

ABHISHEK RISHABH

PhD Candidate in Marketing, Indian School of Business (ISB)
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RESEARCH INTERESTS

Influencer Marketing, Prosocial Behavior, Machine Learning, Causal Inference, Empirical IO

EDUCATION

Indian School of Business (ISB) 2017- present
FPM (PhD equivalent) in Marketing

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

WORKING PAPERS

Popular or Crowded: Subscription Based Donations [\[Download\]](#)

with Madhu Viswanthan, Pradeep Chintagunta

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 display, for each cause (e.g., cancer treatment or education provision), the donor group size (number of people donating to that cause). We use data from a subscription-based donation platform to study the effect of displaying donor group size on new donors and 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 on the two donor groups. We find that displaying the number of donors can act as a double-edged sword — encouraging new donors (a "bandwagon" effect) while discouraging existing donors (a "bystander" effect) from subscribing. We suggest the managers be careful about displaying 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 [\[Download\]](#)

with Manish Gangwar

Revising as a new submission for submission

Winner of Ernst and Young (E&Y) research grant worth USD 10k

Social media platforms such as Instagram have become an essential channel 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 this event as a natural experiment to 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 thousand 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 percent 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

Price Dispersion During Mega Deal Events

Unintended Consequences of Group Formation in Joint Liability Microloans

Optimal Pulsing Strategies on Instagram

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, Tableau

Communication: English (Fluent), Hindi (Native)

TEACHING

Course (20 hr)

Introduction to R Programming (G, 6.5/7, 109, [2021])
Math for Machine Learning (G, 6.3/7, 103, [2019, 2020, 2021])
Math Bootcamp for PhD (D, 6.2/7, 30, [2018])
Probability and Statistics (G, 6/7, 603, [2018])
Math and Statistics Bootcamp (D, 6.15/7, 15, [2019])

Tutorials (4 hr)

Forecasting Analytics
Supervised Learning
Unsupervised Learning
Customer Analytics
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.

INDUSTRY EXPERIENCE

Deloitte US India - Business Analyst

Federal Home Loan Bank (FHLB) Dallas - Quantitative Analyst

REFERENCES

Manish Gangwar

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