

## Rishika Rishika

Poole College of Management • North Carolina State University  
[rishik@ncsu.edu](mailto:rishik@ncsu.edu) • <https://poole.ncsu.edu/people/rishika-rishika/>

### EDUCATION

---

**Ph.D. in Business Administration (Marketing)**, 2008

University of California, Irvine

**Master of Arts in Economics**, 1999

Delhi School of Economics, Delhi, India

**Bachelor of Arts (Honors) in Economics**, 1997

Shri Ram College of Commerce, Delhi, India

### ACADEMIC POSITIONS

---

**North Carolina State University**, Poole College of Management

- Associate Professor of Marketing, August 2020-Present
- Director, Master of Management, Marketing Analytics, Spring 2021-Present

**North Carolina State University**, Poole College of Management

- Assistant Professor of Marketing, August 2018-August 2020

**University of South Carolina**, Moore School of Business

- Clinical Assistant Professor of Marketing, 2015-2018

**Texas A&M University**, Mays Business School, College Station, TX

- Assistant Professor of Marketing, 2009-2015
- Clinical Assistant Professor of Marketing, 2008-2009
- Lecturer in Marketing, Spring 2008

**University of Delhi**, Delhi, India.

- Lecturer in Economics, 1999-2000

### RESEARCH INTERESTS

---

Social media marketing, online social networks, multichannel retailing, customer relationship management, and marketing and public policy.

### TEACHING INTERESTS

---

Marketing analytics, marketing research, pricing strategies, marketing strategy, new product development, marketing fundamentals, database marketing.

### PEER REVIEWED PUBLICATIONS (Google Scholar Citations: 2059; h-index: 6; i10-index: 6)

---

Ortega-Hernandez, Blanca, Stanko, Michael, Rishika Rishika, Francisco-Jose Molina-Castillo, and José Franco (2022), “Brand Generated Experiential Content in Social Media and its Differential Impact on Loyalty Program Members,” *Journal of Academy of Marketing Science*, 50, 1071–1090.

Rishika, Rishika, Feurer, Sven, and Kelly Haws (2022). Really Rewarding Rewards: Strategic Licensing in Long-Term Healthy Food Consumption, *Journal of Consumer Research*, 49 (2), 268-287.

Lim Joon Ho, Rishika Rishika, Ramkumar Janakiraman and P.K. Kannan (2020), “Competitive Effects of Front-of-Package Nutrition Labeling Adoption on Nutritional Quality: Evidence from Facts Up Front–Style Labels,” *Journal of Marketing*, 84(6), 3-21 (*Lead Article*).

- Media Mentions: American Marketing Association, Whole Foods magazine, WRAL tech wire, ladders.com, foodnavigator-usa.com, sciencedaily.com, verywellfit.com, hindustantimes.com, bakingbusiness.com, newfoodmagazine.com, ncsu.edu, sc.edu, foodbusinessnew.net, bizjournals.com, food, ndtv.com.

Rishika, Rishika and Jui Ramaprasad (2019), “The Effects of Asymmetric Social Ties, Tie Strength and Structural Embeddedness on Online Content Contribution Behavior,” *Management Science*, 65(7), 3398-3422.

Janakiraman, Ramkumar, Lim, Joon Ho and Rishika Rishika, (2018), “The Effect of Data Breach Announcement on Customer Behavior: Evidence from a Multichannel Retailer,” *Journal of Marketing*, 82 (2), 85-105 (equal contribution).

Park, Eunho, Rishika Rishika, Ramkumar Janakiraman, Mark Houston and Byungjoon Yoo (2018), “Social Dollars in Online Communities: The Effect of Product, User and Network Characteristics,” *Journal of Marketing*, 82 (1), 93-114 (equal contribution by the first three authors).

Kumar, Ashish, Ram Bezawada, Rishika Rishika, Ramkumar Janakiraman, and P.K. Kannan (2016), “From social to sale: The effects of firm-generated content in social media on customer behavior,” *Journal of Marketing*, 80(1), 7-25, **LEAD ARTICLE (equal contribution)**.

- Winner of Marketing Science Institute’s (MSI) research proposal competition 2014, “Social Interactions and Social Media Marketing.”

Banerjee, Syagnik and Rishika Rishika (2015), “The Art of Mistiming: How Interruptions Make Mobile Coupon Campaigns Effective,” *Journal of Direct, Data and Digital Marketing*, 17, 101–113.

Rishika, Rishika, Ashish Kumar, Ramkumar Janakiraman and Ram Bezawada (2013), “The Impact of Customers’ Social Media Participation on Customer Visit Frequency and Profitability: An Empirical Investigation,” *Information Systems Research*, 24(1), 108-127.

