

Sharad Borle

Associate Professor of Marketing
Jones Graduate School of Business
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Education

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| 2003 | Ph.D. (Marketing), Carnegie Mellon University. |
| 2000 | M.S. (Marketing), Carnegie Mellon University. |
| 1992 | M.B.A., XLRI Institute of Management, Jamshedpur, India. |
| 1989 | B.Tech. (Electronics engineering), Banaras Hindu University, Varanasi, India |

Employment

Academic

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| 2009 - present | Associate Professor of Marketing
Jones Graduate School of Business, Rice University |
| 2012 - 2013 | Visiting Associate Professor of Marketing
Indian School of Business, Hyderabad, India |
| 2003 - 2009 | Assistant Professor of Marketing
Jones Graduate School of Business, Rice University |

Industry

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| 1997-1998 | <i>Department for International Development</i> , a development aid agency of the British government.

Managed and implemented the AIDS prevention and Tuberculosis Eradication programs funded by the British government in India. |
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- 1992-1997** *Maruti Udyog Limited*, a subsidiary of the Suzuki Motor Corporation and India's largest automobile manufacturer.
Worked in the 'dealer development' and 'logistics' functional areas within the Marketing and Sales division.
- 1989-1990** *Network Limited*, a subsidiary of HCL India Limited.
Developed software in assembly language for the company's range of electronic typewriters.

Teaching

Teaching Interests

Marketing Research, Marketing Strategy, Data Analysis, Marketing Models, Bayesian Applications in Marketing, New Products Development

Courses Taught

- Data Analysis (a first year MBA core course) at Jones Graduate School of Business, Rice University.
- New Products (an MBA elective) at the Jones Graduate School of Business, Rice University.
- Bayesian Applications in Marketing (a PhD course) at the Jones Graduate School of Business, Rice University.
- Statistical Methods for Management Decisions at the Sasin Institute of Management, Chulalongkorn University, Thailand.
- Marketing Strategy (an MBA elective) at the Indian School of Business, Hyderabad, India
- Pricing (an MBA elective) at the Indian School of Business, Mohali, India
- Marketing Research (a BBA elective course) at Carnegie Mellon University.

Research

Research interests

Quantitative models of consumer behavior.

Bayesian econometrics.

Published Work (reverse chronological order)

Mzoughia, Mohamed-Ben, Sharad Borle and Mohamed Limam (2018), "A MCMC approach for modeling customer lifetime behavior using the COM-Poisson distribution", *Applied Stochastic Models in Business and Industry*, vol. 34, pp. 113–127

Park, Sang-June, Yeong-Ran Lee and Sharad Borle (2018), "The shape of Word-of-Mouth response function", ***Technological Forecasting and Social Change***, vol. 127, pp. 304-309

Borle, Sharad, Siddharth Sing, Dipak Jain and Ashutosh Patil (2016), "Analyzing Recurrent Customer Purchases with Unobserved Defections: A Bayesian Data Augmentation Scheme", ***Customer Needs and Solutions***, vol. 3 (1), pp. 11-28

Sen, Ravi and Sharad Borle (2015), "Estimating the Contextual Risk of Data Breach: An Empirical Approach", ***Journal of Management Information Systems***, vol. 32 (2), pp. 314-341

Sellers, Kimberly, Sharad Borle and Galit Shmueli (2012), "Rejoinder: The COM-Poisson Model for Count Data: A Survey of Methods and Applications", ***Applied Stochastic Models in Business and Industry***, vol. 28 (2), pp. 128-129

Sellers, Kimberly, Sharad Borle and Galit Shmueli (2012), "The COM-Poisson Model for Count Data: A Survey of Methods and Applications", ***Applied Stochastic Models in Business and Industry***, vol. 28 (2), pp. 104-116

(Lead Article with discussion papers)

Singh, Siddharth, Ravi Sen and Sharad Borle (2012), "Open Source Software Success: Measures and Analysis", ***Decision Support Systems***, vol. 52 (2), pp. 364-374

