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ACADEMIC POSITIONS

Associate Professor, Carey Business School, Johns Hopkins University, 2019–

Joint faculty appointment, Department of Economics, Krieger School of Arts and Sciences, Johns Hopkins University, 2013–

Assistant Professor, Carey Business School, Johns Hopkins University, 2013–19

EDUCATION

University of California, Berkeley
Ph.D. in Business Administration (Marketing), 2013

National University of Singapore, Singapore
M.B.A., 2007

Indian Institute of Technology, New Delhi, India
M.Tech. (Solid State Materials), 2000
M.Sc. (Physics), 1998

Banaras Hindu University, Varanasi, India
B.Sc. (Honors in Physics), 1996

RESEARCH INTERESTS

Strategic communication, Information disclosure
Competitive marketing strategy
Developing markets, Development marketing

PUBLICATIONS

1. “Conspicuous by Its Absence: Diagnostic Expert Testing under Uncertainty,” 2019 (with Tinglong Dai), *Marketing Science*, Forthcoming.
2. “Voluntary Product Safety Certification,” 2018 (with Ganesh Iyer), *Management Science*, 64(2), 695–714.
3. “Informal Lending in Emerging Markets,” 2018 (with Weining Bao and Jian Ni), *Marketing Science*, 37(1), 123–137.
4. “Competition in Corruptible Markets,” 2017, *Marketing Science*, 36(3), 361–381.
 - Finalist, John D.C. Little Best Paper Award, 2017
 - Finalist, Frank M. Bass Dissertation Paper Award, 2017
 - John A. Howard/AMA Doctoral Dissertation Award, 2013
 - Winner, ISMS Doctoral Dissertation Proposal Competition, 2012

WORKING PAPERS

“Disclosure Contest: Revealing Own and Rival Information,” 2019 (with Ganesh Iyer)

“Service Provision in Distribution Channels,” 2018 (with Haresh Gurnani, Sammi Tang, and Huaqing Wang)

WORK IN PROGRESS

“Education Inequality in Developing Markets,” 2019 (with Weining Bao and Jian Ni)

“Seller Certification on Online Platforms” (with Liang Guo)

“Social Communication and Quality Inference” (with Ganesh Iyer)

OTHER PUBLICATIONS

1. “Marketing Communication in a Digital World,” (with Randy Stein), *Marketing Science Institute*, 2012, 12–300.

ACADEMIC HONORS & AWARDS

Dean’s Award for Faculty Excellence, Johns Hopkins Carey Business School, 2019

Finalist, John D.C. Little Best Paper Award, 2017, for the paper “Competition in Corruptible Markets” published in *Marketing Science*.

Finalist, Frank M. Bass Dissertation Paper Award, 2017, for the paper “Competition in Corruptible Markets” published in *Marketing Science*.

Recognized as One of the “Top 25 Reviewers” for *Marketing Science*, 2016

INFORMS Society for Marketing Science (ISMS) Doctoral Consortium, Faculty Fellow, 2015

John A. Howard/AMA Doctoral Dissertation Award, 2013

Outstanding Graduate Student Instructor Award, University of California at Berkeley, 2012–2013

Winner, ISMS Doctoral Dissertation Proposal Competition, 2012

ISMS Doctoral Consortium Fellow, 2011

Student Fellow, Summer Institute in Competitive Strategy (SICS), Haas School of Business, 2008–2012

Haas School of Business Doctoral Fellowship, 2007–2011

Institute of Management, Innovation and Organization, Haas School of Business, Research Grant, Summer 2009

Junior Research Fellowship (University Grants Commission, India), 1999

Council for Scientific and Industrial Research (CSIR), India fellowship, 1998

Qualified in National Eligibility Test (UGC-CSIR, India), 1998

OTHER ACADEMIC EXPERIENCE

Senior editor:

Production and Operations Management (2017–)

Ad hoc reviewer:

B.E. Journal of Theoretical Economics
Economics of Transition
Journal of Marketing Research
Management Science
Marketing Science
Quantitative Marketing and Economics
Review of Industrial Organization
Technovation

Conference organizing:

Co-organizer, 2019 Choice Symposium workshop on “Marketing and the Social Mission”
Co-chair, 2015 INFORMS Marketing Science Conference, Baltimore

PhD student advising:

Xiaoyan Xu (NUS Marketing), 2019, PhD Thesis Examiner.
Mingjian Wang (JHU Economics), 2018, Orals Committee Member.
Gao Yuetao (NUS Marketing), 2016, PhD Thesis Examiner.

