ABHISHEK RISHABH

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Golub Capital Social Impact Post Doctoral Fellow in Marketing
Kellogg School of Management, Northwestern University

RESEARCH INTERESTS

Charitable Giving, Sharing Economy, Machine Learning, Causal Inference, Empirical IO

EMPLOYMENT

Kellogg School of Management, Northwestern University *2022- Present*
Golub Capital Social Impact Post-Doctoral Fellow in Marketing
Mentors: Anna Tuchman, Angela Lee, Dean Karlan

EDUCATION

Indian School of Business (ISB) *2017- 2022*
PhD in Marketing
Committee: Pradeep Chintagunta, Madhu Viswanathan, Manish Gangwar

Indian Institute of Technology (IIT), Kanpur *2007- 2011*
Bachelor of Technology

WORKING PAPERS

Fundraising Outcomes and Donation Behavior (Job Market Paper)
with Anna Tuchman, Pradeep Chintagunta

Some donation platforms (DPs) aim to raise funds for causes with a specified target amount (the goal) and a deadline. In such situations, it is possible that a cause is not fully funded, with the DP sometimes diverting the funds to a different cause rather than returning it to the donors. Donors' future participation on such a DP is therefore contingent on the outcome of the fundraisers they participate in and how the DP deals with the fundraiser outcome. Theories in social exchange predict that a donor would reduce future participation in the event of a failure, conversely, warm glow would predict no change in future participation. In this paper, we investigate the impact of fundraising experiences on donors' future giving on such a DP. To this end, we use donor and cause-level data from one of the largest donation platforms and leverage an exogenous shock to the platform to document that if a donor's first fundraising experience is a failure (with the money diverted to a different cause), then donor's are 32.8% more likely to not contribute in future (i.e., "churn"). Further, conditional on donating in the future, donors reduce their donation amount by 61.9%. To understand the mechanism underlying our findings, we conducted a survey on MTurk and find that donors only blame the platform (supporting the expectation disconfirmation theory) and not themselves or other donors for the failed fundraiser. To obtain further substantive implications of our results, we formulate a structural model of a donor's decision journey and use the estimates of the model to examine the efficacy of various churn-reducing tactics. We find a 2.5% increase in retention(translates to an extra $ 2.1M in donations) by using a ranking algorithm for first-time donors that orders projects by their success probabilities.

When more is not merrier? The case of subscription-based donations
with Pradeep Chintagunta, Madhu Viswanthan
Under Review at Journal of Marketing Research

Subscription-based donations are becoming a popular fundraising tool as they are perceived to yield a high donor lifetime value. A common practice of online donation platforms is to use the donor group size information as a tool to attract more donors. We use data from a subscription-based donation platform to study the effect of donor group size on current donors. We use a) repeat donations of individual donors and b) an exogenous shock to the platform that shifts the donor group size to identify its impact. We find that higher donor group size could encourage churn; we attribute this churn to a subscriber knowing about the donor group size. We suggest the managers be careful about using the number of donors as the net effect on subscriptions can vary with the "life cycle" of the charity and its donors. Specifically, managers can leverage this information when new donors signup but should not disclose this information to current and active donors.

Regulatory warnings and endorsement disclosures on social media
Winner of Ernst and Young (E&Y) grant award
Preparing for submission

Social media platforms such as Instagram have become essential channels for influencer marketing. Regulatory bodies such as FTC (in the US) and ASA (in the UK) require influencers on these platforms to declare an advertised social media post as an ad using hashtags such as #ad, #sponsored. However, often influencers fail to disclose the endorsements. To discourage these unprofessional practices, FTC sent warning notices to 90 influencers in March 2017. We use the variation in the implications of this event, based on influencer location, to identify and estimate the impact of FTC notices on a) influencers' disclosure levels and b) follower engagement. We curated a novel dataset that consists of nearly 150,000 Instagram posts over 6 years period. As expected, we find that advertising disclosures increased for the influencers who received the notice, and their follower engagement (likes and comments) was adversely affected. Furthermore, we estimated the deterrence effect of FTC notices on other influencers. We find significant spillover effects on other influencers in the FTC jurisdiction. Specifically, the disclosure percentage of the influencers who did not receive notice also increased compared to the control group. Our findings provide valuable insights to regulators and social media managers on the direct and deterrence effects of regulator notices.

WORK IN PROGRESS

Retail spillovers from short-term rentals (with Pradeep Chintagunta and Andre Bonfrer)
Value of rarity in NFT digital art: Evidence from Art Burning
Beyond lower delinquency: Social impact of group loans (winner of NSE 2022 grant)

OTHER PUBLICATIONS

- A. Rishabh, Phil Zerrillo, "Instagram Influencer Marketing: Creating a Winning Strategy", Harvard Business Publishing, Dec (2020)
- A. Rishabh, M.R. Joshi, Kantesh Balani, "Fractal Model for Estimating Fracture Toughness of Carbon Nanotube Reinforced Aluminum Oxide". Journal of Applied Physics, Vol. 107 (12), (2010), 123532 (7 pp)

SKILLS

Coding: R, Python, MATLAB, SQL
Communication: English (Fluent), Hindi (Native)

TEACHING

Course (20 hr)	Tutorials (4 hr)
Introduction to R Programming (G, 6.5/7, 109, [2021])	Forecasting Analytics
Math for Machine Learning (G, 6.3/7, 103, [2019, 2020, 2021])	Supervised Learning
Math Bootcamp for PhD (D, 6.2/7, 30, [2018])	Unsupervised Learning
Probability and Statistics (G, 6/7, 603, [2018,2022,2023])	Customer Analytics
Math and Statistics Bootcamp (D, 6.15/7, 15, [2019])	Social Media and Digital Marketing
	Optimization
	Natural Language Processing

Note: For each course, course level (G- Graduate, D- Doctoral), rating (median), class size and year of class are reported. Courses are 20 hour required classes for the respective programs. Tutorials are how-to sessions where students get hands on technical training.

RELEVANT COURSEWORK

Microeconomics (ISI)	Analytical Models in Marketing (ISB)
Game Theory (Indiana)	Structural Models in Marketing (Cornell)
Industrial Organization (ISI)	Empirical Models in Advertising (UCLA)
Mechanism Design (ISI)	Experiment Design (ISB)
Causal Inference (ISB)	Advanced Econometrics (ISI)
Recent Advances in Quantitative Marketing(UNC)	Advanced Optimization (ISB)

Note: Name of the course and instructor affiliation. ISI - Indian Statistical Institute, ISB - Indian School of Business

INDUSTRY EXPERIENCE

Deloitte US India - Business Analyst
Federal Home Loan Bank (FHLB) Dallas - Quantitative Analyst
ShikshaBodh, a nonprofit for equal opportunity - Founder

REFERENCES

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Joseph T. and Bernice S. Lewis Distinguished Service Professor of Marketing,
Booth School of Business,
University of Chicago
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Dean Karlan
Frederic Esser Nemmers Distinguished Professor of Economics and Finance,
Kellogg School of Management,
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Chief Economist, USAID
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