- Finalist in the *CIONET European Research Paper of the Year 2014*.
- Media Mentions: TAMU Times, @Mays, Biz Inc, Yahoo!Canada, Yahoo!Finance India, Fox Business, IEEE Computer Society, NetIndia123.com, Newstrack India, The Spectrum, Calcutta News, Albuquerque Express, Herald Globe, India4u.com, TruthDive, News Track India, Yahoo! India News, NewsroomAmerica, India Vision, News.SmasHits.com, Computing Now, Press News.org, Webindia123.com, Science Newslite, Phys.Org, Science Blog, e! Science News, Business News Daily, World News, Innovations Report, Noodles, High Text Verlag, Alpha Galileo Alpha Galileo (DE).

#### **ARTICLES IN OTHER REFEREED PUBLICATIONS**

---

Kumar, Ashish, Ram Bezawada, Rishika Rishika, Ramkumar Janakiraman, and P.K. Kannan (2016), “The Effects of Firm Generated Content in Social Media on Customer Behavior: An Empirical Examination,” *MSI Research Report #16-111*.

Stanko, Michael, Blanca Ortega-Hernandez, Francisco-Jose Molina-Castillo, Rishika Rishika and José Franco (2022) “Using Social Media to Connect with Your Most Loyal Customers,” *Harvard Business Review*, Special Issue.

#### **BOOK CHAPTER**

---

Rishika, Rishika and Ramkumar Janakiraman (2018), “Social Media and Retailing: A Review and Directions for Future Research,” *Handbook of Research on Retailing*, Katrijn Gielens and Els Gijbrecchts, Editors.

#### **INVITED PRESENTATIONS**

---

Lim Joon Ho, Rishika Rishika, Ramkumar Janakiraman and P.K. Kannan, “Competitive Effects of Front-of-Package Nutrition Labeling Adoption on Nutritional Quality: Evidence from Facts Up Front–Style Labels,” *Social, Behavioural and Implementation Sciences (SBIS) Journal Club, The Bureau of Nutritional Sciences Knowledge Translation & Exchange (KTE) Team in the Food Directorate, Health Canada, 2022*.

Lim Joon Ho, Rishika Rishika, Ramkumar Janakiraman and P.K. Kannan, “Competitive Effects of Front-of-Package Nutrition Labeling Adoption on Nutritional Quality: Evidence from Facts Up Front–Style Labels,” *Institute for the Advancement of Food and Nutrition Sciences (IAFNS), National Press Club, Washington DC, 2022*.

Rishika Rishika, Janakiraman, Ramkumar, Houston, Mark and Subodha Kumar, “The Impact of Product Recommendation Technology on Customer Behavior: Evidence from Field Research,” *Theory and Practice in Marketing conference*, Columbia University, 2019.

Rishika Rishika, Joon Ho Lim and Ramkumar Janakiraman, “Effects of Mobile App Adoption on Customer Behavior,” *Karlsruhe Institute of Technology*, 2018.

Rishika Rishika, Joon Ho Lim and Ramkumar Janakiraman, “Effects of Mobile App Adoption on Customer Behavior,” Toshiba Global Commerce Solutions, 2018.

Rishika Rishika, Lim, Joon Ho, Ramkumar Janakiraman and Subodha Kumar, “The Impact of Product Recommendation Technology on Customer Behavior: Evidence from Field Research,” presented at the *Institute for the Study of Business Markets Biennial Academic Conference*, Emory University, Goizueta Business School, 2016.

Lim, Joon Ho, Rishika Rishika and Ramkumar Janakiraman, “The Effects of Voluntary Disclosure of Product Information on Quantity and Quality of Firm Innovation: The Case of Front of Package Nutrition Labeling Initiative,” presented at *Marketing department research seminar series*, Moore School of Business, University of South Carolina, Spring 2016.

Rishika, Rishika, Ashish Kumar, Ramkumar Janakiraman and Ram Bezawada, “The Impact of Customers’ Social Media Participation on Customer-Firm Relationship Duration: The Role of Offline Exchange, Product and Customer Characteristics,” (Paper invited for presentation at *Information Systems Research Special Issue Workshop*, University of Maryland, June 2012 – presented by co-author).

Rishika, Rishika and Jui Ramaprasad, “Effect of Asymmetric Social Ties on Online Contribution: The Role of Tie Strength and Homophily” presented at the *Marketing Research Camp*, Mays Business School, Texas A&M University, 2011.

#### **CONFERENCE PRESENTATIONS/PROCEEDINGS**

---

Rishika Rishika, Janakiraman, Ramkumar, Houston, Mark and Subodha Kumar, “The Effect of In-store CRM on Customer Behavior: Evidence from a Natural Experiment,” presented at *Marketing Science Conference*, 2019.

