K. SUDHIR

School of Management, Yale University
165 Whitney Ave, PO Box 208200
New Haven, CT 06520-8200
Phone: (203)-432-3289
Fax: (203)-432-3003
Email: *k.sudhir@yale.edu*

Academic Work Experience

- James L. Frank Professor of Marketing, Private Enterprise and Management, 2010-
- Professor of Economics, Department of Economics (by courtesy) 2013-
- Director, China India Insights Program, Yale School of Management, 2008-
- Editor-in Chief, Marketing Science January 2016- December 2021.
- Professor of Marketing, 2006-
- James L. Frank '32 Associate Professor of Private Enterprise and Management, School of Management, Yale University, 2003-2006
- Assistant Professor of Marketing, School of Management, Yale University, 2001- 2003
- Assistant Professor of Marketing, Stern School, New York University, 1998- 2001
- Lecturer, School of Hotel Administration, Cornell University, Fall 1996
- Lecturer, Johnson School, Cornell University, Fall 1995

Research Affiliations

- Faculty Research Staff, Cowles Foundation, Department of Economics, 2010-
- Affiliated Faculty, Economic Growth Center, Department of Economics, 2008-
- Fellow, Yale Center for Customer Insights, 2005-
- iSig Fellow, Institute for Sustainable Innovation and Growth, School of Management, Fudan University, China 2014-
- Academic Fellow, Marketing Science Institute

Visiting Positions

- Visiting Fellow, Microsoft Research, January-December 2020
- Distinguished Visiting Scholar, Chinese University of Hong Kong, August 2017.
- Visiting Distinguished Fellow, INSEAD Emerging Markets Institute, Singapore 2015-16
- Visiting Scholar, MIT Sloan School of Management 2014-15
- Senior Visitor, University of Toronto, March 2013

Education

- Ph.D., Marketing, Cornell University, 1998.
- M.S., Marketing, Cornell University, 1997.
- M.A. Privatim (Hon.), Yale University, 2007.
- M. Tech., Industrial Management, Indian Institute of Technology, Madras, 1991.
- BE, Electronics & Communication Engineering, Anna University, Madras, 1989.

Honors

Research

- Winner, Donald Lehmann Award for Best Dissertation-Based Paper *in Journal of Marketing Research*, 2021.
- Finalist, Long Term Impact Award, *Marketing Science*, 2021.
- Finalist, Long Term Impact Award, *Marketing Science*, 2020.
- Finalist, Frank M. Bass Dissertation Paper Award, *Marketing Science*, 2015.
- Finalist, John D.C. Little Award for Best Paper Award in *Marketing Science*, 2014
- Winner, John D.C. Little Award for Best Paper Award in *Marketing Science*, 2010
- Two papers among the Top 10 Finalists, INFORMS Long Term Impact (over previous 10 years) Award for papers published in *Marketing Science* and *Management Science*, 2009, 2010, 2011.
- Winner, Donald Lehmann Award for Best Dissertation-Based Paper *in Journal of Marketing Research*, 2007.
- Honorable Mention, Dick Wittink Best Paper Award, *Quantitative Marketing and Economics*, 2006
- Finalist, Paul Green Award for Best Paper in *Journal of Marketing Research*, 2006.
- Winner, Frank M. Bass Dissertation Paper Award, *Marketing Science*, 2003.
- Finalist, John D.C. Little Award for Best Paper in *Marketing Science*, 2001.
- Honorable Mention, Best Paper in *IJRM*, 2001

Academic

- AMA-Sheth Doctoral Consortium Faculty Fellow
  - University of Illinois, 2020
  - New York University, 2019
  - Leeds University, 2018
  - University of Iowa, 2017
  - University of Notre Dame, 2016
  - London Business School, 2015
  - Northwestern University, 2014
  - University of Michigan, 2013
  - University of Washington, 2012
  - Texas Christian University, 2010
  - Georgia State University, 2009
  - University of Missouri, 2008
  - University of Maryland, 2006
  - University of Connecticut, 2005
- Marketing Science Doctoral Consortium Faculty Fellow
  - Duke University, 2020
  - University of Roma Tre, 2019
  - Temple University, 2018
  - University of Southern California, 2017
  - Fudan University, 2016
  - Johns Hopkins University, 2015
  - University of British Columbia, 2008
  - National University of Singapore, 2007

- Young Scholar Program 2003, Marketing Science Institute

- Cornell University Representative to the AMA Doctoral Consortium, University of Colorado at Boulder, 1996.
- Graduate School Travel Grant, Cornell University, 1995.
- Gold Medalist, M Tech Program, IIT Madras.
- National Merit Scholar, India, 1983-89.

Professional Service

- *Advisory Board, Marketing Science*, January 2022-
  Editor-In-Chief, *Marketing Science*, Jan 2016-Dec 2021.
- *Founding Editor-in-Chief, Frontiers Section in Marketing Science*, Jan 2019- Dec21.
- *Senior Editor, Marketing Science,* 2014-15
- *Editor*, Special Issue on Emerging Markets, *Marketing Science* (2012-2013)
- *Vice President, Education,* Informs Society for Marketing Science (ISMS) 2012-2015
- *Associate Editor*: Marketing Science (2009-2013), *Management Science* (2009-2013), *Journal of Marketing Research* (2013), *Quantitative Marketing and Economics* (2006-2013)
- *Editorial Board: Journal of Marketing Research* (2003-2012), *Marketing Science* (2005-08), *Journal of Marketing* (2011-2013), *Journal of Retailing* (2011-2013), *Journal of Academy of Management Science* (JAMS; 2012-2013) *IIMB Management Review* (IMR) (2006-)
- *Ad-hoc Reviewer: American Economic Review, Management Science, Journal of Business, Journal of Economics and Management Strategy, International Journal of Research in Marketing (IJRM), Journal of Retailing, Marketing Letters,* Social Sciences and Humanities Research Council (SSHRC) Canada, Research Grants
  Board of Examiners: Board of Examiners for Ph.D. Theses, University of Madras, India.

Publications

1. "Can Random Friends Seed More Buzz and Adoption? Leveraging the Friendship Paradox" (with Vineet Kumar), *Management Science*, Forthcoming.
2. "Optimal Inter-release Time Between Sequentially Released Products," (with Jackie Luan), *Customer Needs and Solutions*, conditionally accepted.
   "Coresets for Time Series Clustering," (with Lingxiao Huang and Nisheeth Vishnoi), *Advances in Neural Information Processing Systems (NeurIPS)*, 2021.
   - **Featured as Spotlight (<3% of 9000+ submissions)**
3. "Attribute Sentiment Scoring with Online Text Reviews: Accounting for Language Structure and Attribute Self-Selection," (with Ishita Chakraborty and Minkyung Kim), *Journal of Marketing Research*, Forthcoming.
4. "A Structural Model of a Multi-Tasking Salesforce: Job Task Allocation and Incentive Plan Design," (with Minkyung Kim and Kosuke Uetake), *Management Science*, Published Online, September 2021.
5. "Effects of Cost-Information Transparency on Intertemporal Price Discrimination" (with Baojun Jiang and Tianxin Zou), *Production and Operations Management*, April 2021.
6. "A Model of Multi-Pass Search: Price Search Across Stores and Time," (with Navid Mojir), *Management Science*, April 2021.
7. "The Causal Effect of Service Satisfaction on Customer Loyalty," (with Guofang Huang), *Management Science*, January 2021.
8. "Coresets for Regressions with Panel Data," (with Lingxiao Huang and Nisheeth Vishnoi), *Advances in Neural Information Processing Systems (NeurIPS)*, 2020.
9. "How can Machine Learning Aid Behavioral Marketing Research?" (With Linda Hagen, Kosuke Uetake, Nathan Yang et al.), *Marketing Letters*, July 2020.

