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ACADEMIC POSITIONS

Associate Professor, Carey Business School, Johns Hopkins University, 2019–
Core Faculty, Hopkins Business of Health Initiative, Johns Hopkins University, 2022–
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

Societal impact driven marketing, Developing markets
Strategic communication, Information disclosure
Competitive marketing strategy
Expert service, Healthcare

PUBLICATIONS

1. “Educational Inequality and Reservation Policy in Developing Markets,” 2023 (with Weining Bao and Jian Ni), *Management Science*, <https://doi.org/10.1287/mnsc.2021.00249>.
2. “Service Provision in Distribution Channels,” 2022 (with Haresh Gurnani, Sammi Tang, and Huaqing Wang), *Journal of Marketing Research*, 59(5), 926–940.
3. “Persuasion Contest: Disclosing Own and Rival Information,” 2022 (with Ganesh Iyer), *Marketing Science*, 41(4) 254–281.
4. “Conspicuous by Its Absence: Diagnostic Expert Testing Under Uncertainty,” 2020 (with Tinglong Dai), *Marketing Science*, 39(3), 540–563.
 - INFORMS Resoundingly Human Podcast, Feb 2020
 - Featured by Carey Business, Hopkins Hub, Medical XPress, Newswise, PSNet (Agency for Healthcare Research and Quality)
5. “Voluntary Product Safety Certification,” 2018 (with Ganesh Iyer), *Management Science*, 64(2), 695–714.

6. “Informal Lending in Emerging Markets,” 2018 (with Weining Bao and Jian Ni), *Marketing Science*, 37(1), 123–137.
7. “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

- “Overdiagnosis and Undertesting for Infectious Diseases,” 2023 (with Tinglong Dai)
- Featured by *Covid Economics*, New York Times, VoxEU
- “Artificial Intelligence on Call: The Physician’s Decision of Whether to Use AI in Clinical Practice,” 2023 (with Tinglong Dai)
- Featured by Hopkins Business of Health Initiative (HBHI), Carey Changing Business
- “Product Design by Competing Public and Private Providers,” 2024 (with Yogesh Joshi)
- “The Pricing and Financing of Education — Student Loans and Income Share Agreements,” 2023 (with Weining Bao and Kinshuk Jerath)
- “Ambiguous Expert Communication,” 2024 (with Xudong Zheng)

OTHER PUBLICATIONS

1. “COVID-19 Diagnostic Testing and Viral Load Reporting,” 2020 (with Tinglong Dai), VoxEU, 23 Dec.
2. “Marketing Communication in a Digital World,” 2012 (with Randy Stein), Marketing Science Institute, 12–300.

ACADEMIC HONORS & AWARDS

- Management Science Distinguished Service Award, 2021, 2022, 2023
- Johns Hopkins Catalyst Award, 2023
- Faculty Excellence Bonus, Johns Hopkins Carey Business School, 2020, 2022, 2023
- Marketing Science Service Award, 2021, 2022
- Marketing Science Institute (MSI) Young Scholar, 2021
- Black & Decker Research Fund, Johns Hopkins Carey Business School, 2019
- 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
- Faculty Fellow, INFORMS Society for Marketing Science (ISMS) Doctoral Consortium, 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, 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

Editorial positions:

Senior editor, *Production and Operations Management-Econ Interface* (2017–19, 2022–)
Member of editorial review board, *Marketing Science* (2020–)
Member of editorial review board, *Production and Operations Management* (2019–)

Ad hoc reviewer:

B.E. Journal of Theoretical Economics
Economics of Transition
Journal of Economics & Management Strategy
Journal of Marketing Research
Journal of the Association for Consumer Research
Management Science
Manufacturing & Service Operations Management
Marketing Science
Production and Operations Management
Quantitative Marketing and Economics
Review of Industrial Organization
Scottish Journal of Political Economy
Technovation

Judge for best-paper competitions:

POMS Best Healthcare Paper Competition, 2023, 2024
MSI Clayton Doctoral Dissertation Proposal Competition, 2023
Member of the Blue Ribbon Panel for John A. Howard/AMA Doctoral Dissertation Award, 2023

Grant proposal review:

External reviewer, Research Grants Council (RGC), Hong Kong, 2021, 2022, 2023, 2024
Panelist, National Science Foundation (NSF), 2020, 2021, 2022

Conference organizing:

Co-organizer, 2024 Hopkins Conference on Societal Impact Driven Marketing
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 INVITED PRESENTATIONS

“Artificial Intelligence on Call: The Physician’s Decision of Whether to Use AI in Clinical Practice” (with Tinglong Dai)

Mitchell E. Daniels, Jr. School of Business, Purdue University (Feb 2024)

Gies College of Business, University of Illinois, Urbana-Champaign (Jan 2024)

School of Management and Economics, Chinese University of Hong Kong, Shenzhen, China (Jan 2024)

Kenan-Flagler Business School (Duke-UNC joint seminar), UNC at Chapel Hill (Nov 2023)

Indian School of Business, Mohali, India (Sep 2023)

Indian Institute of Management, Nagpur, India (Sep 2023)

“Corporate Social Justice and Brand Strategy” (with Ganesh Iyer and TI Tongil Kim)

INFORMS Marketing Science Conference, Miami, FL (Jun 2023)

“Artificial Intelligence on Call: The Physician’s Decision of Whether to Use AI in Clinical Practice” (with Tinglong Dai)

2023 Conference on Health IT and Analytics (CHITA), Washington, DC (May 2023)

“Educational Inequality and Reservation Policy in Developing Markets” (with Weining Bao and Jian Ni)

POMS 33rd Annual Conference, Orlando, FL (May 2023)

“Corporate Social Justice and Brand Strategy” (with Ganesh Iyer and TI Tongil Kim)

D’Amore-McKim School of Business, Northeastern University (Apr 2023)

Marketing Science DEI Conference, Dallas (Mar 2023)

School of Management, Xiamen University, China (Mar 2023)

Discussion of “Self-Preferencing in E-commerce Marketplaces: The Role of Sponsored Advertising and Private Labels” by Fei Long and Wilfred Amaldoss.

