

# TUSHMIT M. HASAN

PhD Student  
Department of Marketing  
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## EDUCATIONAL BACKGROUND

- 2017 – 2022 (expected) PhD in Business Administration (Marketing), Red McCombs School of Business, University of Texas at Austin, Austin, TX
- 2015 – 2017 Graduate coursework in Marketing, Kellogg School of Management, Northwestern University, Evanston, IL
- 2009 – 2013 BS in Chemical Engineering, University of Pennsylvania, Philadelphia, PA

## INDUSTRY EXPERIENCE

- 2013 – 2015 Market Research Associate, AlphaImpactRx, Horsham, PA

## PUBLICATIONS

- Corstjens, Marcel, Gregory S. Carpenter, and Tushmit M. Hasan (2018), “The Promise of Targeted Innovation” *Sloan Management Review*, Vol 60, No. 2, pp 39-44.

## PUBLICATION MENTIONS

- Harvard Business Review*, “Reevaluating Incremental Innovation,” September-October 2018 Issue (pp. 22-25); based on Corstjens, Carpenter, and Hasan (2018, *SMR*).

## RESEARCH IN PROGRESS

- “The Effects of Political Risk on the Returns to Firms’ R&D and Ad Spending” with Dr. Raji Srinivasan; preparing manuscript for submission.
- “Is Timing Everything? Firm Risk and New Product Introductions” with Dr. Raji Srinivasan; data collection in progress.

## **TEACHING EXPERIENCE**

- 2020 (Spr) Instructor – Principles of Marketing; undergraduate class of 40 students
- 2017 – 2022 Teaching Assistant, Red McCombs School of Business, University of Texas at Austin, Austin, TX; **Courses:** Principles of Marketing (Undergraduate, Undergraduate Honors), Digital Marketing (Undergraduate, Masters, MBA); **Instructors:** Leigh McAlister, Taylor Bentley, Steven Brister.
- 2016 – 2017 Teaching Assistant, Kellogg School of Management, Northwestern University, Evanston, IL; **Courses:** Consumer Led Growth (EMBA), Digital Marketing (MBA), Retail Analytics (MBA); **Instructors:** Gregory Carpenter, Garrett Johnson, Brett Gordon.

## **RESEARCH PRESENTATIONS**

- 2020 “The Effects of Political Risk on the Returns to Firms’ R&D and Ad Spending” at American Marketing Association Winter Conference, San Diego, CA
- 2020 Third Year Research Presentation, Red McCombs School of Business, University of Texas at Austin, Austin, TX
- 2019 “The Impact of Political Uncertainty on Firms’ Marketing Behavior” at American Marketing Association Winter Conference, Austin TX
- 2018 First Year Research Presentation, Red McCombs School of Business, University of Texas at Austin, Austin, TX

## **CONFERENCES, CONSORTIA, AND WORKSHOPS ATTENDED**

- Feb 2020 American Marketing Association Winter Conference, San Diego, CA
- Apr 2019 University of Houston Annual Doctoral Symposium, Houston, TX
- Mar 2019 Marketing Strategy Consortium, University of Indiana Bloomington, Bloomington, IN
- Feb 2019 American Marketing Association Winter Conference, Austin TX
- Oct 2018 Association of Consumer Research Conference, Dallas, TX
- Aug 2018 ISBM PhD Camp and Conference (including Theory Construction Workshop with Ajay Kohli and Writing Workshop with Gary Lilien), Massachusetts Institute of Technology, Cambridge, MA
- Mar 2018 Marketing Strategy Consortium, University of Missouri, Columbia, MO
- Feb 2018 American Marketing Association Winter Conference (including Doctoral Consortium), New Orleans, LA

Jun 2017 Causal Inference Workshop with Bernard Black and Matthew McCubbins,  
Northwestern University, Chicago, IL

Oct 2016 Quantitative Marketing and Economics Conference, Northwestern University,  
Evanston, IL