10. "Managing Customer Relationships Through a Salesforce" (with Minkyung Kim, Kosuke Uetake and Rodrigo Canales), *Journal of Marketing Research*, October 2019.
    o ***Winner: Donald Lehmann Best Dissertation Paper in JMR Award 2021.***
11. "How Context Affects Choice," (with Thomadsen, Rooderkerk et al.), *Customer Needs and Solutions*, November 2017.
12. "Do Sympathy Biases Affect Charitable Giving? The Effects of Advertising Content" (with Subroto Roy and Mathew Cherian), *Marketing Science*, November 2016.
13. "Do Store Brands Aid Store Loyalty?" (with Satheeshkumar Seenivasan and Debu Talukdar), *Management Science*, March 2016.
14. "Early Adoption of Modern Retail in an Emerging Market: Evidence from India" (with Vishal Narayan and Vithala Rao), *Marketing Science*, Nov-Dec 2015.
15. "Research Opportunities in Emerging Markets: an Inter-disciplinary Perspective from Marketing, Economics, and Psychology," (with JB Priester, M. Shum, D. Atkin, A. Foster, G. Iyer, G. Jin, D. Keniston, S. Kitayama, AM. Mobarak, Y. Qian, I. Tewari, W. Wood), *Customer Needs and Solutions*, December 2015.
16. "Short Run Needs and Long Term Goals: A Dynamic Model of Thirst Management," (with Guofang Huang and Ahmed Khwaja), *Marketing Science*, September-October 2015.
17. The "Peter Pan Syndrome" in Emerging Markets: The Productivity-Transparency Tradeoff in IT Adoption (with Debu Talukdar), *Marketing Science*, July-August 2015.
18. "Education Consumption in an Emerging Market," (with Sachin Sancheti), *Customer Needs and Solutions* (CNS), December 2014.
19. "Do Bonuses Enhance Sales Productivity? A Dynamic Structural Analysis of Bonus Based Compensation Plans" (with Doug Chung and Thomas Steenburgh), *Marketing Science*, April 2014.
    o ***Lead Article.***
    o ***Finalist: ISMS Long Term Impact Award, 2021.***
    o ***Finalist: John D.C. Little Best Paper Award in Marketing Science.***
    o ***Finalist: Frank M. Bass Best Dissertation Paper Award.***
20. "Does Reducing Spatial Differentiation Increase Product Differentiation? Effects of Zoning on Retail Entry and Format Variety" (with Sumon Datta), *Quantitative Marketing and Economics*, March 2013.
21. "Customer Cost Based Pricing," (with Jiwoong Shin and Dae-Hee Yoon), *Management Science*, May 2012.
22. "Do Private Labels Increase Retailer Bargaining Power?" (with Sergio Meza), *Quantitative Marketing and Economics*, Sep 2010.
23. "Empirical Models of Manufacturer-Retailer Interactions-A Review and Agenda for Future Research" (with Kusum Ailawadi et al.), *Marketing Letters*, Sep 2010.
24. "A Customer Management Dilemma: When is it Profitable to Reward Own Customers?" (with Jiwoong Shin), *Marketing Science*, June-July 2010.
    o ***Winner: John D.C. Little Best Paper Award in Marketing Science***
    o ***Finalist: ISMS Long Term Impact Award, 2020.***
25. "Forecasting Marketing Mix Responsiveness for New Products," (with Jackie Luan), *Journal of Marketing Research*, June 2010.
26. "Switching Costs and Market Competitiveness: De-Constructing the Relationship," (with Jiwoong Shin), *Journal of Marketing Research*, August 2009.
27. "The Temporal and Spatial Dimensions of Price Search: Insights from Matching Household Survey and Purchase Data," (with Dinesh Gauri and Debabrata Talukdar), *Journal of Marketing Research*, February 2008.
28. "Optimal Marketing Strategies for a Customer Data Intermediary", (with Joseph Pancras), *Journal of Marketing Research*, November 2007. Previously titled: "Personalization Services Firms: What to Sell, To Whom to Sell and For How Much."
    o ***Winner: Donald Lehmann Best Dissertation Paper in JMR Award 2008.***

29. "Competitive Pricing under State Dependent Demand: Do Firms Look Ahead? How Far Ahead?" (with Hai Che and P.B. Seetharaman), *Journal of Marketing Research,* August 2007.
30. "Pass-through Timing," (with Sergio Meza), *Quantitative Marketing and Economics*, Vol 4, No. 4, December 2006, 351-382.
    - ***Honorable Mention: Best Paper Award in QME, 2006.***
31. "Do Slotting Allowances Enhance Efficiency or Hinder Competition?"(with Vithala R. Rao), *Journal of Marketing Research*, May 2006, Vol 43, Issue 2, pp. 137-155.
    - ***Lead Article***
    - ***Finalist: Paul Green Best Paper Award in JMR***
32. "Recent Advances in Structural Modeling: Dynamics, Product Positioning and Entry," (with J.P. Dube, A. Ching, G.S. Crawford, M. Draganska, J.T. Fox, W. Hartmann, G.J. Hitsch, V.B. Viard, N. Vilcassim and M. Villas-Boas), *Marketing Letters*, December 2005. (2004 Choice Conference based Special Issue).
33. "Time Varying Competition," (with Pradeep Chintagunta and Vrinda Kadiyali), *Marketing Science*, Winter 2005, pp 96-109.
34. "When Shopbots Meet Emails: Implications for Price Competition on the Internet," (with Yuxin Chen), *Quantitative Marketing and Economics,* Issue 3, 2004.
35. "Does Store Brand Patronage Improve Store Patronage?" (with Debabrata Talukdar), *Review of Industrial Organization,* March 2004.
36. "Structural Applications of the Discrete Choice Model", (with Jean-Pierre Dube, Pradeep Chintagunta, Bart Bronnenberg, Ron Goettler, Amil Petrin, P.B. Seetharaman, Raphael Thomadsen and Ying Zhao), *Marketing Letters*, August 2002 pp. 207-220.
37. "Investigating New Product Diffusion across Products and Countries," *Marketing Science*, Winter 2002. (with D. Talukdar and A. Ainslie).
    - ***Recognized among, "A Few Very Recently Highly Cited Marketing Science Articles in 2002" in the Summer 2005 issue.***
38. "A Multiple Ideal Point Model: Capturing Multiple Preference Effects from Within an Ideal Point Framework," *Journal of Marketing Research,* February 2002. (with Jack Lee and Joel Steckel)
39. "Structural Analysis of Competitive Pricing in the Presence of a Strategic Retailer," *Marketing Science*, Summer, 2001, pp. 244-264.
    - ***Winner: Frank M. Bass Best Dissertation Paper Award, 2003.***
    - ***Finalist: ISMS Long Term Impact Award, 2009, 2010, 2011***
40. "Structural Analysis of Competitive Behavior: New Empirical Industrial Organization Methods in Marketing," International Journal of Research in Marketing, June 2001. (with V. Kadiyali and V.R. Rao).
    Honorable Mention: Best Paper Award in IJRM, 2001.
41. "Competitive Pricing Behavior in the US Auto Market: A Structural Analysis," *Marketing Science*, Winter, 2001, pp. 42-60.
    - ***Finalist: John DC Little Best Paper Award in Marketing Science, 2001.***
    - ***Recognized among, "A Few Very Recently Highly Cited Marketing Science Articles in 2001" in the Summer 2004 issue.***
    - ***Finalist: ISMS Long Term Impact Award, 2009, 2010, 2011***

