Pankhuri Malhotra

The University of Oklahoma, Price College of Business
Department: Marketing and Supply Chain Management
Office: Adams Hall Room 7H
Email: pmal@ou.edu
Website: pankhurimalhotra.com

Research Interests

Computational Social Sciences, Network Theory, Causal Machine Learning, Creator Economy, Graph-based Recommender Systems.

Employment

- Assistant Professor, Marketing, August 2021 – Present, The University of Oklahoma

  - Faculty Associate at the Data Institute for Societal Challenges (DISC)

- Postdoctoral Scholar, July 2020 – August 2021, Northwestern University (Kellogg)

Education

- PhD Information Systems, 2015 – 2020, University of Illinois (Chicago)

- MSc Business Analytics and Operations Research, 2014 – 2015, University of Manchester

- BSc Physics, 2010 – 2013, University of Delhi, Miranda House

Publications

- How Social Media Can Help You Find a Partner Brand, *Harvard Business Review*, 2023.

  - (with Siddhartha Bhattacharyya, University of Illinois Chicago, and Mark Bolino, University of Oklahoma). Full article here

- Leveraging Cofollowership Patterns on Social Media to Identify Brand Alliance Opportunities, *Journal of Marketing*, 2022.

  - (with Siddhartha Bhattacharyya, University of Illinois Chicago). Full article here
  - Media mentions – Yahoo News, NPR's The Academic Minute, The Conversation, AMA Classroom Insights, Phys.org, The Print.

- Large Scale Online Brand Networks to Study Brand Effects, *AAAI*, 2018.

  - (with Siddhartha Bhattacharyya, University of Illinois Chicago). Full article here

Press Articles

- Customers Like Diversity from Brands, But Can Smell Hypocrisy a Mile Away, *The Conversation*, 2024. Full article here

  - Also featured in Fast Company.

- Ye and Adidas Break Up: Why Brand Marriages Sometimes Go Bad, *The Conversation*, 2022. Full article here

Under Revision/Review

- Distilling Brand Alliances from Information Networks, *Under Review at Journal of Marketing Research*, August 2024. Full article here

  - (with Daniel Ringel, UNC Chapel Hill; Keran Zhao, University of Houston; Yaxin Cui, Northwestern)
  - Proceedings available at Americas Conference on Information Systems, AMCIS 2021. Full article here
  - Proceedings available at IEEE 16th International Conference on Semantic Computing (ICSC). Full article here

- The Impact of Minority Representation in Sponsored Content and the Moderating Role of Brand Characteristics, *Under Review at ISR, November 2024*. Full article here

  - (with Keran Zhao, Penn State; Amy Pei, Northeastern University; Heshan Sun, University of Oklahoma)
  - Nominated for Best Paper Award at HICSS 2025.

- Curate to Engage: The Role of Reposting in Shaping Audience Engagement among Content Creators, *Under Review at Journal of Marketing Research, November 2024*. Full article here

  - (with Mina Ameri, University of Pittsburgh)

  - Presented at Creator Economy (Columbia University), Marketing Science (Sydney)

Work in Progress

- Improving Influencer Recommendation with Brand Portfolio

  - (with Bindan Zhang, Chinese University of Hong Kong (CUHK), and Jeremy Yang, Harvard University)

  - Presented at Marketing Science (Miami) by co-author

- Modeling the Social and Economic Cost of Brands Staying Silent in the Wake of Sociopolitical Injustice

- (with Nooshin Warren, University of Arizona, and Yashoda Bhagwat, Texas Christian University)

- Awarded the Data Institute for Societal Challenges (DISC) grant.
- Presented at Theory + Practice Marketing (UT Austin) by co-author

Awards and Grants

- Dean's Award for Connecting Marketing Research to Practice (OU), 2024

- Presidential Travel Award (OU), 2024

- INFORMS Society for Marketing Science (ISMS) Early Career Scholars Camp Fellow, 2023

- Oklahoma Aerospace and Defense Innovation Institute (OADII), 2023 ($14,000)

  - Examining the Role of Large-Scale Language Models and Prompt Engineering in Enhancing Department of Defense Supply Chain Readiness

- William J. Alley-Rayonier International Business Scholar (OU), 2022

- The Data Institute for Societal Challenges (DISC) grant (OU), 2022 ($10,000)

  - The Social and Economic Cost of Brands Staying Silent on Sociopolitical Issues

- Best paper award for the Marketing Analytics, AI, and Machine Learning track (AMA Summer Academic Conference), 2022

- Research Fellowship (Kellogg School of Management), 2021

- ISMS Marketing Science Doctoral Dissertation Fellow, 2019

Teaching and Service

- Host, Junior Women Researchers - Marketing Science, Sydney 2024

- Panel on Gen AI in Marketing Applications - Marketing Science, Sydney 2024 and Marketing Dynamics, Greece 2024

- Recruiting Committee, Director of MS in Digital Marketing Program (Spring, 2024)

- Vice Chair of Conference and Outreach Programs, Artificial Intelligence (SIG), American Marketing Association (AMA).

- Recruiting Committee Tenure-track, MIS Division (Fall, 2023)

- Marketing Curriculum Design Committee (Fall 2022, 2023, 2024)

- Technology Committee (Head), Marketing Division (Fall 2023)

- Teaching - Marketing Analytics and Marketing Research (Spring semester 2022, 2023)

Invited Seminar Talks

- SMU, Cox School of Business 2023

- Temple University, Fox School of Business 2023

- Texas Christian University, Neeley School of Business 2022

- The University of Oklahoma, Price College of Business 2021

- The University of Virginia, Darden 2021

- Texas Tech University, 2021

- The University of Wisconsin, Milwaukee 2020

Conference Talks

- 2024 - Marketing Dynamics (Santorini), Marketing Science (Sydney), INFORMS University of Oklahoma Student Chapter

- 2023 - AI/ML Workshop (Temple, Philadelphia), Creator Economy Workshop (Columbia University, New York), Marketing Science (Miami), AMA Winter Academic Conference (Nashville)

- 2022 - Marketing Dynamics Conference (Atlanta), ICIS (Copenhagen), INFORMS Data Science Workshop (Indianapolis), AMA Summer Academic Conference (Chicago), INFORMS Annual Meeting (Indianapolis)

- 2021 - Marketing Science (Virtual), IMRC (Virtual)

- 2020 - Americas Conference on Information Systems (AMCIS) (Virtual)

- 2019 - Marketing Science Conference (Rome), INFORMS Annual Meeting (Seattle)

- 2018 - AMA Summer Academic Conference (Boston), AAAI (New Orleans), AMA Winter Academic Conference (New Orleans), The Interactive Marketing Research Conference (Amsterdam)

- 2016 - Workshop on Information Technology and Systems (Dublin)