Membership:

American Marketing Association, 2016–
INFORMS, 2013–
Production and Operations Management Society, 2015–

CONFERENCE AND SEMINAR PRESENTATIONS

- “Education Inequality in Developing Markets” (with Weining Bao and Jian Ni)
2019 China India Insights Conference, Boston (Sep 2019)
- “Conspicuous by Its Absence: Diagnostic Expert Testing under Uncertainty” (with Tinglong Dai)
Indian School of Business, Hyderabad, India (Jul 2019)
POMS 30th Annual Conference, Washington, DC (May 2019)
- “Education Inequality in Developing Markets” (with Weining Bao and Jian Ni)
11th Triennial Invitational Choice Symposium, Cambridge, MD (May 2019)
- “Service Provision in Distribution Channels” (with Haresh Gurnani, Sammi Tang, and Huaqing Wang)
POMS 30th Annual Conference, Washington, DC (May 2019)
- Discussion of “Information Asymmetry and Relevance of Sponsored Listings in Online Marketplaces” by Siddharth Sharma, Vibhanshu Abhishek, and Kinshuk Jerath.
13th Annual UT Dallas Frank M. Bass FORMS Conference, Dallas (Mar 2019)
- “Conspicuous by Its Absence: Diagnostic Expert Testing under Uncertainty” (with Tinglong Dai)
Bauer College of Business, University of Houston (Mar 2019)
Rotman School of Management, University of Toronto (Feb 2019)
Olin Business School, Washington University in St. Louis (Feb 2019)
- “Competitive Information Revelation” (with Ganesh Iyer)
INFORMS Marketing Science Conference, Philadelphia (Jun 2018)
- “Conspicuous by Its Absence: Diagnostic Expert Testing under Uncertainty” (with Tinglong Dai)

Darla Moore School of Business, University of South Carolina (May 2018)
12th Annual UT Dallas Frank M. Bass FORMS Conference, Dallas (Mar 2018)

“Informal Lending in Emerging Markets” (with Weining Bao and Jian Ni)
2017 China India Insights Conference, New York (Sep 2017)
INFORMS Marketing Science Conference, Los Angeles (Jun 2017)
11th Annual UT Dallas Frank M. Bass FORMS Conference, Dallas (Mar 2017)
University of Central Florida, Orlando (Feb 2017)

“Competition in Corruptible Markets”
POMS 27th Annual Conference, Orlando (May 2016)

Discussion of “Why Keep Your Product Value Secret from Competitor’s Customers?” by Mushegh Harutyunyan and Baojun Jiang
10th Annual UT Dallas Frank M. Bass FORMS Conference, Dallas (Feb 2016)

“Competition in Corruptible Markets”
2015 China India Insights Conference, New York (Sep 2015)

Discussion of “Pricing Self Improvement Programs for Impulsive Consumers” by Richard Schaefer, Raghunath Singh Rao, and Vijay Mahajan
Summer Institute in Competitive Strategy (SICS), Berkeley (Jul 2015)

“Marketing Science in Emerging Markets”
2015 ISMS Doctoral Consortium, Baltimore (Jun 2015)

“Strategic Under-testing by Diagnostic Experts” (with Tinglong Dai)
INFORMS Marketing Science Conference, Baltimore (Jun 2015)
POMS 26th Annual Conference, Washington, DC (May 2015)

“Voluntary Product Safety Certification” (with Ganesh Iyer)
INFORMS Marketing Science Conference, Atlanta (Jul 2014)

“Competition in Corruptible Markets”
INFORMS Marketing Science Conference, Istanbul, Turkey (Jul 2013)
Cheung Kong Graduate School of Business, China (Nov 2012)
Carey Business School, Johns Hopkins University (Oct 2012)
London Business School, UK (Oct 2012)
Olin Business School, Washington University in St. Louis (Oct 2012)
Fuqua School of Business, Duke University (Oct 2012)
Indian School of Business, Hyderabad, India (Sep 2012)
NUS Business School, National University of Singapore, Singapore (Sep 2012)
Haas School of Business, University of California at Berkeley (Sep 2012)

TEACHING EXPERIENCE

Johns Hopkins Carey Business School, Johns Hopkins University:
Marketing Management (BU.410.620)
Strategic Market Intelligence (BU.450.750)

Haas School of Business, University of California at Berkeley:
Marketing (UGBA 106)

ADMINISTRATIVE SERVICE

Service to the Johns Hopkins University

Sheridan Libraries' Library Advisory Board member (2018–)

Service to the Carey Business School

Member of the Library E-Resources Acquisition Committee (2018–)

Member of the Marketing Curriculum Committee (2014–)

Marketing Discipline Coordinator for the Research Seminar Series (2016–19)

Operations Practice Track Hiring Committee (2016–17)

Member of the Honor Council (2014–17)

Marketing Practice Track Hiring Committee (2015–16)

CORPORATE EXPERIENCE

Applied Materials South East Asia Pte. Ltd., Singapore, Process Engineer (2000–2007)