Editorials

1. "Editorial: Acknowledgments, Stocktaking and Farewell," *Marketing Science*, November-December 2021.
2. "Editorial: Introduction to the Special Issue on Marketing Science and Health. (with Kusum Ailawadi, Tat Chan and Puneet Manchanda), *Marketing Science*, May-June 2020.
3. "Editorial: Introduction to the Special Issue on Consumer Protection." (with Avi Goldfarb and Ginger Jin) *Marketing Science*, January-February 2020.

4. "Editorial: An Update on the Frontiers Section." *Marketing Science*, November-December 2019.
5. "Editorial: Introduction to the Special Section on Mobile Technologies," *Marketing Science*, September-October 2019.
6. "Editorial: Introducing a New Section---Marketing Science: Frontiers," *Marketing Science*, January-February 2018.
7. "Editorial: The Exploration-Exploitation Tradeoff and Efficiency in Knowledge Production," *Marketing Science*, January-February 2016.
8. "Editorial: Marketing Science in Emerging Markets," (with Laxman Narasimhan and Kannan Srinivasan), *Marketing Science*, July-August 2015.

Other Publications/Book Chapters

1. "Should you Punish or Reward Current Customers?" (with Jiwoong Shin), *Sloan Management Review*, 2013.
2. "Motivating Diverse Salespeople through a Common Incentive Plan," (with Doug Chung and Thomas Steenburgh, European Financial Management Review, 2013.
3. "Publishing in China and India: Opportunities and Challenges," Publishing Research Quarterly, 2010.
4. "Pricing in Marketing Channels," (with Sumon Datta), Handbook of Pricing, Ed. Vithala Rao, Edward Elgar Publishers, 2008.
5. "An Artificial Intelligence Approach to Precedence Network Generation in Assembly Line Balancing," *Computers in Industry*, 1992, 18(2), pp 177-191. (with R. Rajagopalan)

Papers under Review/Working Papers

1. "A Structural Model of Organizational Buying: Innovation Diffusion and Market Share Contracts," (with Navid Mojir), under 3rd round review at *Management Science*.
2. "Long Term Effects of Experience during Youth: Evidence from China" (with Ishani Tewari), Invited for 3rd round review at *Journal of Marketing Research*.
3. "Greedy or Grateful? Asking for More when Thanking Donors," (with Hortense Fong and Subroto Roy), invited for revision at *Journal of Marketing Research*.
4. "Privacy Rights and Data Security: GDPR and Personal Data Driven Markets" (with Tony Ke), Revision Requested at *Management Science*.
5. "Match Uncertainty in Online Channels: Dynamic Mechanism Design of Price and Return Policies" (with Amit Pazgal and Li Yang), Revision Requested at *Management Science*.
6. "Consumer Guilt and Sustainable Choice: Environmental Impact of Durable Goods Innovation," (with Ramesh Shankar and Yuan Jin), Under review at *Management Science*.
7. "Modeling the Price Signaling Effect and Substitution Effect in Consumer Demand for Luxury Goods" (with Sha Yang and Yao (Alex) Yao), Under review at *Journal of Marketing*.
8. "Product Development at Lean Startups: The Effect of Entrepreneurial Incentives" (with Steve Yoo).
9. "Lookalike Targeting on Others' Journeys: Brand Versus Performance Marketing," (with Seung Yoon Lee and Subroto Roy).
10. "Exploiting the Choice-Consumption Mismatch: A New Approach to Disentangle State Dependence and Heterogeneity" (with Nathan Yang), Being revised for resubmission to *Management Science*.

Non-Active Working Papers

11. "A Structural Model of Entry and Location Choice: The Differentiation-Agglomeration Tradeoff," (with Sumon Datta).
12. "Measuring Revenue Economies of Scope: Can Gas Stations Increase Grocery Revenues for Supermarkets?" (with Boudhayan Sen and Jiwoong Shin)
13. "Predicting Individual Response with Aggregate Data: A Conditional Means Approach," (with Jason Duan and Sachin Sancheti).
14. "Dynamic Market Structure in a Durable Goods Market: The Effect of a New Product Form," (with Jackie Luan).

Work in Progress

1. "Does Cheap Talk Enhance Platform Efficiency?" (with Minkyu Shin and Kosuke Uetake)
2. "Long Term Impact of a Recession on National Brands and Private Labels" (with Satheeshkumar Seenivasan and Debabrata Talukdar)

Yale Teaching Cases for MBAs

1. Aadhaar (Global Network Case 102-18)
2. ANT Financial: Flourishing Farmer Loans at MYbank (Global Network Case 102-16)
3. TIAA-CREF (A): A Pension Giant Takes a Hard Look at Serving the Customer (Yale Case 06-015).
4. TIAA-CREF (B): Organizing around the Customer: From Managing Assets to Managing Relationships (Yale Case 06-019).
5. HDTV: Assessing an Innovation at Three Points in Time. (Yale Case 07-012).
6. FieldFresh Foods: Could Baby Corn Be the Platform to Link Indian Farmers to the World? (Yale Case 10-036)
7. Trina Solar: Expanding in the U.S. Market (Yale Case 10-041).
8. TIAA-CREF: Reaching out to Younger Workers (Yale Case 12-021)

Op Ed Articles/Press Writeups About Research

1. "Disentangling the market dynamics of GDPR, EU's data privacy legislation," Yale Computation and Society Blog, August 24, 2020.
2. On the Future of Work and How Retailers survive a Recession, Interview based article, April 14, 2020.
3. Can Big Data Fight a Pandemic? Yale Insights, April 7, 2020
4. What Happens When a Billion Identities Are Digitized? (with Shyam Sunder), Yale Insights, March 27, 2020.
5. Is Your Sales Team Courting the Wrong Customers? Yale Insights, April 17, 2018
6. What Is the Impact of Big Data? Yale Insights, March 18, 2016
7. Corruption Decreases Technology Adoption in Emerging Markets, Yale Insights, April 28, 2015.
8. "Can Foreign Retail Benefit India?" Forbes India, January 11, 2013.
9. "Firing Customers to Flatten the Whale," Huffington Post, Feb 6, 2012.
10. "Road Ahead for Organized Retail," Economic Times, March 17, 2010

Keynote Talks

1. "AI based hiring using Interview Videos," Keynote Speaker, *2021 Conference on Artificial Intelligence, Machine Learning and Digital Analytics*, Temple University, Dec 2021.