17th Annual UT Dallas Frank M. Bass FORMS Conference, Dallas (Mar 2023)

“Artificial Intelligence on Call: The Physician’s Decision of Whether to Use AI in Clinical Practice” (with Tinglong Dai)

2022 Conference on AI, Machine Learning, and Business Analytics, Harvard Business School (Dec 2022)

“Overdiagnosis and Undertesting for Infectious Diseases” (with Tinglong Dai)

Webinar Series on Credence Goods and Expert Markets (Düsseldorf Institute for Competition

Economics, ESCP Business School, University of Innsbruck, and Stony Brook University) (Oct 2022)

“Student Loans and Income Share Agreements for Financing Education” (with W. Bao and Kinshuk Jerath)

Summer Institute in Competitive Strategy (SICS), Berkeley, CA (Jun 2022)

“An Overview of My Research on Societal Impact and Strategic Communication”

2022 Marketing Science Institute (MSI) Young Scholars Conference, Boulder, CO (Jun 2022)

“Artificial Intelligence on Call: The Physician’s Decision of Whether to Use AI in Clinical Practice” (with Tinglong Dai)

INFORMS Marketing Science Conference, Online (Jun 2022)

University of Barcelona (School of Economics), Spain (Jun 2022)

POMS 32nd Annual Conference, Online (Apr 2022)

CUHK Business School, Chinese University of Hong Kong, China (Mar 2022)

SKK Graduate School of Business, Sungkyunkwan University, Korea (Mar 2022)

Herbert Business School, University of Miami (Feb 2022)

17th Product and Service Innovation (PSI) Conference, Park City, Utah (Feb 2022)

“Educational Inequality and Reservation Policy in Developing Markets” (with Weining Bao and Jian Ni)

- College of Business, University of Illinois at Urbana-Champaign and
School of Management, University of Science and Technology of China, China (Dec 2021)
Herbert Business School (Department of Management), University of Miami (Nov 2021)
- “Overdiagnosis and Undertesting for Infectious Diseases” (with Tinglong Dai)
INFORMS Marketing Science Conference, Online (Jun 2021)
- “Persuasion Contest: Disclosing Own and Rival Information” (with Ganesh Iyer)
POMS 31st Annual Conference, Online (Apr 2021)
- “Student Loans and Income Share Agreements for Financing Education” (with W. Bao and Kinshuk Jerath)
Marketing PhD Seminar, Columbia Business School, Columbia University (Apr 2021)
- “Educational Inequality and Reservation Policy in Developing Markets” (with Weining Bao and Jian Ni)
15th Annual UT Dallas Frank M. Bass FORMS Conference, Dallas (Feb 2021)
- “Persuasion Contest: Disclosing Own and Rival Information” (with Ganesh Iyer)
Jindal School of Management, University of Texas at Dallas (Feb 2021)
Pamplin College of Business, Virginia Tech (Nov 2020)
INFORMS Annual Meeting-Virtual (Nov 2020)
- “Educational Inequality and Affirmative Action in Developing Markets” (with Weining Bao and Jian Ni)
Indian Institute of Management, Tiruchirappalli, India (Nov 2020)
Katz Graduate School of Business, University of Pittsburgh (Sep 2020)
INFORMS Marketing Science Conference, Durham (Jun 2020)
- “Persuasion Contest: Disclosing Own and Rival Information” (with Ganesh Iyer)
School of Business, University of Connecticut (Feb 2020)
Rady School of Management, University of California, San Diego (Nov 2019)
- “Educational Inequality and Affirmative Action in Developing Markets” (with Weining Bao and Jian Ni)
2019 China India Insights Conference, Boston, MA (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)
- “Educational Inequality and Affirmative Action 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)
College of Business Administration, 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)

Strategic Market Intelligence - Online (BU.450.750.31)

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 (2018–21)

Service to the Carey Business School

Faculty Member of the Council for Equity and Belonging (CEB) (2023–)

Member of the Marketing Curriculum Committee (2014–)
Course Lead for Strategic Market Intelligence (BU.450.750) (2013–)
Member of the IS Tenure Track Hiring Committee (2023–2024)
Member of the Marketing Tenure Track Hiring Committee (2019–2020, 2022–2023)
Member of the Marketing Practice Track Hiring Committee (2015–2016, 2022–2023)
Chair, Marketing Practice Track Hiring Committee (2020, 2021–22)
Member of the Library E-Resources Acquisition Committee (2018–21)
Marketing Discipline Coordinator for the Research Seminar Series (2016–19)
Operations Practice Track Hiring Committee (2016–17)
Member of the Honor Council (2014–17)

CORPORATE EXPERIENCE

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