

# Pankhuri Malhotra

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## Research Interests

Computational Social Sciences, Network Theory, 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

## 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)

## 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 - [Link](#)
- Leveraging Cofollowership Patterns on Social Media to Identify Brand Alliance Opportunities, *Journal of Marketing* 2022. (with Siddhartha Bhattacharyya, University of Illinois Chicago). Full article - [Link](#)  
Media mentions – Yahoo news, NPR’s The Academic Minute, The Conversation, AMA Classroom Insights, Phys.org, The Print.
  - Ye and Adidas break up: Why brand marriages sometimes go bad, *The Conversation* 2022. Full article - [Link](#)
- Large Scale Online Brand Networks to Study Brand Effects, *AAAI* 2018. (with Siddhartha Bhattacharyya, University of Illinois Chicago). Full article - [Link](#)

## Review and Revisions

- Distilling Brand Alliances from Information Networks, *Under review at Journal of Marketing* 2022.  
(with Daniel Ringel, UNC Chapel Hill; Keran Zhao, University of Houston and Yaxin Cui, Northwestern)
  - Proceedings available at Americas Conference on Information Systems, AMCIS 2021. Full article - [Link](#)
  - Proceedings available at IEEE 16th International Conference on Semantic Computing (ICSC) (pp. 257-262). Full article - [Link](#)
- Walk the Talk: The Interplay Between Corporate Leadership and Social Media Representation *To be submitted*.  
(with Keran Zhao, Penn State; Amy Pei, Northeastern University)

## Work in Progress

- Improving Influencer Recommendation with Brand Portfolio (with Bindan Zhang, Northwestern University and Jeremy Yang, Harvard University)
  - Presented at Marketing Science (Miami) by co-author
- Strategic Content Curation in Online Social Networks (with Mina Ameri, University of Pittsburgh)
  - Presented at Creator Economy (Columbia University), Marketing Science (Sydney) 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

## 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)