2. "Attribute Sentiment Scoring with Online Text Reviews: Deep Learning and Accounting for Attribute Self-Selection," Keynote Speaker, *2019 Conference on Artificial Intelligence, Machine Learning and Digital Analytics*, Temple University, Dec 2019.
3. "Artificial Intelligence and Big Data," Distinguished Global Indian Speaker Series, Amity University, Gurugram, July 2019.
4. "Marketing Research in the Age of Big Data," Haring Symposium, Indiana University, April 2019
5. "Interactive Marketing Research in the Age of Big Data," Interactive Marketing Research Conference, March 2019.
6. "Mining Text Reviews for Attribute Sentiment: Deep Learning and Attribute Self-Selection," Marketing/Operations Workshop, Faculty of Industrial Engineering, University of Chile, January 2019.
7. "Can Friends Seed Buzz," Big Data and Digital Marketing Conference, CMU, December 2018.
8. "The Dynamics Revolution in Marketing," Marketing Dynamics Conference, August 2017
9. "Management Research in the Age of Big Data," IMR Doctoral Consortium, IIM Bangalore, January 2017
10. "The Exploration-Exploitation Tradeoff in Knowledge Production in Marketing Science," UT Dallas Bass-FORMS Conference, February 2016.
11. "How will Big Data Affect Marketing Scholarship?" NYU Big Data Conference, October 2015.
12. "Big Data Meets Behavioral Economics: A Potent Approach to Uncover Insights," LatentView Analytics Summit, New York, April 2015.
13. "How can marketing scholars leverage big data for research and industry," Big Data Conference, LMU Munich, March 2015.

Invited Presentations

1. "A Structural Model of a Multi-Tasking Salesforce: Job Task Allocation and Incentive Plan Design," Organizational Economics Seminar, MIT, April 2021.
2. "Lookalike Targeting on Facebook: Seed Quality Versus Match Accuracy," Seminar at Computational Social Science Group, IIM, Jammu, February 2021.
3. "Lookalike Targeting on Facebook: Seed Quality Versus Match Accuracy," Seminar at Computational Social Science Group, Facebook, February 2021.
4. "Attribute Sentiment Scoring with Online Text Reviews: Deep Learning and Accounting for Attribute Silence," University of Miami, Marketing Seminar, January 2021.
5. "Working with Survey Data," Marketing Strategy Consortium, UT Austin, December 2020.
6. "Developing Theory," Marketing Strategy Consortium, UT Austin, December 2020.
7. "Attribute Sentiment Scoring with Online Text Reviews: Deep Learning and Accounting for Attribute Silence," UT Austin, Marketing Seminar, September 2020.
8. "Attribute Sentiment Scoring with Online Text Reviews: Deep Learning and Accounting for Attribute Silence," NITIE, India, September 2020.
9. "Lookalike Targeting on Facebook: Seed Quality Versus Match Accuracy," IIM Bangalore, September 2020.
10. "Research Frontiers: Identifying Topics," ISMS Doctoral Consortium, June 2020.
11. "Customer Centricity in the Age of AI and Big Data," Marketing Science Institute Feb 2020.
12. "Attribute Sentiment Scoring with Online Text Reviews: Deep Learning and Accounting for Attribute Self-Selection," University of Washington Research Camp, January 2020.
13. "A Structural Model of a Multi-Tasking Salesforce: Job Task Allocation and Incentive Plan Design," Dynamic Structural Econometrics Conference, University of Chicago, July 2019.
14. "Marketing Research in the Age of Big Data," ISMS Doctoral Consortium, Rome 2019

15. "Attribute Sentiment Scoring with Online Text Reviews: Deep Learning and Accounting for Attribute Self-Selection," SICS Berkeley, June 2019.
16. "Attribute Sentiment Scoring with Online Text Reviews: Deep Learning and Accounting for Attribute Self-Selection," 11th Triennial Choice Symposium, May 2019.
17. "Attribute Sentiment Scoring with Online Text Reviews: Deep Learning and Accounting for Attribute Self-Selection," Duke University, April 2019.
18. "A Structural Model of a Multi-Tasking Salesforce: Job Task Allocation and Incentive Plan Design," MIT Operations and Marketing Seminar, April 2019.
19. "Attribute Sentiment Scoring with Online Text Reviews: Deep Learning and Accounting for Attribute Self-Selection," UBC, March 2019.
20. "Attribute Sentiment Scoring with Online Text Reviews: Deep Learning and Accounting for Attribute Self-Selection," Penn State University, March 2019.
21. "Attribute Sentiment Scoring with Online Text Reviews: Deep Learning and Accounting for Attribute Self-Selection," Kellogg GSM, Northwestern University, February 2019.
22. "Modeling Customer Behavior," AMA Doctoral Consortium, University of Leeds, June 2018.
23. ISMS Doctoral Consortium, Temple University, June 2018
24. "Can Friends Seed Buzz," China India Insights Conference, INSEAD Singapore, July 2018.
25. A Structural Model of Organizational Buying: Innovation Adoption Under Share-of-Wallet Contracts," University of Maryland, May 2018.
26. A Structural Model of Organizational Buying: Innovation Adoption Under Share-of-Wallet Contracts," UIUC, April 2018.
27. "Multidimensional Sales Incentives in CRM Settings: Customer Adverse Selection and Moral Hazard," UC Riverside, March 2018.
28. "Multidimensional Sales Incentives in CRM Settings: Customer Adverse Selection and Moral Hazard," University of Toronto, February 2018.
29. "Multidimensional Sales Incentives in CRM Settings: Customer Adverse Selection and Moral Hazard," University of Pittsburgh, Marketing Camp, January 2018.
30. "Multidimensional Sales Incentives in CRM Settings: Customer Adverse Selection and Moral Hazard," University College London, December 2017.
31. "Research Opportunities in Emerging Markets," China India Insights Conference, at CKGSB, New York September 2017.
32. "Multidimensional Sales Incentives in CRM Settings: Customer Adverse Selection and Moral Hazard," Chinese University of Hong Kong, August 2017.
33. AMA Doctoral Consortium, University of Iowa, June 2017.
34. "Multidimensional Sales Incentives in CRM Settings: Customer Adverse Selection and Moral Hazard," Summer Institute in Competitive Strategy (SICS), June 2017.
35. "Identifying Research Topics for Doctoral Research," Marketing Science Doctoral Consortium, Baltimore, University of Southern California, June 2017.
36. "When Salesforces Manage Customer Relationships: Effect of Incentives on Customer Adverse Selection and Moral Hazard," Thought Leadership on the Sales Profession Conference, HEC, May-June 2017.
37. "When Salesforces Manage Customer Relationships: Effect of Incentives on Customer Adverse Selection and Moral Hazard," Rice University Marketing Camp, April 2017.
38. "When Salesforces Manage Customer Relationships: Effect of Incentives on Customer Adverse Selection and Moral Hazard," Texas Christian University, April 2017.
39. A Structural Model of Organizational Buying: Innovation Adoption Under Share-of-Wallet Contracts," Leo Tindemans Chair 2017: Manufacturer-retailer symposium, KU Leuven, Antwerp, Belgium, Feb 2017
40. "Estimating causal effects using quasi-experimental methods: Matching and Differences in Differences," AMA Winter Consortium, Feb 2017.

