

# Debashish Ghose

## EDUCATION

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### **Fox School of Business, Temple University, Philadelphia, USA.**

Ph.D. in Business Administration (Marketing).

2016 – Dec 2021

Dissertation: Brand Protection in the Age of Fake News

Committee: Joydeep Srivastava (Co-chair), Susan Mudambi (Co-chair), Subodha Kumar, Sunil Wattal

### **Bocconi University, Milan, Italy.**

MSc in Economics and Management of Innovation and Technology.

2012 – 2015

*Awarded full scholarship*

### **Rotterdam School of Management, Erasmus University, Rotterdam, The Netherlands.**

MSc in Management of Innovation.

2013 – 2014

*Awarded full scholarship*

Master's Thesis: An Investigation of the Relationships between Reader Personalities, Reviewer Personalities, Brand Personalities, and Online Review Evaluations

Committee: Serge Rijsdijk (Co-chair), Paola Cillo (Co-chair), Ferdinando Pennarola, Guido Berens

### **National Institute of Technology Kurukshetra, Kurukshetra, India.**

BTech in Industrial Engineering and Management.

2006 – 2010

## TEACHING INTERESTS

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Business analytics, digital marketing, marketing management, database marketing, consumer behavior, introduction to R/Python/ML/AI, research methods (quantitative and behavioral)

## RESEARCH INTERESTS

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**Substantive:** Fake news, interface design, social media, advertising, choice architecture

**Methodological:** Behavioral studies, empirical modeling, natural language processing, AI/ML, eye-tracking, network analysis

## PAPERS UNDER REVIEW

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- **What's in a (brand) name? Quantifying the impact of brand mentions on engagement in traditional and satirical news**  
Ghose, Debashish, Susan M. Mudambi, and Subodha Kumar.  
(Invited to **revise and resubmit** at *Information Systems Research*)
- **You've been had: How after-warnings reduce the influence of fake news on brand attitudes**  
Ghose, Debashish, Joydeep Srivastava, and Susan M. Mudambi.  
(**Under review** at *Journal of Consumer Research*)

## TEACHING EXPERIENCE

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### Lecturer at School of Business, Rutgers University – Camden (Jan 2022 – present)

- Principles of Digital Analytics (Undergraduate; asynchronous online; *upcoming*)
- Database Marketing (Online MBA; asynchronous online; *Spring 2023*)
- Consumer Analysis (Undergraduate; asynchronous online; *Spring 2023*)
- Marketing Management (Online MBA; asynchronous online format)
  - Fall 2022 Course Evaluation:
    - 82% rated the overall quality of the course as 4 or higher out of 5
    - “I learned a great deal in this course” 4.1/5.0
  - Spring 2022 Course Evaluation:
    - 75% rated the overall quality of the course as 4 or higher out of 5
    - “I learned a great deal in this course” 4.0/5.0

### Instructor of Record at Fox School of Business, Temple University (Fall 2021)

- Marketing Management (Undergraduate; in-person)
  - Course Evaluation:
    - “Instructor was organized and prepared for class” 4.4/5.0
    - “The course developed my ability to apply theory to practice” 4.3/5.0

### Guest Lectures at Fox School of Business, Temple University

- Executive DBA Program (2018 – 2021)
  - Advised executive doctoral students on research design and quantitative methods
  - Evaluated executive doctoral student research proposals
  - Provided poster presentations of in-progress research
- Digital Marketing (Undergraduate; in-person and online; *Spring 2021, Fall 2018, Fall 2017, Spring 2017*)
  - Gave a series of guest lectures on online consumer behavior, social media marketing, and AI
  - Evaluated digital marketing final projects
- International Marketing (Undergraduate; in-person; *Spring 2017, Fall 2016*)
  - Graded student exams

## SELECTED RESEARCH IN PROGRESS

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- **The influence of leader’s language in Tweets on adherence to COVID-19 guidelines**  
Ghose, Debashish, and Monica Wadhwa.  
(Empirical analyses completed, behavioral studies in progress)
- **The impact of ad choice architecture on brand perceptions**  
Ghose, Debashish, Siddharth Bhattacharya, and Gordon Burtch.  
(Study 1 completed, in-vivo experiment in progress)
- **GDP, language use, and Kickstarter funding**  
Ghose, Debashish, and Monica Wadhwa.  
(Empirical analyses completed, behavioral studies in progress)

