, *ICIS 2012 Proceedings*, Paper 15.
- Alvin Leung, Ashish Agarwal, Alok Kumar and Prabhudev Konana (2012), “Online Search: Identifying New Investment Habitats”, *Conference on Information Systems and Technology*, Phoenix, October 13-14. (**Best Paper Nomination**)
- Zhuoxin Li, Ashish Agarwal and Steve Gilbert (2012), “Channel Competition in Online Referral Markets”, *Conference on Information Systems and Technology*, Phoenix, October 13-14. (**Best Student Paper Nomination**)
- Ashish Agarwal, Alvin Leung, and Prabhudev Konana (2011), “Online Retailer vs. Click and Mortar Retailer: Who Performs Better?” *ICIS 2011 Proceedings*, Paper 11.
- Ashish Agarwal, Kartik Hosanagar, and Michael Smith (2011), “Sponsored Search: Do Organic Results help or hurt the Performance and under what conditions?” *ICIS 2011 Proceedings*, Paper 18.
- Agarwal, Ashish, Tridas Mukhopadhyay (2010), “Sponsored Search: Search Characteristics, Advertisers’ Bids & Performance,” *Conference on Information Systems and Technology*, Austin, November 5-6.

Conference Presentations

- Aditya Karanam, Ashish Agarwal and Anitesh Barua. 2020. Designing New App Features: Imitate, Innovate or Follow the Crowd. Sixteenth Symposium on Statistical Challenges in eCommerce Research Symposium (SCECR'20), Spain, June 18-19.
- Qian Tan, Tingting Song, Liangfei Qiu and Ashish Agarwal. 2020. Online Content Consumption: Social Endorsement, Content Popularity and Word-of-Mouth. Sixteenth Symposium on Statistical Challenges in eCommerce Research Symposium (SCECR'20), Spain, June 18-19.
- Cenying Yang, Ashish Agarwal and Prabhudev Konana. 2020. Advanced Driver Assistance Systems (ADAS), Driving Behavior and Collision Accident. Sixteenth Symposium on Statistical Challenges in eCommerce Research Symposium (SCECR'20), Spain, June 18-19.
- Vasundhara Sharma, Ashish Agarwal and Anitesh Barua. 2019. Cryptocurrency Innovations and Returns. Workshop in Information Systems Economics, Munich, December 19-20.
- Cenying Yang, Ashish Agarwal, Deepayan Chakrabarti and Prabhudev Konana. 2018. Consumption of News Information and Stock Returns. Workshop in Information Systems Economics, San Francisco, December 16-18.
- Tracy Yang, Ashish Agarwal, Deepayan Chakrabarti and Prabhudev Konana. 2017. Market Response to the Amount of Information in News Articles. Workshop in Information Systems Economics, Seoul, December 13-15.
- Aditya Karanam, Ashish Agarwal and Anitesh Barua. 2017. Mobile App Ecosystem: Social Features and Performance. Workshop in Information Systems Economics, Seoul, December 13-15.
- Shun-Yang Lee, Ashish Agarwal and Andrew Whinston. 2017. The Adverse Effect of “Likes” and Friends’ “Likes” on Facebook Ads. Conference on Digital Experimentation MIT, Boston, October 27-28.
- Shun-Yang Lee, Ashish Agarwal and Andrew Whinston. 2015. Word of Mouth in Social Media Advertising. Workshop in Information Systems Economics, Dallas, December 11-13.
- Jing Peng, Ashish Agarwal, Kartik Hosanagar and Raghuram Iyengar. 2015. Towards Effective Information Diffusion on Social Media Platforms: A Dyadic Analysis of Network Embeddedness. Workshop in Information Systems Economics, Dallas, December 11-13. (**Best Student Paper Nomination**)
- Zhuoxin Li, Ashish Agarwal. 2014. Impact of Platform Integration on the Consumer Demand in Complementary Markets: Evidence from Facebook’s Integration of Instagram. Workshop in Information Systems Economics, Auckland, New Zealand, December 17-19.
- Zhuoxin Li, Ashish Agarwal. 2014. Impact of Platform Integration on the Consumer Demand in Complementary Markets: Evidence from Facebook’s Integration of Instagram. The Tenth Symposium on Statistical Challenges in Electronic Commerce Research, Tel Aviv, Israel, June 12-13.
- Alvin Leung, Ashish Agarwal and Prabhudev Konana. 2013. Co-Searching and Stock Cross-Predictability. Workshop in Information Systems Economics, Milan, Italy, December 19-20.