41. "When Salesforces Manage Customer Relationships: Effect of Incentives on Customer Adverse Selection and Moral Hazard," University of Florida Marketing Camp, Feb 2017
42. "When Salesforces Manage Customer Relationships: Effect of Incentives on Customer Adverse Selection and Moral Hazard," University of Rochester, Feb 2017
43. "Big Data and Analytics: The Path to Evidence Based Management," IIT-Madras, January 2017.
44. "Managing Salesforces in CRM Settings," IMR Doctoral Consortium, IIM Bangalore, January 2017.
45. "Conceptualizing and Executing Research," AIM-AMA Sheth Doctoral Consortium, WeSchool, Mumbai, January 2017,
46. "Big Data and Marketing Scholarship: A Prospective View" Conference on Advances in Big Data Modeling, Computation and Analytics, Texas A&M, September 2016.
47. "Habit formation and habitual behavior with choice/consumption data in the field," The Habit Driven Consumer: Advances in the Science of Habits Conference, USC at Catalina Island, August 2016.
48. "Experimental Perspectives in Marketing Research," Marketing Science Doctoral Consortium, Fudan University, June 2016.
49. "A Research Agenda for Emerging Markets," AMA Doctoral Consortium, University of Note Dame, June 2016.
50. "When Salesforces Manage Customer Relationships: Effect of Incentives on Customer Adverse Selection and Moral Hazard," Korea University Marketing Camp, May 2016.
51. "Modeling Context Effects," 10th Triennial Choice Symposium, Lake Louise, May 2016.
52. "When Salesforces Manage Customer Relationships: Effect of Incentives on Customer Adverse Selection and Moral Hazard," Georgia State University, April 2016.
53. "When Salesforces Manage Customer Relationships Effect of Incentives on Customer Adverse Selection and Moral Hazard," Emory University, April 2016.
54. "When Salesforces Manage Customer Relationships: Effect of Incentives on Customer Adverse Selection and Moral Hazard," Cornell University Marketing Camp, April 2016.
55. "When Salesforces Manage Customer Relationships: Effect of Incentives on Customer Adverse Selection and Moral Hazard," University of Michigan, March 2016.
56. "Perspective on Quantitative Marketing Research," Northeast Marketing Consortium, Harvard Business School, September 2015.
57. "Demand Estimation Using Aggregate Data: Static Discrete Choice Models," Tutorial at Quantitative Marketing and Structural Econometrics Workshop, Northwestern University, August 2015.
58. "A Research Agenda for Emerging Markets," Marketing Science Doctoral Consortium, Baltimore, June 2015.
59. "A Research Agenda for Emerging Markets," London Business School, May 2015.
60. "Spatiotemporal Search," London Business School, May 2015.
61. "Spatiotemporal Search," MIT Sloan School, April 2015.
62. "Spatiotemporal Search," Washington University, St. Louis, February 2015.
63. "Do Store Brands Aid Store Loyalty?" Indian Institute of Technology, Madras, January 2015.
64. "Do Store Brands Aid Store Loyalty?" Indian Institute of Technology, Bombay, January 2015
65. "Marketing Channels and Retailing?" AIM Doctoral Consortium, IMT Dubai, Bombay, January 2015
66. "Do Store Brands Aid Store Loyalty?" University of Massachusetts, Amherst, November 2014.
67. "Exploiting the Choice-Consumption Mismatch: A New Approach to Disentangle State Dependence and Heterogeneity," NBER Summer Institute—Industrial Organization, Boston, July 2014

68. "Productivity versus Transparency: Information Technology Adoption in an Emerging Market," NBER Summer Institute--Economics of IT and Digitization, Boston, July 2014
69. "Productivity versus Transparency: Information Technology Adoption in an Emerging Market," Marketing Camp, University of Cambridge, June 2014.
70. "Spatiotemporal Search," Georgia Institute of Technology, April 2014.
71. "A Research Agenda for Emerging Markets," University of Toronto, March 2014.
72. "Spatiotemporal Search," University of Toronto, March 2014.
73. "Spatiotemporal Search," University of Wisconsin-Madison, March 2014
74. "Do Promotions Induce Greater Loyalty: A Dynamic Structural Model of Temporal and Spatial Price Search," University of Utah, Feb 2014.
75. "Productivity versus Transparency: Information Technology Adoption in an Emerging Market," China India Insights Conference, CKGSB New York, Sep 2013.
76. "Do Promotions Induce Greater Loyalty: A Dynamic Structural Model of Temporal and Spatial Price Search," Marketing Camp, Kellogg GSM, Northwestern University, Sep 2013.
77. "Do Promotions Induce Greater Loyalty: A Dynamic Structural Model of Temporal and Spatial Price Search," Tilburg University, Netherlands, July 2013.
78. "Productivity versus Transparency: Information Technology Adoption in an Emerging Market," Choice Symposium, Netherlands, June 2013.
79. "Price Search Across Space and Time," AMA Doctoral Consortium, June 2013.
80. "Do Promotions Induce Greater Loyalty: A Dynamic Structural Model of Temporal and Spatial Price Search," Marketing Dynamics Conference, May 2013.
81. "Does Reducing Spatial Differentiation Increase Product Differentiation? Effects of Zoning on Retail Entry and Format Variety," University of Virginia, Economics Department, April 2013.
82. "Do Promotions Induce Greater Loyalty: A Dynamic Structural Model of Temporal and Spatial Price Search," University of Minnesota Marketing Camp, April 2013.
83. "Do Promotions Induce Greater Loyalty: A Dynamic Structural Model of Temporal and Spatial Price Search," UTD FORMS Conference, February 2013
84. "Productivity versus Transparency: Information Technology Adoption in an Emerging Market," Marketing Science Emerging Markets Conference, Wharton, September 2012.
85. "Does Reducing Spatial Differentiation Increase Product Differentiation? Effects of Zoning on Retail Entry and Format Variety," Fudan University, Shanghai, July 2012.
86. "Do Sympathy Biases Induce Charitable Giving? The Persuasive Impact of Advertising Content," CKGSB Marketing Research Forum, Beijing, June 2012.
87. "Do Sympathy Biases Induce Charitable Giving? The Persuasive Impact of Advertising Content," Economics of Advertising and Marketing, Beijing, June 2012.
88. "Does Reducing Spatial Differentiation Increase Product Differentiation? Effects of Zoning on Retail Entry and Format Variety," Texas A&M Marketing Camp, April 2012.
89. "Does Reducing Spatial Differentiation Increase Product Differentiation? Effects of Zoning on Retail Entry and Format Variety," University of Connecticut, March 2012.
90. "Does Reducing Spatial Differentiation Increase Product Differentiation? Effects of Zoning on Retail Entry and Format Variety," Marketing in Israel Conference, December 2011.
91. "Do Sympathy Biases Affect Charitable Giving? Evidence from a Large-Scale Natural Field Experiment," China India Insights Conference, New Delhi, July 2011.
92. "Does Reducing Spatial Differentiation Increase Product Differentiation? Effects of Zoning on Retail Entry and Format Variety," Summer Institute in Competitive Strategy (SICS), July 2011.
93. "The Differentiation-Agglomeration Tradeoff in Location Choice," University of Southern California, March 2011.
94. "The Differentiation-Agglomeration Tradeoff in Location Choice," Johns Hopkins University, March 2011.
95. Discussant, UT Dallas FORMS Conference, February 2011

