

Vibhanshu Abhishek

Email: yibs@cmu.edu | Voice: 412-268-6064
SSRN Link: <http://goo.gl/wpQcrg>

Heinz College, Carnegie Mellon University,
4800 Forbes Ave, 3024 Hamburg Hall, Pittsburgh, PA 15213

POSITIONS

Assistant Professor of Information Systems

Fall 2012 - Present

Heinz College, Carnegie Mellon University

EDUCATION

Wharton School, University of Pennsylvania

PhD, Operations and Information Management, August 2012

AM, Statistics, December 2010

Indian Institute of Technology, Kanpur, India.

B.Tech, Computer Science and Engineering, May 2003

RESEARCH INTERESTS

- Methods - Analytical Models in IS/Marketing, Bayesian Statistics, Empirical IO
- Topics - E-Commerce, Omni-Channel Retail/Advertising, m-Health, Hi-Tech Industries

AWARDS & HONORS

- Best Student Paper Award (Jing Gong), CIST-INFORMS, 2014.
- CSWIM Best Paper Award, Finalist, 2014.
- ISA INFORMS Best Paper Award, Runner-Up, 2013.
- ISS Nunamaker-Chen Dissertation Award, Runner-Up, 2013.
- PNC Center for Financial Innovation Award, 2013.
- Berkman Faculty Award, 2013.
- Best Student Paper Award, CIST-INFORMS, 2011.
- Mack Center for Technological Innovation Grant, 2011.
- WCAI Data Grant, 2010.
- Patty and J. Baker Fellowship, 2009-2012.
- Duke-Columbia-UCLA Quant Marketing Workshop, 2010.
- Doctoral Travel Award, 2010.
- Nominated for the Winkelman Fellowship, 2009.
- Marketing Science Institute Grant, 2009.
- Wharton Doctoral Fellowship, 2007-2011.
- Best B.Tech Project – IIT Kanpur, Finalist 2003. Project on Adaptive Robotics.
- Best Intern – LEGO Systems A/S, Denmark, 2002.
- Semi-Finalist - Google India Code Jam, 2005 (92 out of 14,000 Contestants).
- All India Rank of 87 in IIT Joint Entrance Exam, 1999 (99.94 %tile).

WORK EXPERIENCE

- Scientific Advisor – **adtrib*** Summer 2013 – Present
- Advising the firm on Multi-channel attribution analytics.
- Advisor and Independent Director – **Training Cloud*** Fall 2010 – Present
- Advising the firm on product development and marketing strategy.
- Lead Engineer, Analytics R&D – **FICO*** Spring 2006 – Summer 2007
- Developed statistical models for evaluating credit scores for retail banking customers.
 - Conceptualized and developed a product for visualizing huge multidimensional data.
- Senior Algorithms Engineer - **Sarnoff Corporation*** Winter 2004 – Spring 2006
- Worked on computer vision application for the automotive and defense industries.
 - Developed several proprietary intrusion detection and surveillance algorithms deployed in war zones across the world.
- MTS - **Adobe Systems*** Winter 2003 – Winter 2004
- Created a new version of the PostScript (PS) language, leading to several multi-million dollar contracts with printer OEMs.
- Intern and Robotics Consultant - **LEGO Systems*** Summer 2002 – Summer 2003
- Developed the architecture for distributed robotics and contributed extensively to the development of Mindstorm NXT, the next generation Robotics Invention System.
- Co-founder – **BRiCS (Build Robots Create Science)*** May 2001 – Spring 2003
- A NGO to promote math and science education in rural and urban India.
 - BRiCS has touched the lives for around 20,000 school-going children till date.

JOURNAL PUBLICATIONS

1. *Optimal Bidding in Multi-Item Multi-Slot Sponsored Search Auctions*, with K. Hosanagar, *Operations Research* 61(4): 855-873 (2013)
2. *On Aggregation Bias in Sponsored Search: Existence and Implications*, with K. Hosanagar and P.S. Fader, *Marketing Science* 34(1): 59-77 (2015)

