

## **Rishika Rishika**

Department of Marketing • Moore School of Business • University of South Carolina

[rishika@moore.sc.edu](mailto:rishika@moore.sc.edu)

Citizen: United States of America

### **EDUCATION**

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#### **Ph.D. in Business Administration (Marketing), 2008**

University of California, Irvine

#### **Master of Arts in Economics, 1999**

Delhi School of Economics, Delhi, India

#### **Bachelor of Arts (Honors) in Economics, 1997**

Shri Ram College of Commerce, Delhi, India

### **ACADEMIC POSITIONS**

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#### **University of South Carolina, Moore School of Business**

- Clinical Assistant Professor of Marketing, 2015-present

#### **Texas A&M University, Mays Business School, College Station, TX**

- Assistant Professor of Marketing, 2009-2015
- Clinical Assistant Professor of Marketing, 2008-2009
- Lecturer in Marketing, Spring 2008

#### **University of Delhi, Delhi, India.**

- Lecturer in Economics, 1999-2000

### **RESEARCH INTERESTS**

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Social media marketing, online social networks, multichannel retailing, customer relationship management, and marketing and public policy.

### **TEACHING INTERESTS**

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Marketing analytics, marketing research, pricing strategies, marketing strategy, new product development, marketing fundamentals, database marketing.

### **PEER REVIEWED PUBLICATIONS**

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Janakiraman, Ramkumar, Lim, Joon Ho and Rishika Rishika, (2017), "The Effect of Data Breach Announcement on Customer Behavior: Evidence from a Multichannel Retailer," *forthcoming at Journal of Marketing (equal contribution)*.

Park, Eunho, Rishika Rishika, Ramkumar Janakiraman, Mark Houston and Byungjoon Yoo (2017), "Social Dollars in Online Communities: The Effect of Product, User and Network Characteristics," *forthcoming at Journal of Marketing (equal contribution)*.

Kumar, Ashish, Ram Bezawada, Rishika Rishika, Ramkumar Janakiraman, and P.K. Kannan (2016), "The Effects of Firm Generated Content in Social Media on Consumer Behavior: Evidence from Field Research", *Journal of Marketing*, 80(1), 7-25, LEAD ARTICLE (*equal contribution*).

- Winner of Marketing Science Institute's (MSI) research proposal competition 2014, "Social Interactions and Social Media Marketing."

Banerjee, Syagnik and Rishika Rishika (2015), “The Art of Mistiming: How Interruptions Make Mobile Coupon Campaigns Effective,” *Journal of Direct, Data and Digital Marketing*, 17, 101–113.

Rishika, Rishika, Ashish Kumar, Ramkumar Janakiraman and Ram Bezawada (2013), “The Impact of Customers’ Social Media Participation on Customer Visit Frequency and Profitability: An Empirical Investigation,” *Information Systems Research*, 24(1), 108-127.

- Finalist in the *CIONET European Research Paper of the Year* 2014.
- Media Mentions: TAMU Times, @Mays, Biz Inc, Yahoo!Canada, Yahoo!Finance India, Fox Business, IEEE Computer Society, NetIndia123.com, Newstrack India, The Spectrum, Calcutta News, Albuquerque Express, Herald Globe, India4u.com, TruthDive, News Track India, Yahoo! India News, NewsroomAmerica, India Vision, News.SmasHits.com, Computing Now, Press News.org, Webindia123.com, Science Newslane, Phys.Org , Science Blog, e! Science News, Business News Daily, World News, Innovations Report, Noodles, High Text Verlag, Alpha Galileo Alpha Galileo (DE).

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#### **ARTICLES IN OTHER REFEREED PUBLICATIONS**

Kumar, Ashish, Ram Bezawada, Rishika Rishika, Ramkumar Janakiraman, and P.K. Kannan (2016), “The Effects of Firm Generated Content in Social Media on Customer Behavior: An Empirical Examination,” *MSI Research Report #16-111*.

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#### **BOOK CHAPTER**

Rishika, Rishika and Ramkumar Janakiraman (2017), “Social Media and Retailing: A Review and Directions for Future Research,” *Handbook of Research on Retailing*, Katrijn Gielens and Els Gijbrecchts, Editors, (*forthcoming*).