96. "Do Bonuses Enhance Sales Productivity?" University of Rochester, October 2010.
97. "Do Bonuses Enhance Sales Productivity?" Emory University, Hightower Marketing Camp, October 2010.
98. "How Theory and Empirics Interact in Defining Research Problems," AMA Doctoral Consortium, Texas Christian University, Fort Worth, June 2010.
99. "Do Bonuses Enhance Sales Productivity?" University of Chicago, May 2010.
100. "Do Bonuses Enhance Sales Productivity?" 8th Triennial Choice Symposium, Key Largo, Florida, May 2010.
101. "Do Bonuses Enhance Sales Productivity?" University of North Carolina, Chapel Hill, Marketing Camp, April 2010.
102. "Do Bonuses Enhance Sales Productivity?" Indian School of Business, Hyderabad, March 2010.
103. "Do Bonuses Enhance Sales Productivity?" Indian Institute of Management, Bangalore, March 2010.
104. "Do Bonuses Enhance Sales Productivity?" University of California, Davis, February 2010.
105. "Do Bonuses Enhance Sales Productivity?" University of Arizona, Marketing Camp, November 2009.
106. "Structural Dynamic Models in Marketing: Two Step Methods & Integration of Research Streams," Doctoral Seminar, University of Connecticut, October 2009.
107. Discussant at Quantitative Marketing and Economics (QME) Conference, University of Chicago, October 2009.
108. "Structural Dynamic Models in Marketing: Two Step Methods," Doctoral Seminar, Columbia University, September 2009.
109. " Structural Dynamic Models in Marketing: Two Step Methods & Integration of Research Streams," Tutorial, Marketing Dynamics Conference, Stern School, New York University, August 2009
110. "Do Bonuses Enhance Salesforce Productivity?," Marketing Camp, University of Maryland, June 2009.
111. "Do Bonuses Enhance Salesforce Productivity?," AMA Doctoral Consortium, Georgia State University, June 2009.
112. "Do Bonuses Enhance Salesforce Productivity?," HKUST Marketing Camp, May 2009.
113. "Do Bonuses Enhance Salesforce Productivity?," Stanford University, May 2009.
114. "Education Demand in Rural India," China India Consumer Insights Conference, Yale University, April 2009.
115. "Quota Structure and Sales Performance Dynamics," UTD-FORMS Conference, Feb 2009
116. Empirical Models of Retailer-Manufacturer Interaction, The Erin Anderson Research Conference on B2B Relationships, Wharton School, October 2008.
117. Discussant, SICS Conference, July 2008.
118. "Market Response Measurement: Structural Dynamic Models," American Marketing Association Doctoral Consortium, June 2008.
119. "Structural Dynamic Models," Marketing Science Doctoral Consortium, June 2008.
120. "Movie-DVD Releasing Timing," London Business School, October 2007.
121. "Managing Customer Relationships under Competition: Punish or Reward Current Customers?" Invited Speaker in Pre-Conference Program on "Emerging Directions in Marketing Strategy Research" at AMA Summer Educator's Conference, August 2007.
122. "Movie-DVD Releasing Timing," Marketing Science Doctoral Symposium, Singapore, June 2007.
123. "Managing Customer Relationships under Competition: Punish or Reward Current Customers?" University of Toronto, March 2007.
124. "Movie-DVD Releasing Timing," IIT Madras, Chennai, January 2007.
125. "Movie-DVD Releasing Timing," University of British Columbia, October 2006.
126. "Empirical IO Methods in Marketing," Cornell University, Ph.D. Seminar, September 2006.

127. "Personalization Services: To Whom to Sell, What to Sell and For How Much," Plenary Speaker at the INRA-IDEI Conference on "Industrial Organization and the Food Processing Industry," Toulouse, June 2006

128. "Personalization Services: To Whom to Sell, What to Sell and For How Much," University of Texas Austin, Marketing Camp, April 2006

129. "Movie-DVD Releasing Timing," SUNY Buffalo, April 2006.

130. "Personalization Services: To Whom to Sell, What to Sell and For How Much," Purdue University, April 2006

131. "Personalization Services: To Whom to Sell, What to Sell and For How Much," University of California, Berkeley, March 2006

132. "Personalization Services: To Whom to Sell, What to Sell and For How Much," University of California, Los Angeles, March 2006

133. "Forecasting Advertising Responsiveness for Short Lifecycle Products: The Case of DVDs," AMA-Sheth Doctoral Consortium, University of Connecticut, July 2005.

134. "Personalization Services: To Whom to Sell, What to Sell and For How Much," Carnegie Mellon University, April 2005.

135. "Personalization Services: To Whom to Sell, What to Sell and For How Much," Koc University, Istanbul, March 2005.

136. "Personalization Services: To Whom to Sell, What to Sell and For How Much," Indian Institute of Technology, Madras, January 2005.

137. Discussant at Quantitative Marketing and Economics (QME) conference, Harvard University, November 2004.

138. "Slotting Allowances: An Empirical Investigation," Summer Institute in Competitive Strategy, UC Berkeley, July 2004.

139. "Slotting Allowances: An Empirical Investigation," SUNY Buffalo, July 2004.

140. "Slotting Allowances: An Empirical Investigation," University of Colorado, Boulder, April 2004.

141. "Slotting Allowances: An Empirical Investigation," Washington University, St. Louis, March 2004.

142. "Investigating Patterns of Time Varying Competitive Behavior," SUNY Buffalo, November 2003.

143. "Investigating Patterns of Time Varying Competitive Behavior," Marketing Camp, Northwestern University, September 2003.

144. "In Favor or Out of Favor: Effects of Store Brand Introduction on Retailer Pricing of National Brands," (with Sergio Meza) at Summer Institute on Competitive Strategy, University of California, Berkeley, June 2003.

145. "Investigating Patterns of Time Varying Competitive Behavior," Stanford University, March 2003.

146. "Investigating Patterns of Time Varying Competitive Behavior," University of Texas, Dallas, March 2003.

147. "Investigating Patterns of Time Varying Competitive Behavior," Young Scholars Program, March 2003.

148. "When Shopbots Meet Emails: Implications for Price Competition on the Internet," Stanford Institute of Theoretical Economics (SITE), June 2002.

149. "When Shopbots Meet Emails: Implications for Price Competition on the Internet," MIT, April 2002.

150. "Investigating New Product Diffusion Across Products and Countries," at the Marketing Modeler's Group, New York, March 2002.

151. "Investigating Patterns of Time Varying Competitive Behavior," at the Winter Marketing Research Camp, Catholic University at Leuven, Belgium, December 2001.

152. "Innovation Diffusion across Products and Countries," at the Marketing Science Institute Conference on "Global Innovation of New Products and Services", London, October 2001.