## CONFERENCE PRESENTATIONS

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- Ghose, Debashish, Joydeep Srivastava, and Susan Mudambi (2023), “Fake news’ influence on brand attitudes: Can warnings help?” **2023 AMA Winter Academic Conference**, February, Nashville.
- Ghose, Debashish, Susan M. Mudambi and Subodha Kumar (2023), “Brands in the news: An analysis of social media engagement,” **2023 AMA Winter Academic Conference**, February, Nashville.
- Ghose, Debashish, Susan M. Mudambi and Subodha Kumar (2022), “Brand mentions and news engagement: An empirical investigation of the roles of news format and narrativity,” **2022 INFORMS Annual Meeting**, October, Indianapolis. (*Invited*)
- Ghose, Debashish, Susan M. Mudambi and Subodha Kumar (2021), “Impact of brand mentions in traditional and satirical news on social media engagement,” **Production and Operation Management Society (POMS) 31<sup>st</sup> Online Conference**, May, online.
- Ghose, Debashish, Subodha Kumar and Susan M. Mudambi (2020), “Brands in news headlines: The effect on social media engagement,” **2020 AMA Winter Academic Conference**, February, San Diego, poster.
- Ghose, Debashish and Susan M. Mudambi (2020), “The Evolution of satirical humor and its impact on social media engagement,” **2020 AMA Winter Academic Conference**, February, San Diego, panel discussion.
- Ghose, Debashish, Subodha Kumar and Susan M. Mudambi (2019), “The impact of brand mentions in news headlines on social media engagement,” **2019 INFORMS Annual Meeting**, October, Seattle. (*Invited*)
- Tong, Jack, Xueming Luo, Takeshi Moriguchi, and Debashish Ghose (2019), “Targeting multi-channel shoppers with app-rooming promotions: A field experiment,” **2019 China India Insights Conference**, September, Boston.
- Tong, Jack, Xueming Luo, Takeshi Moriguchi, and Debashish Ghose (2019), “When app-rooming promotions work for multichannel shoppers: A field experiment,” **2019 AMA Summer Academic Conference**, August, Chicago. (**Best paper in Track**)
- Tong, Jack, Xueming Luo, Takeshi Moriguchi, and Debashish Ghose (2019), “When app-rooming promotions backfire: A field experiment on multichannel shopping,” **4<sup>th</sup> ISMS Marketing Science Conference**, June, Rome, Italy.
- Ghose, Debashish, Subodha Kumar and Susan M. Mudambi (2019), “An examination of engagement of satirical and traditional news stories in social media,” **Production and Operation Management Society (POMS) 30<sup>th</sup> Annual Conference**, May, Washington D.C.
- Tong, Jack, Xueming Luo, Takeshi Moriguchi, and Debashish Ghose (2019), “Targeting app-roomers in the omnichannel context: A field experiment” **2019 AMA Winter Academic Conference**, February, Austin.
- Tong, Jack, Xueming Luo, Takeshi Moriguchi, and Debashish Ghose (2018), “The efficacy of targeting app-roomers: An omnichannel shopping field experiment,” **2018 Conference on Digital Experimentation (CODE@MIT)**, October, Cambridge, poster.
- Tong, Jack, Xueming Luo, Takeshi Moriguchi, and Debashish Ghose (2018), “Mobile to store promotion effect on omni-channel spending: A randomized field experiment,” **40<sup>th</sup> ISMS Marketing Science Conference**, June, Philadelphia.
- Ghose, Debashish, Subodha Kumar and Susan M. Mudambi (2018), “An investigation of the sharing of satirical news on social media,” **Production and Operation Management Society (POMS) 29<sup>th</sup> Annual Conference**, May, Houston. (*Invited*)

- Tong, Jack, Xueming Luo, Takeshi Moriguchi, and Debashish Ghose (2018), “App-rooming: Implications for promotion strategy,” *CMU-Temple 2018 Conference on Digital Marketing and Machine Learning*, December, Pittsburgh.
- Tong, Jack, Xueming Luo, Takeshi Moriguchi, and Debashish Ghose (2017), “Check-in promotions,” *NYU-Temple Conference on Digital, Mobile, and Social Media Analytics*, December, New York.