Rishika, Rishika, Sven Feurer, and Kelly L. Haws, “Healthy people indulge, too! (But they are more strategic about it),” in *American Marketing Association Winter Academics Conference Proceedings*, 2018.

Rishika Rishika, Joon Ho Lim and Ramkumar Janakiraman, “Effects of Mobile App Adoption on Customer Behavior,” *Marketing Science Conference*, 2017.

Rishika Rishika, Joon Ho Lim, Ramkumar Janakiraman and Subodha Kumar, “The Impact of Product Recommendation Technology on Customer Behavior: Evidence from Field Research,” presented by co-author at *Marketing Science Conference*, 2017.

Janakiraman, Ramkumar, Joon Ho Lim and Rishika Rishika, “The Effect of Cyberattack on Customers’ Purchase and Channel Choice Behavior: Evidence from a Natural Experiment,” presented by co-author at *Marketing Science Conference*, 2015.

Park, Eunho, Rishika Rishika, Ramkumar Janakiraman and Byungjoon Yoo, “The Effect of Social Contagion on Users’ Purchase Behavior in an Online Community,” presented by co-author at *Marketing Science Conference*, 2015.

Rishika, Rishika and Jui Ramaprasad, “The Effects of Asymmetric Social Ties, Tie Strength and Structural Embeddedness on Online Content Contribution Behavior: A Disaggregate Level Analysis,” *Marketing Science Conference*, 2014.

- *Invited to be a part of Special Track on Internet and Interactive Marketing*

Lim, Joon Ho, Rishika Rishika and Ramkumar Janakiraman, "The Effects of Voluntary Disclosure of Product Information on Quantity and Quality of Firm Innovation: The Case of Front of Package Nutrition Labeling Initiative," *Marketing Science Conference, 2014* (presentation by co-author).

Kumar, Ashish, Rishika Rishika, Ramkumar Janakiraman, Ram Bezawada and P.K. Kannan (2014), "The Effects of Firm Generated Content in Social Media on Consumer Behavior: Evidence from Field Research," *Marketing Science Conference, 2014* (presentation by co-author).

Rishika, Rishika, Ashish Kumar, Ramkumar Janakiraman and Ram Bezawada, "The Impact of Customers' Social Media Participation on Customer Visit Frequency and Profitability: An Empirical Investigation," *AMA Winter Marketing Educators' Conference, 2013*.

Rishika, Rishika, Ashish Kumar, Ramkumar Janakiraman and Ram Bezawada, "The Impact of Customers' Social Media Participation on Customer Visit Frequency and Profitability: An Empirical Investigation," *NASMEI Conference, 2012* (presentation by co-author).

Rishika, Rishika, Ashish Kumar, Ramkumar Janakiraman and Ram Bezawada, "The Impact of Customers' Online Social Media Relationship on Customer Driven Firm Value: The Roles of Offline Relationship, Product and Consumer Characteristics," presented at *Marketing Science Conference, 2012*.

Rishika, Rishika, Ashish Kumar, Ramkumar Janakiraman and Ram Bezawada, "The Impact of Customers' Online Social Media Participation on Firm Value," *NASMEI Conference, 2011* (presentation by co-author).

Rishika, Rishika and Jui Ramaprasad, "The Impact of User Generated Content on Consumer Choice and Contribution in an Online Community: A Disaggregate Level Analysis," *Marketing Science Conference, 2010* (presentation by co-author).

Rishika, Rishika and Jui Ramaprasad. "The Impact of User Generated Content on Consumer Choice and Contribution in an Online Community: A Disaggregate Level Analysis," *Symposium on Statistical Challenges in Electronic Commerce Research (SCECR) 2010* (presentation by co-author).

#### **AWARDS, GRANTS AND HONORS**

---

- \$5,000 grant, Faculty Research and Professional Development (FRPD), Office of Research and Innovation and Poole College of Management, North Carolina State University, 2022.
- Summer Research Award, Poole College of Management, North Carolina State University, 2021, 2022
- \$5,000 grant, Faculty Research and Professional Development (FRPD), Office of Research and Innovation and Poole College of Management, North Carolina State University, 2021.
- Winner, Department Research Leadership Award, 2021
- \$5,000 grant, Faculty Research and Professional Development (FRPD), Office of Research and Innovation and Poole College of Management, North Carolina State University, 2019.
- \$2,000 Magellan Guarantee Award for mentoring undergraduate student (Student: Tykiera Manning), University of South Carolina, 2017.
- PMBA Teaching Grant Recipient, University of South Carolina, 2017.
- Winner of Marketing Science Institute's (MSI) research proposal competition, "Social Interactions and Social Media Marketing," 2014.
- Ray Watson Doctoral Fellowship Recipient, The Paul Merage School of Business, University of California, Irvine, 2007.
- AMA-Sheth Doctoral Consortium Fellow, University of Maryland, 2006.
- Marketing Science Doctoral Consortium Fellow, University of Pittsburgh, 2006.
- \$9000 research grant from Newkirk Center for Science and Society, University of California, Irvine, 2005.
- Regents' Fellowship, University of California, Irvine, 2003.
- Junior Research Fellowship, University Grants Commission, India, 1999.
- Merit Scholarship, Reserve Bank of India, 1992-1997.