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#### **MANUSCRIPTS UNDER REVIEW**

Omitted to protect double blind review process. Please email for details.

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#### **SELECTED WORK IN PROGRESS**

Omitted to protect double blind review process. Please email for details.

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#### **INVITED PRESENTATIONS**

Rishika Rishika, Lim, Joon Ho, Ramkumar Janakiraman and Subodha Kumar, “The Impact of Product Recommendation Technology on Customer Behavior: Evidence from Field Research,” presented at the *Institute for the Study of Business Markets Biennial Academic Conference*, Emory University, Goizueta Business School, 2016.

Lim, Joon Ho, Rishika Rishika and Ramkumar Janakiraman, “The Effects of Voluntary Disclosure of Product Information on Quantity and Quality of Firm Innovation: The Case of Front of Package Nutrition Labeling Initiative,” presented at *Marketing department research seminar series*, Moore School of Business, University of South Carolina, Spring 2016.

Rishika, Rishika, Ashish Kumar, Ramkumar Janakiraman and Ram Bezawada, “The Impact of Customers’ Social Media Participation on Customer-Firm Relationship Duration: The Role of Offline Exchange, Product and Customer Characteristics,” (Paper invited for presentation at *Information Systems Research Special Issue Workshop*, University of Maryland, June 2012 – presented by co-author).

Rishika, Rishika and Jui Ramaprasad, “Effect of Asymmetric Social Ties on Online Contribution: The Role of Tie Strength and Homophily” presented at the *Marketing Research Camp*, Mays Business School, Texas A&M University, 2011.

## **CONFERENCE PRESENTATIONS**

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Rishika Rishika, Joon Ho Lim and Ramkumar Janakiraman, “Effects of Mobile App Adoption on Customer Behavior,” *Marketing Science Conference*, 2017.

Rishika Rishika, Joon Ho Lim, Ramkumar Janakiraman and Subodha Kumar, “The Impact of Product Recommendation Technology on Customer Behavior: Evidence from Field Research,” presented by co-author at *Marketing Science Conference*, 2017.

Janakiraman, Ramkumar, Joon Ho Lim and Rishika Rishika, “The Effect of Cyberattack on Customers’ Purchase and Channel Choice Behavior: Evidence from a Natural Experiment,” presented by co-author at *Marketing Science Conference*, 2015.

Park, Eunho, Rishika Rishika, Ramkumar Janakiraman and Byungjoon Yoo, “The Effect of Social Contagion on Users’ Purchase Behavior in an Online Community,” presented by co-author at *Marketing Science Conference*, 2015.

Rishika, Rishika and Jui Ramaprasad, “The Effects of Asymmetric Social Ties, Tie Strength and Structural Embeddedness on Online Content Contribution Behavior: A Disaggregate Level Analysis,” *Marketing Science Conference*, 2014.

- *Invited to be a part of Special Track on Internet and Interactive Marketing*

Lim, Joon Ho, Rishika Rishika and Ramkumar Janakiraman, “The Effects of Voluntary Disclosure of Product Information on Quantity and Quality of Firm Innovation: The Case of Front of Package Nutrition Labeling Initiative,” *Marketing Science Conference*, 2014 (presentation by co-author).

Kumar, Ashish, Rishika Rishika, Ramkumar Janakiraman, Ram Bezawada and P.K. Kannan (2014), “The Effects of Firm Generated Content in Social Media on Consumer Behavior: Evidence from Field Research,” *Marketing Science Conference*, 2014 (presentation by co-author).

Rishika, Rishika, Ashish Kumar, Ramkumar Janakiraman and Ram Bezawada, “The Impact of Customers’ Social Media Participation on Customer Visit Frequency and Profitability: An Empirical Investigation,” *AMA Winter Marketing Educators' Conference*, 2013.

Rishika, Rishika, Ashish Kumar, Ramkumar Janakiraman and Ram Bezawada, “The Impact of Customers’ Social Media Participation on Customer Visit Frequency and Profitability: An Empirical Investigation,” *NASMEI Conference*, 2012 (presentation by co-author).

Rishika, Rishika, Ashish Kumar, Ramkumar Janakiraman and Ram Bezawada, “The Impact of Customers’ Online Social Media Relationship on Customer Driven Firm Value: The Roles of Offline Relationship, Product and Consumer Characteristics,” presented at *Marketing Science Conference*, 2012.