153. "Investigating Patterns of Time Varying Competitive Behavior," at the Invitational International Choice Conference, Session on Structural Models of Choice, Monterey CA, hosted by UC Berkeley, June 2001.
154. "Structural Analysis of Competitive Pricing in the Presence of a Strategic Retailer", Yale University, October 2000.
155. "New Empirical Industrial Organization Methods in Marketing: A Review of Methods," Doctoral Seminar at University of Chicago, March 2000.
156. "Competitive Pricing Behavior in the US Auto Market: A Structural Analysis," University of California, Berkeley, December 1999.
157. "New Empirical Industrial Organization Methods in Marketing: A Review of Methods," Doctoral Seminar at Columbia University, November 1999.
158. "Structural Analysis of Competitive Pricing in the Presence of a Strategic Retailer"
    i. Dartmouth College, October, 1997.
    ii. University of Chicago, October, 1997.
    iii. SUNY Buffalo, October, 1997.
    iv. New York University, October, 1997.
    v. INSEAD France, October, 1997.
    vi. Purdue University, October, 1997.
    vii. Duke University, November, 1997.
    viii. University of Rochester, November, 1997.
    ix. Stanford University, November, 1997.
    x. UCLA, November, 1997.
    xi. University of Toronto, November, 1997.
    xii. HKUST, November, 1997

Conference Presentations

1. "Can Friends Seed Buzz," Marketing Science Conference, Temple University, Philadelphia, June 2018.
2. "Long Term Effects of "Prosperity in Youth" on Consumption: Evidence from China," Marketing Science Conference, Baltimore, June 2015.
3. "Exploiting the Choice-Consumption Mismatch: A New Approach to Disentangle State Dependence and Heterogeneity," Marketing Science Conference, Atlanta, June 2014.
4. "Do Promotions Induce Greater Loyalty? A Dynamic Structural Model of Temporal and Spatial Price Search," Marketing Science Conference, Istanbul, July 2013.
5. "Productivity versus Transparency: Information Technology Adoption in an Emerging Market," Marketing Science Conference, Boston, June 2012.
6. "Does Reducing Spatial Differentiation Increase Product Differentiation? Effects of Zoning on Retail Entry and Format Variety," Marketing Science Conference, June 2011.
7. "The Differentiation-Agglomeration Tradeoff in Location Choice," Four Schools (Columbia, NYU, Wharton, Yale) Conference, April 2011.
8. "Do Bonuses Enhance Sales Productivity?" Third Biennial Conference on Enhancing Sales Force Productivity", University of Kansas, April 2010.
9. "Predicting Individual Response with Aggregate Data: A Conditional Means Approach," American Statistical Association Meetings, August 2009.
10. "Quota Structure and Sales Performance Dynamics," Marketing Science Conference, June 2009.
11. "Beating the Average: Target Selection with Geo-Demographic Conditional Averages." Marketing Science Conference, Singapore Management University, June 2007.
12. "Advertising Responsiveness for Short Lifecycle Products: The Case of DVDs," International Conference on Innovation, IIT Madras, Chennai, December 2005.

13. "Advertising Responsiveness for Short Lifecycle Products: The Case of DVDs," Marketing Science Conference, Emory University, June 2005.
14. "Time Varying Market Structure: Effect of the SUV on the U.S. Auto Market," NASMEI Conference, Indian Institute of Management, Kozhikode, December 2004.
15. "When and Where to Cherry Pick? Does Geography Matter?" presented at Marketing Science Conference, June 2004.
16. "Are Slotting Allowances Efficiency-enhancing or Anti-competitive?" presented at Marketing Science Conference, June 2004.
17. "Slotting Allowances: An Empirical Investigation," presented at Columbia-NYU-Wharton-Yale Colloquium, April 2004.
18. "Investigating Time Varying Competitive Behavior," at EURO/INFORMS Conference, Istanbul, Turkey, July 2003.
19. "Beyond Richness and Representativeness: Combining Household and Store Data," at Marketing Science Conference, University of Maryland, June 2003.
20. "In Favor or Out of Favor: Effects of Store Brand Introduction on Retailer Pricing of National Brands," (with Sergio Meza) at Cornell University Pricing Conference, August 2002.
21. "Investigating Patterns of Time Varying Competitive Behavior," at Marketing Science Conference, University of Alberta, June 2002.
22. "Investigating Patterns of Time Varying Competitive Behavior," at the North East Marketing Consortium (Cornell, Dartmouth, Harvard, MIT, Yale), MIT, September 2001.
23. "Investigating Patterns of Time Varying Competitive Behavior," at the MSI Conference on Competitive Responsiveness, Boston, May 2001.
24. "Identifying Similarities in Diffusion Behavior across Products and Countries," presented at Marketing Science conference, UCLA, June 2000.
25. "Investigating the Dynamics of Competitive Behavior," at Marketing Science Conference, UCLA, June 2000.
26. "Competitive Pricing Behavior in the US Auto Market: A Structural Analysis," presented at Columbia-NYU-Wharton-Yale Colloquium, May 2000.
27. "Investigating the Dynamics of Competitive Behavior," at INFORMS Conference, Philadelphia, November 1999.
28. "Structural Analysis of Competitive Behavior: New Empirical Industrial Organization Methods in Marketing", presented at the Conference on "Competition and Marketing" at the University of Mainz, Germany, June, 1999.
29. "Competitive Pricing Behavior in the US Auto Market: A Structural Analysis," presented at Marketing Science conference, Syracuse, May 1999.
30. "Do Trade-ins Aid Segmentation?" presented at the INFORMS Conference, Singapore, June 1995.
31. "Effects of Consumer Stockpiling on Competitive Price Promotions," presented at the INFORMS Conference, Los Angeles, April 1995.

Research Interests

Substantive: Competitive Marketing Strategy, Salesforce Management, Organizational Buying, Customer Service, New Product Diffusion, Digital Marketing, Entertainment Marketing, Emerging Markets.
Methods: Empirical Industrial Organization Methods, Bayesian Estimation, Machine Learning, Natural Language Processing,

Grants

1. 2015: Yale SOM Whitebox Grant, $8000.
2. 2013: USAID: Development Innovation Ventures Grant, $289,000
3. 2011-13: CitiFoundation Research Grant for Mobile Banking, $625,000
4. 2011-MSI Research Grant, $10,000
5. 2010: Yale SOM Whitebox Behavioral Studies Research Grant, $9,000

Teaching Interests

Marketing Management, Marketing Research, Marketing Decision Models, Pricing, Channels, Internet Marketing, Data Analysis.

Courses

MBA

- *Customer* (*Core Course*), at the School of Management, Yale University.
- *Innovator (Core Course)*, Co-taught at the School of Management, Yale University.
- *Marketing Management (Core Course)*, at the School of Management, Yale University.
- *Hypothesis Testing and Regression (Core Course),* at the School of Management, Yale University.
- *Listening to the Customer,* at the School of Management, Yale University.
- *Strategic Market Measurement,* at the School of Management, Yale University.

Executive MBA

- *Customer* (*Core Course*), at the School of Management, Yale University.
- *Marketing Management (Core Course)*, at the School of Management, Yale University.
- *Hypothesis Testing and Regression,* at the School of Management, Yale University

Online

- *Digital Marketing: A Strategic Perspective,* School of Management, Yale University.