- Jing Peng, Kartik Hosanagar, Ashish Agarwal and Raghuram Iyengar. 2013. Toward Effective Social Advertising: A Micro Level Analysis of the Impact of Network Attributes on Social Influence. The Ninth Symposium on Statistical Challenges in Electronic Commerce Research, Lisbon, Portugal, June 27-28.
- Alvin Leung, Ashish Agarwal, Alok Kumar and Prabhudev Konana. 2013. Online Search: Identifying New Investment Habitats. International Symposium of Information Systems, Goa, India, January 5-6.
- Ashish Agarwal and Kartik Hosanagar. 2012. Social Advertising: Does Social Influence Work? Workshop in Information Systems Economics, Orlando, December 15-16.
- Zhuoxin Li, Ashish Agarwal. 2011. Manufacturer Encroachment in Direct Sales. Workshop in Information Systems Economics, Shanghai, China, December 7-9
- Agarwal, Ashish, Kartik Hosanagar, Michael D. Smith. 2010. Sponsored Search: Do Organic Results help or hurt the Performance and under what conditions? Workshop in Information Systems Economics, St. Louis, December 11-12.
- Leung, Alvin, Ashish Agarwal, Prabhudev Konana. 2010. Online Channel: A means to higher market valuation? Workshop in Information Systems Economics, St. Louis, December 11-12.
- Agarwal, Ashish, Tridas Mukhopadhyay. 2010. Sponsored Search: Search Characteristics, Advertisers' Bids & Performance. The Sixth Symposium on Statistical Challenges in Electronic Commerce Research, Austin, June 5-6.
- Agarwal, Ashish, Tridas Mukhopadhyay. 2009. Sponsored Search Advertising: Empirical Analysis of Search and Advertisers' Bidding Characteristics. Workshop in Information Systems Economics, Phoenix, December 14-15.
- Montgomery, Alan, Ashish Agarwal. 2009. User Profiling using Web Browsing Data. Marketing Meets Data mining Conference, Austin, August 22-23.
- Montgomery, Alan, Ashish Agarwal. 2009. User Profiling using Web Browsing Data. INFORMS Marketing Science Conference, Ann Arbor, Michigan, USA, June 4-6.
- Agarwal, Ashish, Pei-yu Chen, Tridas Mukhopadhyay. 2008. Beyond Plug & Play: Alliances in the Software Industry. Workshop in Information Systems Economics, Paris, December 13-14.
- Agarwal, Ashish, Kartik Hosanagar, Michael D. Smith. 2008. Location, Location, Location: An Analysis of Profitability and Position in Online Advertising Markets. INFORMS Marketing Science Conference, Vancouver, British Columbia, Canada, June 12-14.
- Agarwal, Ashish, Kartik Hosanagar, Michael D. Smith. 2008. Location, Location, Location: An Analysis of Profitability and Position in Online Advertising Markets. Fourth Symposium on Statistical Challenges in eCommerce Research Symposium (SCECR'08), New York, May 18-19.
- Agarwal, Ashish, Kartik Hosanagar, Michael D. Smith. 2007. Location, Location, Location: An Analysis of Profitability and Position in Online Advertising Markets. Workshop in Information Systems Economics, Montreal, December 8-9.

