

Sahana (Shahana) Sen
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EDUCATION:

Ph.D., Marketing
M.S., Statistics

Stern School of Business,
New York University

M.B.A., Marketing
B.A. (Honors) Economics

University of Delhi

ACADEMIC HONORS AND AWARDS:

1. 2005 paper named as one of the top 30 papers published in the last 20 years in the field of Information Systems Design; this co-authored paper on recommender systems spans Marketing and Information Systems research areas.
2. Selected as the American Marketing Association Doctoral Consortium Fellow from NYU
3. Awarded the Joseph H. Taggart Fellowship at Stern School of Business, NYU
4. Awarded a Doctoral Fellowship at Stern School of Business NYU for 3 years
5. Awarded the National Science Talent Scholarship by the Govt. of India

WORK EXPERIENCE (SELECT):

BMCC (CUNY) Assistant Professor & Coordinator of the Digital Marketing Program	Spring 2015 to present
New York University, Research Associate & Adjunct Prof	Spring 2011 – Fall 2014
Columbia University, Chazen Visiting Research Scholar	2009 – 2011
Fairleigh Dickinson University (FDU), Assistant Professor	2002 - 09

COURSES TAUGHT (SELECT):

(i) Marketing Management (ii) Marketing Research (iii) Internet Marketing (iv) Social Media Marketing Strategy

REFEREED PUBLICATIONS (SELECT):

1. "Why are you telling me this? An examination into negative consumer reviews on the Web," Journal of Interactive Marketing, Vol. 21, No. 4, Autumn 2007. (with D. Lerman).
 - Principal researcher for the ideation, development, execution and writing of this paper. The topic of consumer reviews falls under the area of electronic Word of Mouth (eWOM) which has been my principal research area of interest, and the project on social media interaction around TV programming, or social TV, that I have proposed in my application belongs to this area.
 - This paper has made a significant impact with a Google Scholar citation count of 841, as of May 2017.

2. "Incorporating Contextual Information in Recommender Systems Using a Multidimensional Approach," *ACM Transactions on Information Systems*, Volume 23, Number 1, Jan 2005, pps 103-145 (with G. Adomavicius, R. Sankaranarayan and A. Tuzhilin).

➤ This paper has also made a significant impact with a Google Scholar citation count of 1092, as of May 2017.

3. "Determinants of Consumer Trust of Virtual Word-of-Mouth: An Observation Study from a Retail Website," *The Journal of the American Academy of Business* Volume 13 No.2; September 2008. Sole-authored paper.

4. "The Identification and Satisfaction of Consumer-Analysis Driven Information Needs of Marketers on the WWW," *European Journal of Marketing*, Volume 32 No. 7/8 1998, pp 688-702 (with B. Padmanabhan, A. Tuzhilin, N. White and R. Stein)

5. "Making Sense of Marketing Data: Some MIS Perspectives on the Analysis of Large Data Sets," *Journal of Market-Focused Management*, Volume 3, No. 1, 1998, pp 91-111. (with A. Tuzhilin.)

6. "Context-Aware Recommender Systems." *Proceedings of the 14th Workshop on Information Technology and Systems (WITS'04)*, Washington, D.C., December 2004 (G. Adomavicius, R. Sankaranarayan, S. Sen and A. Tuzhilin).

7. "An Overview of Data Mining and Marketing" *Developments in Marketing Science (1998)*, Vol. XXI; *Proceedings of the 1998 Academy of Marketing Science Annual Conference*; edited by John B. Ford and Earl D. Honeycutt; pp 254-259 (with Alex Tuzhilin).

8. "Consumer Perceptions of Used Product Prices: An investigation of the Used Automobile Markets," *Proceedings of the Association of Marketing Theory and Practice's Annual Conference*, March 1998, Charleston SC, pp 415-420 (with Hooman Estelami).

9. "Improving the Retention Rate and Student Academic Success at an Urban Community College," *Proceedings of the Marketing Management Association's Fall Educator's Conference* (October 2016).

10. "Investigating Gender Differences in the Attitude Towards Negative eWOM Consumer Reviews: An Attributions Mediation Model". Sole-authored paper. Forthcoming in *Psychology and Marketing*

REFEREED CONFERENCE PRESENTATIONS (SELECT):

1. "Improving the Retention Rate and Student Academic Success at an Urban Community College," paper presented at the Marketing Management Association's Educator's Conference Fall 2016, Rhode Island.

2. "Trust of the virtual e-WOM Reviewer and the role of gendered self-construal," sole-authored paper presented at the 2010 North American ACR Conference, Jacksonville, Florida. (Also Chaired the session.)

3. "Differences in the Trust of Virtual eWOM Reviewers," sole-authored paper at the 2009 Asia Pacific Association of Consumer Research Conference, Hyderabad, India.

4. "Trust and Attitudes towards e-Word of Mouth and the Virtual Reviewer: Attributions, Self-Constructs and Gendered Differences," paper selected for the "Perspectives on Gender and Technology" conference, held at the University of Texas at Austin, April 10-11, 2008
5. "Differences in Consumer's Response to DTC Advertisements," paper presented at the 2007 INFORMS Marketing Science Conference, Singapore, June 2007.
6. "One-Sided vs. Two-Sided e-WOM: Does it Matter?," sole-authored paper presented at the 2003 Association of Consumer Research Annual Conference, October 2003, Toronto, Canada.

INVITED TALKS (SELECT):

1. "Word of Mouth Reviews on the Web: Gender Differences in Consumer Trust," at the Department of Management Studies, Indian Institute of Technology, New Delhi, India, March 2016.
2. "Word of Mouth Reviews on the Web: Findings on Consumer Trust," at the Faculty of Management Studies, University of Delhi, India, February and March 2016.
4. "Women and eWOM Reviews: Why they Trust as they do," Marketing 2.0 Conference, Brands Science Institute, Hamburg, Germany, March 2009.
5. "When Does Negative WOM on the Internet Hurt: A Case of Consumer Product Reviews," *1st International Word-of-Mouth Marketing Conference*, Hamburg, Germany, October 2005.

CURRENT RESEARCH IN PROGRESS (SELECT):

1. The Effects of eWOM Subjectivity and Concreteness on their Perceived Usefulness – project with Konstantin Bauman, New York University.

SELECTED PROFESSIONAL ACTIVITIES

Reviewer:

- Association of Consumer Research (ACR) Annual Conference
- International Journal of Internet Marketing and Advertising
- European Marketing Academy Conference Proceedings
- American Marketing Academy (AMA) Marketing Educator's Conference Proceedings
- AMA TechSIG Best Dissertation Award Committee
- External reviewer of research projects for the award of university research grants for Marketing area (Baruch College, CUNY)

PROFESSIONAL MEMBERSHIPS:

Association of Consumer Research
American Marketing Association