

# TUSHMIT M. HASAN

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PhD Candidate  
Department of Marketing  
McCombs School of Business  
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## EDUCATIONAL BACKGROUND

- 2017 – 2023 PhD in Marketing  
McCombs School of Business, University of Texas at Austin, Austin, TX  
**Dissertation Title:** Essays on Environmental Forces and their Effects on Marketing Strategies  
**Dissertation Committee:** Raji Srinivasan (Chair), Verdiana Giannetti (University of Leeds), Sebastian Hohenberg (University of Münster), Kathleen Li, Vijay Mahajan  
**Dissertation Date:** May 30, 2023 (anticipated)
- 2017 – 2019 MS in Marketing  
McCombs School of Business, University of Texas at Austin, Austin, TX
- 2015 – 2017 Graduate coursework in Marketing  
Kellogg School of Management, Northwestern University, Evanston, IL
- 2009 – 2013 BS in Chemical Engineering  
University of Pennsylvania, Philadelphia, PA

## INDUSTRY EXPERIENCE

- 2013 – 2015 Market Research Associate, AlphaImpactRx, Horsham, PA

## RESEARCH INTERESTS

Marketing Strategy, Corporate Social Responsibility (CSR), Environmental, Social, and Governance (ESG) Metrics, Socially Responsible Investing, Political Uncertainty

## PUBLICATIONS

- Corstjens, Marcel, Gregory S. Carpenter, and **Tushmit M. Hasan** (2018), “The Promise of Targeted Innovation” *Sloan Management Review*, Vol 60, No. 2, pp 39-44.

## BOOK CHAPTERS

“Marketing Metrics for Business-to-Business Firms” with Dr. Raji Srinivasan; *Handbook of Business-to-Business Marketing, 2nd Edition*; forthcoming.

## PUBLICATION MENTIONS

*Harvard Business Review*, “Reevaluating Incremental Innovation,” September-October 2018 Issue (pp. 22-25); based on Corstjens, Carpenter, and Hasan (2018, *SMR*).

## JOB MARKET PAPER

**Hasan, Tushmit M.**, and Verdiana Giannetti, “ESG Disclosures: How They Are Different from CSR Disclosures and Why This Matters” (preparing manuscript for submission; target: *Journal of the Academy of Marketing Science*)

## WORKING PAPERS

**Hasan, Tushmit M.** and Joon Ho Kong, “Effect of Compensation Peer Competition on Firms’ Advertising Intensity,” (revising for 2<sup>nd</sup> round at *Journal of Marketing*)

Srinivasan, Raji, Nandini Ramani, and **Tushmit M. Hasan** “Firms Adapt to Political Risk through Vertical Integration and Mitigate Risk Outcomes” (preparing manuscript for submission; target: *Journal of Marketing*)

**Hasan, Tushmit M.** and Sebastian Hohenberg “Firms’ Proactive and Reactive ESG Communication Strategies” (data collection in progress; target: *Journal of the Academy of Marketing Science*)

Raji Srinivasan and **Tushmit M. Hasan**, “When Wall Street Anticipates Main Street: A Conceptual Framework of Investors’ Pressures on Firms’ Environmental, Social, and Governance (ESG) Actions” (manuscript development in progress; target: *Journal of Marketing Research*)

## TEACHING EXPERIENCE

2023 Spring Principles of Marketing (scheduled)  
McCombs School of Business, University of Texas at Austin

2020 Spring Principles of Marketing; undergraduate class of 40 students;  
Overall instructor rating = 4.6/5; Overall course rating = 4.4/5  
McCombs School of Business, University of Texas at Austin

Received McCombs college-wide Fred Moore Assistant Instructor Award for Teaching Excellence.

- 2017 – 2022 Teaching Assistant  
 McCombs School of Business, University of Texas at Austin  
**Courses:** Principles of Marketing (Undergraduate, Undergraduate Honors), Digital Marketing (Undergraduate, Masters, MBA), Advanced Data Analytics in Marketing (Undergraduate), Information and Analysis (Undergraduate), Marketing Management (MBA Core); Foundations of Marketing (Undergraduate)  
**Instructors:** Leigh McAlister, Taylor Bentley, Steven Brister, Jason Duan, Kathleen Lee, Jade DeKinder, Andrew Gershoff, Herb Miller, Stephen Walls, Kevin Williams
- 2016 – 2017 Teaching Assistant  
 Kellogg School of Management, Northwestern University, Evanston, IL  
**Courses:** Consumer Led Growth (EMBA), Digital Marketing (MBA), Retail Analytics (MBA)  
**Instructors:** Gregory Carpenter, Garrett Johnson, Brett Gordon.

## AWARDS

- Spring 2022 McCombs 2021-22 PhD Spirit Award for Service to McCombs School of Business
- Spring 2020 Fred Moore Assistant Instructor Award for Teaching Excellence

## RELEVANT COURSEWORK

### Marketing

Marketing Research Methods	Raghunath S. Rao, University of Texas at Austin
Judgement and Decision Making	Julie Irwin, University of Texas at Austin
Marketing Strategy	Raji Srinivasan, University of Texas at Austin
Marketing Models I	Ty Henderson, University of Texas at Austin
Marketing Models II	Jason Duan, University of Texas at Austin
Consumer Behavior	Susan Broniarczyk, University of Texas at Austin
Analytic Modeling	Anne Coughlan, Northwestern University
Quantitative Modeling	Eric Anderson, Northwestern University
Marketing Models	Brett Gordon, Northwestern University
Marketing Strategy	Gregory Carpenter, Northwestern University