- Agarwal, Ashish, Pei-yu Chen, Tridas Mukhopadhyay. 2007. Software Customization: How Much and When? POMS Conference, Dallas, May 4-7.
- Agarwal, Ashish, Pei-yu Chen, Tridas Mukhopadhyay. 2005. Compatibility and Pricing in the Market for Complements. Workshop in Information Systems Economics, Irvine, December 10-11.

INVITED TALKS AND PRESENTATIONS

- *Entity Structure and Taxes: An Analysis of Embedded Pass-Through Entities*
Internal Revenue Service (2020)
- *Designing for Visibility: The Case of Mobile Apps*
Indiana University (2020)
Carnegie Mellon University (2019)
Georgia State University (2019)
Boston University (2019)
University of Florida (2019)
- *Word of Mouth in Social Media Advertising*
HEC Paris (2018)
Scheller College of Business, Georgia Tech (2018)
Goizueta Business School, Emory University (2017)
Eli Broad College of Business, Michigan State University (2017)
Stern School of Business, New York University (2016)
- *Co-search Attention and Stock Return Predictability in Supply-Chains*

Krannet School of Management, Purdue University (2016)
Simon School of Business, University of Rochester (2015)
- *Impact of Platform Integration on the Consumer Demand in Complementary Markets: Evidence from Facebook's Integration of Instagram*

Foster School of Business, University of Washington (2014)
MISRC Workshop, Carlson School of Business, University of Minnesota (2014)
Structural Modeling Applications for Research on Technology Workshop, Carnegie Mellon University, Pittsburgh (2014)
- Social Advertising: Does Social Influence Work? (2013)
Fifth Annual Conference on Internet Search and Innovation, Northwestern Law School, Chicago
- Sponsored Search: Search Characteristics, Advertiser Quality & Click Performance (2012)
Fourth Annual Conference on Internet Search and Innovation, Northwestern Law School, Chicago
- Pure-Play Online Retailer vs. Click and Mortar Retailer: The Value of Different Customer Engagement Models (2011),
Informs Annual Meeting, Charlotte
- Compatibility & Pricing: Interaction between platform and application (2011)

Informs Annual Meeting, Charlotte

- Economics of Interaction Utility: Compatibility Beyond Plug & Play (2010)
Informs Annual Meeting, Austin
- Sponsored Search: Search Characteristics, Advertisers' Bids & Performance (2010)
Texas Tech University
- Location, Location, Location: An Analysis of Profitability and Position in Online Advertising Markets (2009)
Harvard Business School
University of Texas at Austin
University of Texas at Dallas
University of Utah
University of Illinois at Urbana Champaign

RESEARCH GRANTS

- General Motors Research Grant, 2019-2021 (\$41,000)
- Research Grant for Blockchain Research, McCombs School of Business, 2019-2020 (\$15,000)
- Research Excellence Grant, McCombs School of Business, 2019-2020 (\$12,000)
- Research Excellence Grant, McCombs School of Business, 2016-2017 (\$15,000)
- Research Excellence Grant, McCombs School of Business, 2015-2016 (\$6,000)
- IRS Research Grant 2014-2015 (\$20,000)

DOCTORAL STUDENT SUPERVISION

- Shun-Yang Lee, Graduated in 2016, UT Austin (Co-Advisor) (University of Connecticut)
- Zhuoxin Li, Graduated in 2015, UT Austin (Co-Advisor) (Boston College) (**Best Dissertation Award**)
- Alvin Leung, Graduated in 2014, UT Austin (Co-Advisor) (City University of Hong Kong)
- Xiaofan Li, Graduated in 2020, UT Austin, (Doctoral Thesis Committee) (Singapore Management University)
- Yanzhen Chen, Graduated in 2017, UT Austin (Doctoral Thesis Committee) (HKUST)
- Samuel Blake, Graduated in 2017, UT Austin (Doctoral Thesis Committee) (DARPA)

- Qian Tang, Graduated in 2013, UT Austin (Doctoral Thesis Committee) (Singapore Management University)

