



Luddy School of Informatics, Computing, and Engineering, Indiana University,  
Bloomington, Indiana, USA

2021-2022 Associate Director of Research, [Center for Education and Research in Retail](#)  
Kelley School of Business, Indiana University Bloomington  
Bloomington, Indiana, USA

2019-2023 Assistant Professor, Department of Marketing,  
Kelley School of Business, Indiana University Bloomington,  
Bloomington, Indiana, USA

2019cTc 0 TwT\*(B)-3 (2019-)3 (2023 )-1420 (A)2 (s)-1 (s)-1 (i)-2 (s)-1 (t)-2 (a)4 (nt)-2 ( P)-4 (r



- Cited in *The Conversation* Canada’s article ([here](#))
12. **Astvanish, Vivek**, Anshu [Suri](#), and Hoorsana [Damavandi](#) (2024), “Brand Warmth Elicits Feedback, Not Complaints,” *Journal of the Academy of Marketing Science*, 52, 1107–1129. DOI = 10.1007/s11747-024-01009-w. Journal: [here](#) for the article and [here](#) for the supplementary file. SSRN = [here](#). Editor = Gergana V. [Nenkov](#)
- Featured in *Financial Times Business Insider* ([here](#))
  - Featured in a press release of ResourceResponse.com ([here](#))
  - *The Conversation* US ([here](#)), University of Tennessee Knoxville News ([here](#)), and University College Dublin News and Opinion ([here](#))
11. **Astvanish, Vivek**, \*†Beibei [Wang](#), †Tao [Chen](#), and \*†Jimmy Chengyuan [Qu](#) (2024), “Labor Unionization and Real Earnings Management: Evidence from Labor Elections,” *PLOS ONE*. DOI = 10.1371/journal.pone.0292889. Journal = [here](#). SSRN = [here](#).

## 2023

10. [Eshghi](#), Kamran and **Vivek Astvanish** (2023), “Stock Investors’ Reaction to Layoff Announcements: A Meta-analysis,” *Human Resource Management Journal*. DOI = 10.1111/1748-8583.12532. Journal = [here](#). SSRN = [here](#).
- Cited in *The Conversation* Canada’s article ([here](#))
9. **Astvanish, Vivek** and †Ethan [Fridmanski](#) (2023), “Academic Business Research: Impact on Academics Versus Impact on Practice,” *PLOS ONE*. Journal = [here](#). SSRN = [here](#)
8. [Mani](#), Sudha, **Vivek Astvanish**, and Kersi D. [Antia](#) (2023), “Buyer-Supplier Bankruptcy Courtroom Motions and Buyer’s Bankruptcy Outcomes” *Journal of Marketing*, 88(3), 127–144. DOI = 10.1177/002224292311939. Journal = [here](#) for the article and [here](#) for the web appendix. SSRN = [here](#).
- Featured in the *Wall Street Journal* ([here](#))
  - **Astvanish, Vivek** (2023), “Research: Should Suppliers Cooperate with Companies Entering Bankruptcy?” *Harvard Business Review* ([here](#))
  - American Marketing Association’s press release ([here](#)) and podcast ([here](#))
7. **Astvanish, Vivek**, and Kamran [Eshghi](#) (2023), “The Effects of Regulatory Investigation, Outsourcing, and Product Age on Stock Investors’ Reaction to an Automobile Recall Announcement,” *Journal of Business Research*, 34, 792–809. DOI = 10.1111/1748-8583.12532. Journal = [here](#) for the article and [here](#) for the electronic supplement. SSRN = [here](#).
- Cited in *The Conversation* Canada’s article ([here](#))

6. **Astvanh, Vivek**, †Tao [Chen](#), and \*†Jimmy Chengyuan [Qu](#) (2023), “The Social Cost of Investor Distraction: Evidence from Institutional Cross-Blockholding,” *PLOS ONE*. DOI = 10.1371/journal.pone.0286336. DOI = 10.1016/j.jbusres.2023.114052. Journal = [here](#). SSRN = [here](#).

- Harvard Law School Forum on Corporate Governance ([here](#))

5. **Astvanh, Vivek**, \*Barbara [Duffek](#), Andreas B. [Eisingerich](#) (2023), “How Can Companies Recover from Liability-Invoking Failures? Exploring the Role of Uncertainty Avoidance in Facilitating Consumer Compliance Across National Cultures,” *Journal of International Marketing*, 31(3), 1–18. DOI = 10.1177/1069031X221128787. Journal = [here](#) and [here](#) for the electronic supplement. SSRN = [here](#).

## 2022

4. **Astvanh, Vivek**, †Yen-Yao [Wang](#), and †Wei [Shi](#) (2022), “The Effects of the News Media on a Firm’s Voluntary Product Recalls,” *Production and Operations Management*, 31(4), 4223–4244. DOI = 10.1111/poms.13821. Journal = [here](#). SSRN = [here](#).