### Statistics and Economics

Mathematic Statistics for Applications	Tom Sager, University of Texas at Austin
Probability Theory	Haiqing Xu, University of Texas at Austin
Econometrics I	Stephen Donald, Brendan Kline University of Texas at Austin
Longitudinal Data Analysis	Dan Powers, Andrew Henderson, University of Texas at Austin
Empirical Methods in Corporate Finance	Cesare Fracassi, University of Texas at Austin
Econometrics	Charles Manski, Joel Horowitz, Ivan Canay, Northwestern University
Microeconomics	Eddie Dekel, Marciano Siniscalchi, Alessandro Pavan, Northwestern University

### Other

Text Analysis in Social Media	James Pennebaker, University of Texas at Austin
Corporate Sustainability	Jeffrey Hales, University of Texas at Austin

## RESEARCH PRESENTATIONS

- Aug 2022 “How and Why ESG (Environmental, Social, and Governance Principle) is Different from CSR (Corporate Social Responsibility)”  
Marketing Strategy Meets Wall Street Conference, Chicago, IL
- Jun 2022 “The Difference Between ESG and CSR Disclosures”  
INFORMS Marketing Science Conference, Virtual
- Feb 2022 “Value Relevance of CSR vs. ESG Communication”  
American Marketing Association Winter Conference, Virtual
- Nov 2021 “Old Wine in New Bottles? Valuation Implications of CSR vs. ESG Framing”  
McCombs PhD Conference, University of Texas at Austin
- Oct 2021 “Marketing Metrics for B2B Firms”  
ISBM B2B Research Webinar Series
- Feb 2020 “The Effects of Political Risk on the Returns to Firms’ R&D and Ad Spending”  
American Marketing Association Winter Conference, San Diego, CA
- Jan 2020 “The Effects of Political Risk on the Returns to Firms’ R&D and Ad Spending”  
Third Year Research Presentation  
McCombs School of Business, University of Texas at Austin
- Feb 2019 “The Impact of Political Uncertainty on Firms’ Marketing Behavior”  
American Marketing Association Winter Conference, Austin TX
- Sep 2018 “The Impact of Political Uncertainty on Firms’ Marketing Behavior”  
First Year Research Presentation  
McCombs School of Business, University of Texas at Austin

## SERVICE

- Jun – July 2022 Volunteer for AMA-Sheth Doctoral Consortium
  - Managed logistics for consortium sessions
  - Served as contact person for attendees
- Aug 2020 – Jul 2021 Representative for Marketing on the McCombs PhD Council
- Aug 2020 – Jul 2022 Representative for McCombs in the Graduate Student Assembly
- Jun 2020 Moderator for ISMS Webinar: Reflecting on Equity and Inclusion in Marketing Academia
  - Managed webinar schedule
  - Organized practice sessions
- Oct 2018 Conference Volunteer for Association of Consumer Research (ACR) Conference

## ATTENDANCE IN CONFERENCES, CONSORTIA, AND WORKSHOPS

- Aug 2022 Marketing Strategy Meets Wall Street, Chicago, IL (Session Chair: Influencing Investors and Stakeholders)
- Aug 2022 ISBM PhD Camp, University of Illinois at Chicago, IL
- Jun 2022 AMA-Sheth Doctoral Consortium, University of Texas at Austin
- Jun 2022 Marketing Strategy Consortium, Texas A&M University, College Station, TX
- Feb 2022 American Marketing Association Winter Academic Conference  
Virtual + Las Vegas, NV
- Jun 2021 Academy of Marketing Sciences Virtual Online Conference and  
Academy of Marketing Science Doctoral Consortium
- Feb 2021 American Marketing Association Winter Academic Conference, Virtual
- Dec 2020 Marketing Strategy Consortium, University of Texas at Austin, Virtual
- Jun 2020 ISMS Webinar: Reflecting on Equity and Inclusion in Marketing Academia  
**Webinar Moderator**
- Feb 2020 American Marketing Association Winter Academic Conference, San Diego, CA
- Apr 2019 University of Houston Annual Doctoral Symposium, Houston, TX
- Mar 2019 Marketing Strategy Consortium, University of Indiana Bloomington, Bloomington, IN
- Feb 2019 American Marketing Association Winter Academic Conference, Austin TX
- Oct 2018 Association of Consumer Research Conference, Dallas, TX
- Aug 2018 ISBM PhD Camp and Conference (including Theory Construction Workshop with Ajay Kohli and Writing Workshop with Gary Lilien)  
Massachusetts Institute of Technology, Cambridge, MA
- Mar 2018 Marketing Strategy Consortium, University of Missouri, Columbia, MO
- Feb 2018 American Marketing Association Winter Academic Conference (including Doctoral Consortium), New Orleans, LA
- Jun 2017 Causal Inference Workshop with Bernard Black and Matthew McCubbins,  
Northwestern University, Chicago, IL
- Oct 2016 Quantitative Marketing and Economics Conference  
Northwestern University, Evanston, IL

## **PROFESSIONAL MEMBERSHIPS**

Dec 2017 – present      American Marketing Association (AMA)

Mar 2021 – present      Academy of Marketing Science (AMS)

## **FELLOWSHIPS AND SCHOLARSHIPS**

Feb 2022, Jun 2021      McCombs-Provost PhD Research Fellowship

Jun 2021      Professional Development Award, University of Texas at Austin

Jun 2021, Apr 2020, Oct 2019      Graduate School Continuing Fellowship, University of Texas at Austin

Jun 2021, Jun 2020, Aug 2019      Eugene and Dora Bonham Memorial Fund Scholarship