WORKING PAPERS

3. *Reselling or Agency Selling: Channel Structures in Electronic Retail*, with K. Jerath and Z. J. Zhang (under fourth round review at *Management Science*)
4. *Media Exposure through the Funnel: A Model of Multi-Stage Attribution*, with K. Hosanagar and P. S. Fader, (under review)
5. *Examining the Impact of Contextual Ambiguity on Search Advertising Keyword Performance: A Topic Model Approach*, with J. Gong and B. Li, (under review)
6. *Effect of Piracy on Adoption of Technological Innovation in the Entertainment Industry*, with R. Telang and Y. Zhang, (under review)
7. *Evaluating Consumer m-Health Services for User Engagement and Health Promotion*, with J. Downs, R. Padman and Y. Li
8. *How much is a Cookie Worth? Targeting-Privacy Tradeoff in Online Advertising*, with A. Aziz and R. Telang

WORK IN PROGRESS

9. *Product Line Design and Information Sharing in Online Marketplaces*, with K. Jerath
10. *Where to Store the Store? Use of Multi-channel Data to improve Store Location Policy*, with J. A. Guajardo and S. Kumar
11. *Impact of Online Sales Tax on Consumer Search and Purchase Behavior*, with J. Gong and M. D. Smith
12. *Exploiting the Long Tail of Sponsored Search Keywords*, with D. Choi and K. Hosanagar
13. *Platform enforced Quality or Market determined Quality: Optimal Strategy in E-commerce Marketplaces*, with M. Lin and R. Wu
14. *When the Bank comes to you: Channel Adoption and Choice in an Omni-Channel Context*, with B. Li.

CONFERENCE PUBLICATIONS

1. *Effect of Piracy on Adoption of Technological Innovation in the Entertainment Industry*, with R. Telang and Y. Zhang, WISE 2014, Auckland, New Zealand
2. *Media Exposure through the Funnel: A Model of Multi-Stage Attribution*, with K. Hosanagar and P. S. Fader, INFORMS, 2014, San Francisco
3. *Examining the Impact of Contextual Ambiguity on Search Advertising Keyword Performance: A Topic Model Approach*, with J. Gong and B. Li, CSWIM, 2014, Chengdu, China
4. *Media Exposure through the Funnel: A Model of Multi-Stage Attribution*, with K. Hosanagar and P. S. Fader, Marketing Science Conference, 2014, Atlanta, GA
5. *Effect of Piracy on Adoption of Technological Innovation in the Entertainment Industry*, with R. Telang and Y. Zhang, Marketing Science Conference, 2014, Atlanta, GA
6. *Examining the Impact of Contextual Ambiguity on Search Advertising Keyword Performance: A Topic Model Approach*, with J. Gong and B. Li, Marketing Science Conference, 2014, Atlanta, GA
7. *Effect of Piracy on Adoption of Technological Innovation in the Entertainment Industry*, with R. Telang and Y. Zhang, TEIS 2014, Banff, Canada
8. *The Long Road to Online Conversion: A Model of Multi-touch Attribution*, with K. Hosanagar and P.S. Fader, WISE 2013, Milan, Italy
9. *The Long Road to Online Conversion: A Model of Multi-touch Attribution*, with K. Hosanagar and P.S. Fader, MDC 2013, Chapel Hill, NC
10. *The Long Road to Online Conversion: A Model of Multi-touch Attribution*, with K. Hosanagar and P.S. Fader, SCECR 2013, Lisbon, Portugal
11. *Optimal Bidding in Multi-Item Multi-Slot Auctions*, with K. Hosanagar. ACM EC 2012, Valencia, Spain
12. *On Aggregation Bias in Sponsored Search Data: Existence and Implications*, with K. Hosanagar and P.S. Fader, ACM EC 2012, Valencia, Spain

13. *Platform selling or reselling: Channel structures in Electronic Commerce*, with K. Jerath and Z. J. Zhang, CIST 2011, Charlotte, NC
14. *Optimal Bidding in Sponsored Search Auctions*, with K. Hosanagar, WITS 2010, St. Louis, MO
15. *Aggregation Bias in Sponsored Search Data*, with K. Hosanagar and P. Fader, ISIS 2009, Jaisalmer, India
16. *Modeling Consumer Behavior in Sponsored Search*, with K. Hosanagar and P. Fader, WITS 2008, Paris, France
17. *Keyword generation for search engine advertising using semantic similarity between terms*, with K. Hosanagar, Proceedings of ICEC 2007, Minnesota, MI
18. *Ontogenesis of Controllers for Robotic Behavior using VLG GA*, with A. Mukherjee and H. Karnick, Proc. of IEEE SMC, 2003, Washington DC
19. *An Information-Theoretic Approach for Person Authentication and Content-based Tracking in Videos using Kernel Methods*, with N. Kumar and G. Gautam, Proc. of IEEE SMC, 2003, Washington DC
20. *A Rapid Method for Measuring Olfactory Responses of Drosophila Larva*, with A. Hussaini, P. Krishnan and O. Siddiqi, Journal of Current Science, 2002.
21. *A Design for a Statically Stable Intelligent Humanoid*, with P. Kulkarni, A. Dutta and A. Mukerjee, IICAI, 2003, Hyderabad, India
22. *Novel Aspects of Constructionist Education in Developing Nation*, with A. Mukerjee and U. S. Pawar, dyd 02, 2nd International Conf. on Open Collaborative Design, 2002, Bangalore, India
23. *Multi-A(ge)nt Exploration based on a Model of Ant Foraging*, with M. Ambastha, Proc. of UK Workshop on Multi Agent Systems (UKMAS) 2002, Liverpool, UK