Undergraduate

- *Introduction to Marketing,* at the Stern School, New York University
- *Marketing Management* at the Johnson School, Cornell University to Non-MBA graduate students and undergraduate students
- *Marketing Research* at the School of Hotel Administration, Cornell University

PhD

- *Seminar in Marketing,* at the School of Management, Yale University
- *Empirical Methods in Marketing,* at the School of Management, Yale University

Doctoral Advising

Yale University

Marketing: Chair

- SeungYoon Lee, PhD 2024 (Expected)
- Ian Weaver, PhD 2023 (Expected)
- Ankit Sisodia, PhD 2023 (Expected)
- Hortense Fong, Co-Chair (with Vineet Kumar), PhD 2022 (Expected)
- Minkyu Shin, Co-Chair (with Jiwoong Shin), Thesis Committee, PhD 2021.
  - *Placed at* **City University of Hong Kong**
- Ishita Chakraborty, PhD 2021, *Placed at* **University of Wisconsin, Madison**
- Minkyung Kim, Co-Chair (with Kosuke Uetake), PhD 2019, *Placed at* **UNC Chapel Hill**
  - *Winner, Don Lehmann Award for Best Dissertation Based Paper at JMR, 2021*
  - *Winner, ISBM Dissertation Proposal Award*
  - *Winner, ISMS Dissertation Proposal Award*
  - *Honorable Mention, John Howard Dissertation Award*
- Jai Subrahmanian, PhD 2018, Placed at **Facebook**
- Beomjoon Shim, PhD 2017, *Placed at* **Electronic Arts**
- Navid Mojir, PhD 2017, *Placed at* **Harvard Business School**
  - *Winner MSI Clayton Dissertation Proposal Award*
  - *Winner, ISMS Dissertation Proposal Award*
  - *Winner ISBM Dissertation Proposal Award*
  - *Selected as Member to the Bouchet Society, Yale*
- Doug Chung, PhD 2012, *Placed at* **Harvard Business School**
  - *Finalist for Bass Award for Best Dissertation Based Paper in Marketing Science, 2014*
  - *Winner ISMS Doctoral Dissertation Proposal Award*
  - *Winner ISBM Doctoral Dissertation Proposal Award*
  - *Runner Up Mary Kay Doctoral Dissertation Proposal Award*
  - *Selected as Member Bouchet Society, Yale.*
- Sumon Datta, PhD 2009, *Placed at* **Krannert School, Purdue**
  - *Winner, MSI Clayton Dissertation Proposal Award*
- Sachin Sancheti, PhD 2009, *Placed at* **Cornerstone Research**
- Jackie Luan, PhD 2007, *Placed at* **Tuck School, Dartmouth**

Marketing: Thesis Committee

- Michelle Lu, PhD 2015, *Placed at* **McGill**
- Boudhayan Sen, Member, Thesis Committee, PhD 2013, *Placed at* **McKinsey**
- Thomas Steenburgh, Member, PhD 2003, *Placed at* **Harvard Business School**

Others: Thesis Committee

- Elan Fuld, Yale Economics, PhD 2012, *Placed at* **KeyStone Strategy**

New York University

- Joseph Pancras, NYU Marketing, Co-Chair, Thesis Committee, PhD 2005, *Placed at* **University of Connecticut**
  - *Winner, Lehmann Award for Best Dissertation-based Paper in JMR*
- Sergio Meza, NYU Marketing, Co-Chair, Thesis Committee, *Placed at* **University of Toronto**
- Vandana Singhvi, NYU International Business, Member, Thesis Committee, PhD 1999, Placed at **Indian Institute of Management, Bangalore**
- Zhengmei Zhao, NYU Marketing, Member, Thesis Committee (ABD), At Citibank.

Other Universities

- Li Yang, Rice University, Thesis Committee, PhD 2021, *Placed at* **CUHK, Shenzen, China**.
- M. Amjad Ahmed, University of Madras, Member, Board of Examiners, PhD 2006
- Raghuram Iyengar, Columbia GSB, External Member, Dissertation Committee, PhD 2005, Placed at **Wharton School, University of Pennsylvania**.
- Hai Che, Washington University, St. Louis, Member, Thesis Committee, PhD 2003, *Placed at* **University of California, Berkeley.**

Post-Doctoral Advising

- Lingxiao Huang, Ph.D. (Computer Science), Placed at **Huawei Research**. 2019-20.
- Alex Cohen, Ph.D. (Economics), Yale, 2015-16, Placed at **Richard M. Fairbanks Foundation.**
- Ishani Tewari, Ph.D. (Economics), Brown, 2013-2016, Placed at **Curry College**.
- Nathan Yang, Ph.D. (Economics), Toronto, 2013-2015, Placed at **McGill Universit**y, at **Cornell**, starting 2020.
- Guofang Huang, Ph.D. (Economics) Johns Hopkins, 2010-2013, Placed at **Carnegie Mellon University, at Purdue,** starting 2018
- Jason Duan, Ph.D. (Statistics), Duke University, 2007-2010, Placed at **UT Austin**

Service

- Director, China India Insights Program 2008-
- Member, Dean's Search Committee 2018-19.
- Member, Appointments, Curriculum and Strategy Committee, 2012-2016
- Diversity Representative for Yale SOM, 2013-2016.
- Member, LDP Course Design Committee, 2011.
- Member, Dean's Advisory Committee, 2009-11
- Member Core Curriculum Committee, 2009-10
- Chair, Tenure Committee, 2011-12, 2013-14.
- Chair, Associate Professor Promotion Committee, 2006-07, 2009-10, 2014-15, 2017-18, 2019-20
- Member, Associate Professor Promotion Committee, 2006-07, 2008-09, 2019-20
- Chair, Quantitative Marketing Junior Faculty Recruiting Committee
- Junior Faculty Recruiting Committee, 2003, 2005, 2009-13, 2019
- Lead Faculty, Customer Core Course, 2006
- Co-Faculty, Innovator Core Course, 2007
- Academic Standards Committee 2001-2008
- Faculty Fellow, YCCI; Faculty Lead or Co-Lead on Center Projects.
- Co-Advisor, SOM Student Satisfaction Survey Project, 2005
- SOM Outreach Project Advisor, 2002-2007

External Committees and Service

- Marketing Department Evaluation Committee, City University of Hong Kong, 2015.
- Selection Committee, John Howard Doctoral Dissertation Proposal Award, 2014
- Selection Committee, ISMS Doctoral Dissertation Proposal Award, 2012
- Co-Chair, Summer Institute on Competitive Strategy, 2014

- Advisory Committee, CKGSB Marketing Research Forum, 2012
- Program Committee, QME Conference, 2011, 2014
- Program Committee, Marketing Dynamics Conference, 2011, 2012, 2013
- Co-Chair, Marketing-Industrial Organization (MIO) Conference, 2011, 2013, 2015

Professional Memberships

- Member, Institute for Operations Research and Management Science (INFORMS)
- Member, American Marketing Association
- Member, American Economic Association

Company Board Memberships

- Advisory Board, Womply.
- Advisory Board, Acufore.

Other Experience

- Senior Systems Engineer, Wipro Systems Ltd., Bangalore, India (1991-92).