Rishika, Rishika, Ashish Kumar, Ramkumar Janakiraman and Ram Bezawada, "The Impact of Customers' Online Social Media Participation on Firm Value," *NASMEI Conference, 2011* (presentation by co-author).

Rishika, Rishika and Jui Ramaprasad, "The Impact of User Generated Content on Consumer Choice and Contribution in an Online Community: A Disaggregate Level Analysis," *Marketing Science Conference, 2010* (presentation by co-author).

Rishika, Rishika and Jui Ramaprasad. "The Impact of User Generated Content on Consumer Choice and Contribution in an Online Community: A Disaggregate Level Analysis," *Symposium on Statistical Challenges in Electronic Commerce Research (SCECR) 2010* (presentation by co-author).

### **AWARDS, GRANTS AND HONORS**

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- \$2,000 Magellan Guarantee Award (Student: Tykiera Manning), University of South Carolina, 2017
- PMBA Teaching Grant Recipient, University of South Carolina, 2017.
- Winner of Marketing Science Institute's (MSI) research proposal competition, "Social Interactions and Social Media Marketing," 2014.
- Ray Watson Doctoral Fellowship Recipient, The Paul Merage School of Business, University of California, Irvine, 2007.
- AMA-Sheth Doctoral Consortium Fellow, University of Maryland, 2006.
- Marketing Science Doctoral Consortium Fellow, University of Pittsburgh, 2006.
- \$9000 research grant from Newkirk Center for Science and Society, University of California, Irvine, 2005.
- Regents' Fellowship, University of California, Irvine, 2003.
- Junior Research Fellowship, University Grants Commission, India, 1999.
- Merit Scholarship, Reserve Bank of India, 1992-1997.

### **TEACHING**

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University of South Carolina, Moore School of Business

- Course taught: Principles of Marketing, Average Instructor Rating: 4.69/5 (Summer 2017)
- Course taught: Marketing Strategy and Planning, Average Instructor Rating: 4.8/5 (Summer 2016)

Texas A&M University, Mays Business School, College Station, TX

- Courses taught: Marketing Management, Average Instructor Rating: 4.7/5

### **SERVICE**

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- Ad-hoc Reviewer: *Journal of Marketing*
- Ad-hoc Reviewer: *Information Systems Research*
- Program Committee Member, 2017 Workshop on Information Technologies and Systems
- Program Committee Member, 2016 Workshop on Information Technologies and Systems
- Program Committee Member, 2015 Workshop on Information Technologies and Systems
- Reviewer, 2016 AMA Winter Marketing Educators' Conference.
- Reviewer, 2015 International Conference on Information Systems
- Reviewer, 2015 AMA Summer Marketing Educators' Conference.
- Reviewer, 2015 AMA Winter Marketing Educators' Conference.

- Reviewer, *Shankar-Spiegel Award for Best Dissertation Proposal in Direct/ Interactive Marketing*,
- Reviewer, *2013 John A. Howard Doctoral Dissertation Award*.
- Member, *Teaching Effectiveness Committee*, University of South Carolina, 2016-present.
- Member, *Ph.D. Council*, Department of Marketing, Texas A&M University, 2012-2015.
- Member, *Research Seminar Series Council*, Department of Marketing, Texas A&M University, 2008-2015.
- Helped in the “W” Recertification process for Marketing Management (MKTG 448) in the Marketing Department.
- Member of Master’s Advisory Committee
  - Clarissa La, Master’s Student in the Statistics Department, Texas A&M University. Year of Graduation: 2010.
  - Emily Kelsch, Master’s Student in the Ecosystem Science Management Department, Master of Natural Resource Development. Year of Graduation: 2011.
  - Amir Fayazi, Master’s Student in Department of Computer Science and Engineering. Year of Graduation: 2013.
- Undergraduate Advising
  - Tykiera Manning, awarded Magellan Guarantee Award, 2017-18
- Doctoral Student Advising
  - Joon Ho Lim, Second Year Ph.d. paper, Texas A&M University
  - Eunho Park, First Year Ph.d. paper, Texas A&M University