Algesheimer, René, Sharad Borle, Utpal Dholakia and Siddharth Singh (2010), "The Impact of Customer Community Participation on Customer Behaviors: An Empirical Investigation", ***Marketing Science***, vol. 29 (4), pp. 756–769

Boatwright, Peter, Sharad Borle and Joseph Kadane (2010), "Common Value/Private Value Categories in Online Auctions: A Distinction without a Difference?", ***Decision Analysis***, 7(1), pp. 86-98

Singh, Siddharth, Sharad Borle and Dipak Jain (2009), "A Generalized Framework for Estimating Customer Lifetime Value When Customer Lifetimes Are Not Observed", ***Quantitative Marketing and Economics***, 7(2), pp. 181-205

Borle, Sharad, Siddharth Singh and Dipak Jain (2008), "Customer Lifetime Value Measurement", ***Management Science***, 54(1), pp. 100-112

Borle, Sharad, Siddharth Singh and Dipak Jain (2008), "Mesure de la valeur a vie du client", ***Recherche et Applications en Marketing***, 23(2), pp. 85-102

[This is a re-publication of our article in a French journal]

Borle, Sharad, Utpal Dholakia, Siddharth Singh and Robert Westbrook (2007), "The Impact of Survey Participation on Subsequent Behavior: An Empirical Investigation." ***Marketing Science***, vol. 26 (5), pp. 711-726

Kalyanam, Kirthi, Sharad Borle and Peter Boatwright (2007), "Deconstructing Each Item's Category Contribution." ***Marketing Science***, vol. 26 (3), pp. 327-341

Kadane, Joseph B., Galit Shmueli, Thomas Minka, Sharad Borle and Peter Boatwright (2006), "Conjugate Analysis of the Conway-Maxwell-Poisson Distribution", *Bayesian Analysis*, vol. 1 (2), pp. 363-374

Borle, Sharad, Peter Boatwright and Joseph B. Kadane (2006), "The Timing of Bid Placement and Extent of Multiple Bidding: An Empirical Investigation Using eBay Online Auctions", *Statistical Science*, 21(2), pp. 194-205

Borle, Sharad, Peter Boatwright, Joseph B. Kadane, Joseph Nunes & Galit Shmueli (2005), "Effect of Product Assortment Changes on Consumer Retention", *Marketing Science*, vol. 24 (4), pp. 616–622

Shmueli, Galit, Thomas P. Minka, Joseph B. Kadane, Sharad Borle, and Peter Boatwright (2005), "A Useful Distribution for Fitting Discrete Data: Revival of the COM-Poisson", *Journal of the Royal Statistical Society, Series C*, vol. 54 (1), pp. 127-142.

Boatwright, Peter, Sharad Borle and Joseph B. Kadane (2003), "A Model of the Joint Distribution of Purchase Quantity and Timing", *Journal of the American Statistical Association*, 98, 564-572.

Minka, Thomas, Galit Shmueli, Joseph B. Kadane, Sharad Borle and Peter Boatwright (2003), "Computing with the COM-Poisson Distribution", *CMU Statistics Department Technical Report #776*

Work in Progress

"Leading with words: Affect-laden processes in online communities", with Johanna Brunneder, Utpal Dholakia and Coussement Kristof.

"Online Modular Gamified Training of Salespersons: Self-Selection into Participation and Performance", with Siddharth Singh and Ravi Sen.

"Analysis of un-observed defections across multiple activities". With Siddharth Singh and Dhruv Gomber

Academic Honors and Awards

2007	Scholarship Excellence Award, Jesse H. Jones Graduate School of Management, Rice University
2002-2003	The Carnegie Bosch Institute International Management Fellowship.
2002	Fellow, AMA-Sheth Doctoral Dissertation Consortium, Emory University, June
1998-2001	William Larrimer Mellon Fellowship, Carnegie Mellon University.