- Cited in *The Conversation* Canada’s article ([here](#))

3. **Astvanh, Vivek**, †Xiaohu [Deng](#), and \*†Adnan [Habib](#) (March 3, 2022), “Research: When Geopolitical Risk Rises, Innovation Stalls,” *Harvard Business Review*. Journal = [here](#). SSRN = [here](#). Harvard Publishing, US\$ 8.95 = [here](#). –

- *Media coverage*: Indiana University News ([here](#))



- Wang, Baoheng, Kersi D. [Antia](#), and **Vivek Astvansh** (2017), “[Zheng Shan Tea Company: Growing the Home Market](#),” *Ivey Publishing*, Product Number 9B16A013.

## **MEDIA COVERAGE**

---

Listed in reverse chronological order. For latest, visit

<https://news.google.com/search?for=vivek+astvansh&hl=en-US&gl=US&ceid=US%3Aen>

### ***Research-based Editorials***

1. September 16, 2024, *The Conversation Canada* “The Trump-Harris debate shows how personality can reveal itself in language,” ([here](#)). Coauthored with an undergraduate student.
2. June 12, 2024, *The Conversation US*, “Complaints are different when customers think a company cares,” ([here](#))
3. March 14, 2024, *The Conversation US*, “Wendy’s ‘Surge Pricing’ Mess Looks Like a Case Study in Stakeholder Conflict,” ([here](#)).
4. January 26, 2024, *The Conversation US*, “In the Market for a Car? Soon You’ll Be Able to Buy a Hyundai on Amazon – and Only a Hyundai,” ([here](#)). Republications: Yahoo! News ([here](#))
5. November 11, 2023, *The Conversation Canada*, “Tight Budgets Are Making Tipping a Thorny Issue This Holiday Season—Here’s How To Manage It,” ([here](#)). Republications: Yahoo! News ([here](#)), Microsoft Network ([here](#)),
6. October 15, 2023, *The Conversation Canada*, “The Hidden Risks of Buy Now, Pay Later: What

3. April 1, 2024, Global News, “Dangers of AI during April Fools’ Day,” ([here](#))
4. January 3, 2024, Global News, “New Year’s Resolution to Nix Tipping Goes Viral,” ([here](#))
5. December 27, 2023, CTV News Montreal, “Shoppers flock to big box stores in Montreal despite inflation, strikes,” ([here](#))
6. December 18, 2023, CTV News Montreal, “Getting bang for your holiday shopping buck,” ([here](#))
7. May 16, 2023, A panel discussion organized by the Federal University of Goiás, Brazil (Portuguese: Universidade Federal de Goiás, UFG) on “The Reproducibility Crisis in Science,” ([here](#))
8. May 1, 2023, “AI at IU,” ([here](#))
9. February 22, 2023, WTHR (channel 13), “IMPD: 23-year-old man arrested after bringing handgun with Glock switch to Castleton mall” ([here](#))

Republished by *CBS4* ([here](#))

10. February 22, 2023: Fox News Media, “Experts worry mall violence could discourage shoppers” ([here](#) for Fox) and ([here](#) for CBS)
11. January 18, 2022:





4. November 27, 2023, *Wall Street Journal* ([here](#)), “Retailers Have Cleaned Up Their Inventories for the Holidays”
5. November 23, 2023, BMM Bloomberg ([here](#)), “Thrifting, regifting and bargain hunting: The etiquette of gift-giving on a budget”
6. September 28, 2023, USA Today ([here](#)), “Why are Americans spending so much on Amazon, DoorDash delivery long after COVID's peak?”
7. September 22, 2023, NIKKIE Asia ([here](#)), “TikTok's rise in ASEAN spells trouble for U.S. rival Snapchat”
8. June 22, 2023, News Nation ([here](#)), The Hill ([here](#)), Yahoo! News ([here](#)), “Is restaurant tipping getting out of hand?”
9. June 1, 2023, *Associated Press* ([here](#)) and *Washington Post* ([here](#)) “Macy’s slashes expectations for the year after a pullback by shoppers in the spring”
10. June 1, 2023, *Sierra Club*, “Here’s why getting an electric vehicle at a dealership is so hard,” ([here](#))
11. May 17, 2023, *Reuters*, “Analysis: Elon Musk's embrace of advertising at Tesla grabs marketers' attention” ([here](#))
12. May 8, 2023: *Vox*, “Why most car dealers still don’t have any electric vehicles” ([here](#))
13. April 18, 2023, *NIKKEI Asia*, “Google, Meta lift AI stakes in Asia amid ChatGPT hype,” ([here](#))  
  
