

ABHISHEK RISHABH

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RESEARCH INTERESTS

Influencer Marketing, Pro Social Behavior, Machine Learning, Causal Inference, Empirical IO

EDUCATION

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

IIT Kanpur 2007- 2011
Bachelor of Technology

WORKING PAPERS

Popular or Crowded: Subscription Based Donations
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

Revising as new submission for submission

Social media platforms such as Instagram have become an important channel for influencer marketing. Regulatory bodies such as FTC(U.S.) and ASA(U.K.) require influencers on these platforms to clearly declare an advertised social media post as an ad using hashtags such as ad,sponsored. However, many a times influencers fail to disclose the endorsements. In light of these malpractices, FTC sent notices to 90 influencers in March 2017. In this paper, I estimate the impact of such disclosure notices on a) disclosure levels b) follower engagement. I create a novel dataset which consists of nearly 150,000 posts across 60 influencers. I use comparable diff-in-diff and generalized synthetic control methods to find out that after the notices were sent out, disclosure increases. I find substantial reduction in follower engagement (likes and comments) for the influencers which received warnings from the FTC. Interestingly, I find substantial spillover effects of these notices on influencers which are in FTC jurisdiction but didnt received the notice. Specifically, disclosure percent of these influencers increased and engagement rate reduced, however, as expected these influencers are relatively less impacted by these notices as compared to the influencers which did receive the FTC notice. I find these results consistent across different categories of influencers. This research is relevant for both social media influencers

and policy makers, in that, influencers should preemptively disclose because if the regulator sends out notice, then customers may punish the influencer through less engagement. For policymakers, notices turn out to be a substantive policing instrument, in that, it not only effects the influencers who get the notice but also the influencers who are within the jurisdiction but didnt get the notice.

WORK IN PROGRESS

Price Dispersion During Mega Deal Events

Value beyond lower delinquency of group loans

Optimal Pulsing Strategies on Instagram

OTHER PUBLICATIONS

- A. Rishabh, Phil Zerrillo Instagram Influencer Marketing: Creating a Winning Strategy,
- 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)

REFERENCES

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