## HONORS, AWARDS, AND GRANTS

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- Nominated to present at the 3-Minute Thesis Competition at Fox School of Business, Temple University, 2021.
- Fellow, American Marketing Association – Sheth Foundation Doctoral Consortium, Indiana University, Bloomington, IN, 2020.
- Awarded \$2500 research grant, 21<sup>st</sup> Young Scholars Interdisciplinary Forum, Fox School of Business, Temple University, 2020.
- Nominated to compete in the 10<sup>th</sup> Annual Ph.D. Student Research Competition at Fox School of Business, Temple University, 2020.
- Best Paper in Track: Art of Promotion, Summer American Marketing Association Conference 2019.
- Awarded \$1500 research grant, 19<sup>th</sup> Young Scholars Interdisciplinary Forum, Fox School of Business, Temple University, 2019.
- Fellow, Marketing Strategy Doctoral Consortium, University of Missouri, Columbia, MO, 2018.
- Awarded \$1250 research grant, 15<sup>th</sup> Young Scholars Interdisciplinary Forum, Fox School of Business, Temple University, 2017.
- ISU Bocconi Scholarship, 2013 – 2015.
- First Place, Unilever Innovation Challenge, Erasmus University, 2014.
- Secured the only available spot for the Double-Degree program at the Rotterdam School of Management, Erasmus University, 2013.
- LLP – Erasmus Scholarship from the European Union, 2013.
- Bocconi International Mobility Grant, 2013.
- Bocconi Full Merit Scholarship, 2012.

## SERVICE

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- Ad-hoc reviewer, Artificial Intelligence Review.
- Session Chair, 2023 AMA Winter Academic Conference, February 2023.
- Track Chair, Production and Operation Management Society (POMS) 31<sup>st</sup> Annual Conference – Online, February 2021.
- Student volunteer, Production and Operation Management Society (POMS) 29<sup>th</sup> Annual Conference, May 2019.
- Sessions Coordinator, 2018 Carnegie Mellon University – Temple Conference on Digital Marketing/ML, December 2018.
- Sessions Coordinator, 40<sup>th</sup> Annual ISMS Marketing Science Conference, June 2018.
- Assistant to Dr. Susan Mudambi, co-editor of the special issue of *Industrial Marketing Management* B2B Advertising, Fall 2016.
- Host, information session webinars for prospective international students at Bocconi University.

## GRADUATE COURSEWORK

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### Theory:

Consumer Behavior Research  
 Strategy Management  
 Judgment and Decision-Making  
 Scientific Inquiry of Management Research  
 Marketing Theory Development  
 Business Econometrics I, II  
 Econometric Theory of Choice  
 Proseminar in Marketing

### Methodology:

Special Topics in Quant Marketing Models II  
 Quantitative Methods  
 Meta-Analytic Methods  
 Quantitative Research  
 Optimal Control Theory  
 Structural Equation Modelling  
 Statistical Methods for Business Research

## TECHNICAL SKILLS

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### Programming languages

- R, Python (web scraping, natural language processing using AI/ML, network analysis), .NET, C#

### Statistical software

- R, SPSS, STATA, MPlus

### Other software

- Qualtrics, Photoshop, GIMP, Audacity, MS Excel, Linguistic Inquiry and Word Count (LIWC)

## RELATED WORK EXPERIENCE

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### Programmer Analyst at Cognizant (*Jan 2011 – Jun 2012*)

- Responsibilities for this multinational information technology services and consulting company included providing real-time technical support for the client's enterprise software application.
- Implemented code-level changes using C# and PL/SQL,
- Provided functional and technical training to support teams and clients.