Japanese language version at *World Journal*, 728K readers ([here](#))  
Chinese language version by *United Daily News*, 17.3M readers ([here](#))
14. January 29, 2023: *Business Insider*, “ChatGPT is testing a paid version — here’s what that means for free users” ([here](#))  
  
Republished by Yahoo! News ([here](#))
15. August 2, 2022: *Wall Street Journal*, “Retailers start selling something new: Logistics services” ([here](#)) (*WSJ*'s readership = [33 million](#))
16. December 1, 2021: *CMS Wire*, “8 tips to build a winning customer experience strategy” ([here](#))
17. September 3, 2021: *CMS Wire*, “How to get C-Suite buy-in on your customer experience initiatives” ([here](#))

18. September 2, 2021: *CMS Wire*, “Why the customer isn’t always right” ([here](#))
19. August 4, 2021: *CMS Wire*, “Why marketers are thinking globally and acting locally” ([here](#))
20. July 23, 2021: *CMS Wire*, “Customer experience M&A activity zeroes in on AI” ([here](#))
21. July 21, 2021: *CMS Wire*, “Think beyond the chatbot for great customer experience on social media,” ([here](#))
22. March 12, 2021: *CMS Wire*, “Not all customer feedback models are high-tech” (

**SERVICE AND ADMINISTRATION**

---

## **GIFTS, AWARDS, AND HONORS**

---

- 2024      Invited as a senior marketing strategy faculty member for the 2024 annual conference of the Marketing Strategy Consortium, University of Cologne. Nominated a “junior” faculty member and a doctoral student to attend the conference
- 2023      From Desautels Faculty of Management’s Associate Dean for Research
- Research Support Fund (for research on the effects of brand equity on hiring outcomes) on November 17, 2023
  - Research Events Grant (for organizing McGill Colloquium for Doctoral Research in Marketing; McGill C-DRiM) on November 17, 2023
  - Writing Support Fund on November 17, 2023
- Seed Grant Fund from McGill Institute for Marketing on November 30, 2023
- Nominee, Georgetown Best Paper in International Business and Policy; International Management Division,

2021      A gift of **\$60,000** from

- 2016 Mathematics of Information Technology and Complex Systems (MITACS) [Accelerate](#) Graduate Research Internship Program; “The Line that Separates: Identifying High Potential Franchise Systems,” CA **\$58,500**
- 2015 Nominee, Trudeau Foundation Scholarship
- 2014-2018 Plan for Excellence Doctoral Fellowship from the Ivey Business School, Western University; CA **\$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 August 2013, and US **\$3,000** for the period from May 2014 to Aug 2014

### **INVITED RESEARCH PRESENTATIONS**

(IN-PERSON, UNLESS STATED OTHERWISE)

#### **2024**

- DeGroote School of Business, McMaster University, April 29, 2024, Hamilton, Ontario, Canada (presented research that shows that being targeted by an activist hedge fund induces myopia in the targeted firm’s managers, which in turn raises product issues)
- University of Limassol, Cyprus, March 28, 2024 (presented over Zoom research that shows that a consumer review written in passive voice, versus active voice, is more helpful for readers) <https://www.uol.ac.cy/seminars/should-consumers-write-product-reviews-in-active-voice-or-passive-voice/>
- Indian Institute of Management Lucknow, March 11, 2024 (presented research that shows that a consumer review written in passive voice, versus active voice, is more helpful for readers)
- Indian School of Business, Hyderabad, March 8, 2024 (presented research that shows that being targeted by an activist hedge fund induces myopia in the targeted firm’s managers, which in turn raises product issues)
- Department of Management Studies, Indian Institute of Management Delhi, March 5, 2024 (presented research that shows that a consumer review written in passive voice, versus active voice, is more helpful for readers)

#### **2023**

- ESSEC Business School, Paris, France, December 15, 2023 (presented research that shows that hedge fund activism increases managerial myopia, which raises the number of product issues)

- Freie Universität



- Ivey Business School, University of Western Ontario, ON, Canada, September 11, 2020 (presented over Zoom findings on how brand warmth and competence affect consumer complaining and compliance behaviors)
- Washington State University, Pullman, WA, May 1, 2020 (taught over Zoom a seminar to Carson College of Business' doctoral students; the seminar was on endogeneity in observational data)
- Washington State University, Vancouver, WA, March 4, 2020 (presented findings from my research on vehicle recall, and medical device innovation and recall)
- U.S. Department of Transportation, January 30, 2020 (presented my data on vehicle recalls, and findings from my five research projects on vehicle recalls)
- College of Business, George Mason University, January 28, 2020

### **2018**

- College of Business and Economics, University of Guelph, November 20, 2018
- School of Public and Environmental Affairs, Indiana University Bloomington, November 15, 2018

### **2017**

- [Bocconi](#) University, October 26, 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 8, 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