

Pankhuri Malhotra

The University of Oklahoma, Price College of Business
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CV updated March 7th, 2025

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 (**Pankhuri Malhotra**, Siddhartha Bhattacharyya and Mark Bolino), *Harvard Business Review*, 2023.
 - [Full article here](#)
- Leveraging Cofollowership Patterns on Social Media to Identify Brand Alliance Opportunities (**Pankhuri Malhotra**, Siddhartha Bhattacharyya), *Journal of Marketing*, 2022.
 - [Full article here](#)
 - Media mentions – NPR’s The Academic Minute, The Conversation, AMA Classroom Insights.
- Large Scale Online Brand Networks to Study Brand Effects (**Pankhuri Malhotra**, Siddhartha Bhattacharyya) *AAAI*, 2018.
 - [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

- Curate to Engage: The Role of Reposting in Shaping Audience Engagement among Content Creators (**Pankhuri Malhotra**, Mina Ameri), *Major and Risky Revision at Journal of Marketing Research*.
 - [Full article here](#)
- The Impact of Minority Representation in Sponsored Content and the Moderating Role of Brand Characteristics (Amy Pei*, **Pankhuri Malhotra***, Keran Zhao*, Heshan Sun, Xinhui Zhan), *Major Revision at Information Systems Research*.
 - *First three authors contributed equally
 - [Full article here](#)
 - Best Paper Award at Hawaii International Conference on System Sciences (HICSS), 2025
- Leveraging Information Networks for Brand Alliances: A Data-Driven Framework for Actionable Insights (**Pankhuri Malhotra**, Daniel Ringel, Keran Zhao, Yaxin Cui), *Major Revision at Information Systems Research*.
 - [Full article here](#)
 - 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](#)

Work in Progress

- The Wellness Effect: How Linguistic Style Influences Consumer Engagement on Digital Platforms (Hoatian Zhang*, **Pankhuri Malhotra***, Luca Cascio Rizzo and Ram Janakiraman)
 - *First two authors contributed equally.
- Improving Influencer Recommendation with Brand Portfolio (Bindan Zhang*, Jeremy Yang*, **Pankhuri Malhotra***)
 - *All three authors contributed equally.
- The Effect of Regulations on Advertisement Spending: Evidence from SEC Social Media Disclosure Norms (Ram Janakiraman, Harsha Kamathamb, **Pankhuri Malhotra**, Devendra Kale)

Awards and Grants

- Best Paper Award at Hawaii International Conference on System Sciences (HICSS), 2025
- 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

- Ad Hoc reviewer - Journal of Marketing, Information Systems Research, International Journal of Research in Marketing, Journal of Public Policy and Marketing, Information and Management.
- 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 Talks

- Northeastern University, D'Amore-McKim School of Business 2024
- 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

- 2025 - Winter AMA (Phoenix)
- 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)