INVITED TALKS & CONFERENCES

Media Exposure through the Funnel: A Model of Multi-Stage Attribution

- MIS Seminar, Purdue University, West Lafayette, Feb 2015
- ISOM Seminar, University of Washington, Seattle, Dec 2014
- IS/Marketing Seminar, University of California, Davis, Nov 2014
- Indian Institute of Management, Bangalore, India, July, 2014
- InMobi, Bangalore, India, July 2014
- GroupM (WPP), Singapore, Singapore, June 2014
- Singapore Management University, Singapore, May 2014
- Marketing Science Conference, Atlanta, GA, June 2014

Effect of Piracy on Technology Adoption in the Entertainment Industry

- TEIS, Banff, March 2014
- Marketing Science Conference, Atlanta, GA, June 2014

The Long Road to Online Conversion: A Model of Multi-touch Attribution

- INFORMS, Minneapolis, September 2013

- Marketing Dynamics Conference, May 2013

Reselling or Agency Selling: Channel Structures in Electronic Retail

- INFORMS, Minneapolis, September 2013
- WISE, Orlando, December 2012
- Penn State University, September 2011
- INSEAD, October 2011
- Columbia University, October 2011
- CEIBS, November 2011
- Conference on Information Systems and Technology (CIST), November 2011
- University of Pennsylvania, OPIM Dept., June, 2011
- University of Pennsylvania, Marketing Dept., May, 2011

Optimal Bidding in Sponsored Search Auctions

- Workshop on Information Technology Systems (WITS) 2010, December 2010
- Carnegie Mellon University, Heinz College, November 2011

On Aggregation Bias in Sponsored Search Data

- Workshop on Information Technology Systems (WITS) 2008, December 2008
- Statistical Challenges in E-Commerce Research 2010, Carnegie Mellon University, June 2009
- University of Pennsylvania, Marketing Department, October 2009
- International Symposium in Information Systems 2010, Indian School of Business, January 2010

Exploiting the Long Tail of Sponsored Search Keywords

- International Conference in E-Commerce 2007, University of Minnesota, August 2007

SERVICE

Reviewer: Management Science, Marketing Science, Information Systems Review, Information Economics and Policy, Management Information Systems Quarterly, International Conference on Information Systems, Conference on Information Systems and Technology, World Wide Web Conference, ACM Conference on E-Commerce.

Workshops: Organizing the Structural Modeling Applications for Research in Technology for IS Faculty and PhD students, 2014.

Program Committee: CIST 2011-2014, SMART 2014, SCECR 2013, WISE 2012.

Session Chair: INFORMS 2012-2014, Marketing Science 2014, POMS 2015, CIST 2013-2014, WISE 2012

PHD ADVISING

Yi-Chin Li

Jing Gong

Yi Zhang

Arslan Aziz

CONSULTING

McKinsey, Pirates (Go Bucs!), TwoSix Capital, InMobi, Vocanic, Monetate, CipherGraph, Kalorama, Yodle, LEGO, Omnicom, IBM, PNC Bank

MEDIA MENTIONS

- E-book Price-Fixing: Finding the Best Model for Publishers and Readers, Forbes, April 26, 2012
- Precios de e-books: buscando el mejor modelo para editoriales y lectores, May 21, 2015
- Is agency model beneficial for online shoppers? Delaware Online, April 28, 2012
- Does Apple's agency model raise eBook prices? VOX, 14 November 2013
- Does Apple's (AAPL) Agency Model Raise eBook Prices? Wall Street Pit, 20 November 2013