## REFERENCES

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### Dr. Joydeep Srivastava

Robert L. Johnson Professor of Marketing and Chair,  
 Department of Marketing.  
 Phone: 215-204-1620  
 E-mail: [jsrivastava@temple.edu](mailto:jsrivastava@temple.edu)

### Dr. Susan M. Mudambi

Professor of Marketing,  
 Department of Marketing.  
 Phone: 215-204-3561  
 E-mail: [susan.mudambi@temple.edu](mailto:susan.mudambi@temple.edu)

### Dr. Subodha Kumar

Paul R. Anderson Distinguished Professor,  
 Professor of Supply Chain Management, Marketing,  
 Information Systems, and Statistical Science,  
 Department of Statistics, Operations and Data Science.  
 Phone: 215-204-5919  
 E-mail: [subodha@temple.edu](mailto:subodha@temple.edu)

### Dr. Monica Wadhwa

Associate Professor of Marketing,  
 Department of Marketing.  
 Phone: 215-204-5051  
 Email: [monica.wadhwa@temple.edu](mailto:monica.wadhwa@temple.edu)

## SELECTED ABSTRACTS

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### **The Correction of Brand Attitudes via Fake News Warnings**

Ghose, Debashish, Joydeep Srivastava, and Susan Mudambi

(Job market paper, under preparation for submission to the *Journal of Consumer Research*)

Fake news about brands can affect consumer attitudes and hurt brand reputations if left unchecked. *Before*-warnings (BWs), used increasingly by social media platforms, are sometimes unable to protect consumers and reduce fake news' persuasive influence on their attitudes. However, empirical evidence concerning BW effectiveness is mixed and calls for better warning interventions. The current research proposes a counterintuitive warning intervention: alerting users to fake news right *after* exposure to it, in contrast to before. To evaluate the effectiveness of this *after*-warning policy, participants (total N = 2500) read fake news about brands and reported brand attitudes, with three treatment groups: (1) warning *before* the news, (2) warning *after* the news, and (3) no warning. In no-warning conditions, consumers' attitudes were substantially influenced, with negative (positive) fake news leading to negative (positive) attitudes toward the implicated brand. However, relative to *before*-warnings and no warnings, *after*-warnings significantly reduced the influence of fake news. Although *before*-warnings prepared consumers to guard against misinformation, brand attitudes still changed. In contrast, *after*-warnings led to higher reactance and anger against fake news, reducing fake news' influence on brand attitudes to a greater degree. Together, these findings have important implications for theory and platform warning policy.

Keywords: *fake news, brand attitudes, social media, reactance, persuasion knowledge, policy making, decision making.*

### **The Impact of Brand Mentions in News Headlines on Social Media Engagement**

Ghose, Debashish, Susan Mudambi, and Subodha Kumar

(Under review at *Information Systems Research*)

In the dynamic social media environment, news publishers strive to attract attention, engage, and appeal to users' fast-changing preferences, including an increased appetite for satirical news. To gain traction, publishers need to choose appropriate content and style-related news features. For example, they can highlight certain brands in headlines, offer news in satirical formats, and tell stories in various narrativity styles. Yet, there is limited empirical evidence on whether these design choices help or hurt engagement. In order to fill this gap, we investigate three questions publishers raise: (1) what brands to mention in headlines; (2) which news format to adopt; and (3) how to narrate the story. We analyze 3,200 brands mentioned in headlines and quantify the narrativity style of 5,000 satirical news stories and 35,000 related traditional news stories posted to Twitter by the same news organization. The results show that mentioning a brand in headlines indeed increases engagement – and, interestingly, the type of brand matters. Specifically, human brand mentions can garner twice the engagement of product brand mentions in traditional news, and this differential effect is even more substantial for satirical news. Furthermore, we find that narrativity plays an essential role in satirical news. For example, user engagement increases when information is gradually revealed through the narrative than summarized upfront and when cognitive tension is eased rather than built towards the end of the narrative. Interestingly, we do not find a preference for a narrativity style for traditional news. However, the sequence of presentation of emotions in the story matters for both news formats. Specifically, engagement increases when negative aspects of the story are revealed first and positive elements are revealed at the end. Our findings are robust to endogeneity concerns, alternate model specifications, and overall news tone. Our results and insights contribute toward understanding online engagement and can improve managerial decisions regarding news headlines, format, and narrativity.

Keywords: *news, satirical news, human brands, product brands, social media engagement, econometric model, empirical analysis*