## TEACHING

---

North Carolina State University, Poole College of Business, Raleigh, NC

- Courses taught: MBA Marketing Analytics, MBA Product and Brand Management, Overall Rating: 4.4/5

University of South Carolina, Moore School of Business, Columbia, SC

- Courses taught: Principles of Marketing, Marketing Strategy and Planning, MBA Marketing Analytics, Average Instructor Rating: 4.5/5

Texas A&M University, Mays Business School, College Station, TX

- Course taught: Marketing Management, Product Management, Average Instructor Rating: 4.7/5

## SERVICE

---

- Track Chair, *AMA Summer Marketing Educators' Conference*, 2022
- Reviewer: *Production and Operations Management*, May 2021, Sep 2021, Nov 2021, 2022
- Reviewer: *Management Science*, Nov 2020
- Reviewer: *Journal of Academy of Marketing Science*, Dec 2020, Jan 2021, March 2021, Dec 2021
- Reviewer: *Journal of Marketing*, 2018, 2022
- Reviewer: *Information Systems Research*, 2013, 2014, 2015, 2019, 2020
- Reviewer, *50th Annual Conference of the Decision Sciences Institute*, 2019
- Program Committee Member, *Workshop on Information Technologies and Systems*, 2015, 2016, 2017, 2018, 2019
- Reviewer, *PDMA Dissertation Proposal Competition*, 2019
- Reviewer, *AMA Winter Marketing Educators' Conference*, 2015, 2016, 2017, 2019
- Reviewer, *AMA Summer Marketing Educators' Conference*, 2015, 2018, 2020, 2021
- Reviewer, *International Conference on Information Systems*, 2015
- Reviewer, *Shankar-Spiegel Award for Best Dissertation Proposal in Direct/ Interactive Marketing*, 2014
- Reviewer, *John A. Howard Doctoral Dissertation Award*, 2013
- Member, *Teaching Effectiveness Committee*, University of South Carolina, 2016-2018.
- Member, *Ph.D. Council*, Department of Marketing, Texas A&M University, 2012-2015.
- Member, *Research Seminar Series Council*, Department of Marketing, Texas A&M University, 2008-2015.
- Helped in the “W” Recertification process for Marketing Management (MKTG 448) in the Marketing Department.
- Member of Master’s Advisory Committee
  - Clarissa La, Master’s Student in the Statistics Department, Texas A&M University. Year of Graduation: 2010.
  - Emily Kelsch, Master’s Student in the Ecosystem Science Management Department, Master of Natural Resource Development. Year of Graduation: 2011.
  - Amir Fayazi, Master’s Student in Department of Computer Science and Engineering. Year of Graduation: 2013.
- Undergraduate Advising
  - Tykiera Manning, University of South Carolina, awarded Magellan Guarantee Award, 2017-18
  - Kaitlin Nieman’s thesis co-reader, University of South Carolina, 2017-18
- Graduate School Representative on Dissertation/Graduate Committees
  - Filippo Massari, North Carolina State University, Spring 202, Spring 2022
  - Jeongsoo Park, North Carolina State University, 2020
  - Joel Lapin, North Carolina State University, 2020
  - Jason Wornoff, North Carolina State University, 2019
  - Jeongsoo Park, North Carolina State University, 2019
  - Joel Lapin, North Carolina State University, 2019
- Assisted in the preparation of Master’s in Marketing Analytics Proposal, Poole College of Management, North Carolina State University, 2019

- Contributed to Poole College's media initiative, the '*Need to know*' series during Covid-19 situation, 2020
- Prepared and delivered presentation for Jenkins MBA recruiting event, '*Coffee Chat class*' via Zoom due to Covid-19 situation, 2020
- Reviewer, Poole College Scholarship Committee, 2020
- Reviewer, Undergraduate Research Award (Summer 2020), North Carolina State University, 2020
- Organizer, Marketing Seminar Series, Spring 2020 - present.
- Member, Evaluation of Teaching Committee, Fall 2020 – present.
- Member, Deans Faculty Advisory Council, Fall 2020 – present.
- Search Committee Member, Lecturer in Marketing/Teaching Assistant professor position, Spring 2021.
- Search Committee Member, Assistant professor in marketing position, Summer/Fall 2021.
- Search Committee Member, Instructional Design Specialist, Spring 2022.
- Search Committee Member, Instructional Designer, Fall 2022.