SERVICE

Academic Service

- **Associate Editor:** Management Science, 2017-
- **Associate Editor:** Service Science, 2019-
- **Senior Editor (Guest):** POMS, 2018-
- **Associate Editor (Guest):** Information Systems Research, 2016-2020
- **Associate Editor:** Decision Support Systems, 2013-2016
- **Associate Editor:** International Conference on Information Systems (ICIS): 2011, 2012, 2013, 2014, 2016, 2017, 2018,2020
- **Co-Chair:** Conference on Information Systems and Technology (CIST), Houston, October 2017
- **Track Chair:** International Conference on Information Systems (ICIS): 2019
- **Program Committee:** Conference on Information Systems and Technology (CIST): 2011, 2012, 2013, 2014, 2015, 2016, 2018,2019,2020; ACM Conference on Electronic Commerce, 2012
- **Session Chair:** Informs Annual Meeting, Charlotte, 2011, Conference on Information Systems and Technology (CIST), Charlotte, 2011, WISE 2012, Informs Marketing Science Conference 2014
- **Co-Chair:** Sixth Symposium on Statistical Challenges in Electronic Commerce Research, Austin, June 2010
- **Coordinator:** Information Management Seminar Series at McCombs School of Business, 2010-11, 2015-2017
- **Reviewer:** Information Systems Research, Marketing Science, ICIS, WISE, ACM Conference on Electronic Commerce, CIST, Production and Operations Management, Management Science, Marketing Letters, Journal of Interactive Marketing

University Service

- IM PhD Committee, 2020

- Member of the Faculty Promotions Committee, 2019
- MSITM Admissions Committee, 2017 -
- Member of the Department Executive Committee, 2018-2020
- PhD Student Recruitment Committee, 2010-
- Faculty hiring committee, IM group, 2011-2012, 2018-2019
- Member of sixth year post tenure review committee: 2013,2015,2018
- Research Databased Committee, 2013-2014
- Member of Non-Tenure Track Faculty Third Year Review Committee, 2014, 2016, 2017
- Member of Non-Tenure Track Faculty First Year Review Committee, 2016
- Member of Non-Tenure Track Faculty Sixth Year Review Committee, 2016
- BHP Committee, 2017-2018
- Analytics Curriculum Committee, 2017-2018.

TEACHING

- MIS301H: Introduction to Information Technology Management: UG Honors Core, 2012-2019
- MIS373: IT for Supply Chains: UG Elective, 2012-2017
- MIS 284N: Emerging Technologies and Business Innovations: MSITM, 2019-
- BA 380C: Strategies for Networked Economy: HMBA, 2018-2020
- MIS301: Introduction to Information Technology Management: UG Core, 2010-2011
- Supply Chain Sales & Operations Planning & Logistics: Executive Education: 2013,2015,2016, 2017

MEDIA MENTIONS

<https://medium.com/texas-mcombs/tagged/instagram>

<http://www.texasenterprise.utexas.edu/2016/08/01/research-brief/advertisers-don-t-ignore-your-unpaid-competition>

<http://www.texasenterprise.utexas.edu/2015/07/20/research-brief/can-search-engines-help-investors-beat-market>

http://www.mckinsey.com/insights/marketing_sales/measuring_the_value_of_search

<http://www.texasenterprise.utexas.edu/article/opportunity-store-online-sellers>

<http://blog.eloqua.com/sponsored-search/>

<http://knowledge.wharton.upenn.edu/article.cfm?articleid=2928>

<http://www.mcombstoday.org/2012/04/the-science-behind-big-data>

<http://www.mcombstoday.org/2010/06/making-sense-out-of-e-commerce-data>

INDUSTRY COLLABORATIONS

Nokia, National Instruments, Yahoo, Yodle, Ampush, Internal Revenue Service, Affinity Answers, Glassview, Shelfbucks, Trefis, General Motors, Datanomers, BrilliantMD