

SHUBHRANSHU SINGH

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ACADEMIC POSITIONS

Professor, Carey Business School, Johns Hopkins University, 2026–
Member of Leadership Team, Hopkins Business of Health Initiative (HBHI), Johns Hopkins University, 2025–
Core Faculty, HBHI, Johns Hopkins University, 2022–
Joint faculty appointment, Department of Economics, Krieger School of Arts and Sciences, Johns Hopkins University, 2013–
Associate Professor, Carey Business School, Johns Hopkins University, 2019–2026
Assistant Professor, Carey Business School, Johns Hopkins University, 2013–2019

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
Expert service and AI
Healthcare
Developing markets
Strategic communication and information disclosure

PUBLICATIONS

1. “Algorithm Design and Physician Liability,” 2026 (with Tinglong Dai and Shujie Luan), *Management Science*, Forthcoming.
2. “Infrastructure Investment with Public and Private Product Development,” 2026 (with Yogesh Joshi), *Management Science*, 72(5), 4012–4030.
3. “Artificial Intelligence on Call: The Physician’s Decision of Whether to Use AI in Clinical Practice,” 2025 (with Tinglong Dai), *Journal of Marketing Research*, 62(5), 854–875.
 - Featured by Hopkins Business of Health Initiative (HBHI), Carey Changing Business, JMR Scholarly Insights Spring 2026 Edition (AMA DocSIG)

4. “Overdiagnosis and Undertesting for Infectious Diseases,” 2025 (with Tinglong Dai), *Marketing Science*, 44(2), 353–373.
 - Featured by *Covid Economics*, New York Times, VoxEU
5. “Educational Inequality and Reservation Policy in Developing Markets,” 2024 (with Weining Bao and Jian Ni), *Management Science*, 70(5), 3162–3181.
6. “Service Provision in Distribution Channels,” 2022 (with Haresh Gurnani, Sammi Tang, and Huaqing Wang), *Journal of Marketing Research*, 59(5), 926–940.
7. “Persuasion Contest: Disclosing Own and Rival Information,” 2022 (with Ganesh Iyer), *Marketing Science*, 41(4), 254–281.
8. “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)
9. “Voluntary Product Safety Certification,” 2018 (with Ganesh Iyer), *Management Science*, 64(2), 695–714.
10. “Informal Lending in Emerging Markets,” 2018 (with Weining Bao and Jian Ni), *Marketing Science*, 37(1), 123–137.
11. “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

- “The Pricing and Financing of Education — Student Loans and Income Share Agreements,” 2026 (with Weining Bao and Kinshuk Jerath)
- MSI Working Paper
- “Mitigating Generative AI Hallucinations,” 2026 (with Alessandro De Chiara and Ester Manna)
- “Virtual Brands and Platform Intermediation,” 2025 (with Yakov Bart and Ruizhi Zhu)
- “Ambiguous Expert Communication,” 2026 (with Xudong Zheng)

WORK IN PROGRESS

- “Corporate Social Justice and Brand Strategy” (with Ganesh Iyer and Tongil TI Kim)
- Johns Hopkins Catalyst Award, 2023
- “Microentrepreneur Skill Training in Developing Markets” (with Weining Bao)
- “Telehealth When Consumers Engage in Wishful Thinking” (with Preyas Desai)

OTHER PUBLICATIONS

1. “Online Education,” (with Unnati Narang) chapter in “Cambridge Handbook on Digital Platforms” eds. Anthony Dukes, Daniel Sokol, Tianshu Sun, and Feng Zhu, Cambridge University Press. Forthcoming.
2. “COVID-19 Diagnostic Testing and Viral Load Reporting,” 2020 (with Tinglong Dai), VoxEU, 23 Dec.

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

ACADEMIC HONORS & AWARDS

Management Science Meritorious Service Award, 2024, 2025
Marketing Science Institute (MSI) Scholar, 2024
Faculty Fellow, AMA-Sheth Foundation Doctoral Consortium, 2024
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
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:

Associate editor, *Decision Sciences* (2026–)
Senior editor, *Production and Operations Management-Economics Interface* (2017–19, 2022–)
Member of editorial review board, *Production and Operations Management* (2019–2024)
Member of editorial review board, *Marketing Science* (2020–2024)

Ad hoc reviewer:

B.E. *Journal of Theoretical Economics*

Economics of Transition
International Journal of Research in Marketing
Journal of Economics & Management Strategy
Journal of Marketing Research
Journal of the Association for Consumer Research
Management Science
Manufacturing & Service Operations Management
Marketing Letters
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, 2024, 2025, 2026
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, 2025, 2026
Panelist, National Science Foundation (NSF), 2020, 2021, 2022
Reviewer, Johns Hopkins Discovery Award, 2024

Conference organizing:

Conference Selection Committee, 21st annual Frank M. Bass UTD FORMS Conference, 2027, Dallas, TX
Co-chair, 2026 China India Insights Conference, Johns Hopkins University, Baltimore, MD
Session Planning Committee member, 2026 ISMS Marketing Science Conference, Carcavelos, Portugal
Co-organizer, 2025 Johns Hopkins Conference on Marketing and Societal Well-Being
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, MD

PhD student advising:

David Osten (Johns Hopkins University, Economics), 2026, Orals Committee Member
Tridib Guha (Indian Institute of Management Udaipur, Operations), 2026, Thesis Committee Member
Yujian Chen (Johns Hopkins University, Economics), 2025, Orals Committee Member
Xudong Zheng (Johns Hopkins University, Economics), 2025, Orals Committee Member
Xiaoyan Xu (National University of Singapore, Marketing), 2019, PhD Thesis Examiner
Mingjian Wang (Johns Hopkins University, Economics), 2018, Orals Committee Member
Gao Yuetao (National University of Singapore, Marketing), 2016, PhD Thesis Examiner

Hopkins Business of Health Initiate (HBHI) Graduate Academy mentoring:

Elham Jamshidi (2024–2025)
Prabhjeet Singh (2022–2023)

Membership:

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

CONFERENCE AND INVITED PRESENTATIONS

“Mitigating Generative AI Hallucinations” (with Alessandro De Chiara and Ester Manna)
McCombs School of Business, University of Texas at Austin, TX (Oct 2026)

“The Pricing and Financing of Education — Student Loans and Income Share Agreements” (with Weining Bao and Kinshuk Jerath)
 2026 ISMS Marketing Science Conference, Carcavelos, Portugal (Jun 2026)

“Mitigating Generative AI Hallucinations” (with Alessandro De Chiara and Ester Manna)
 55th Annual Conference of the European Marketing Academy (EMAC), Bath, UK (Jun 2026)
 AMA Marketing and Public Policy Conference, Ottawa, Canada (May 2026)

“Algorithmic Bias and Physician Liability” (with Tinglong Dai and Shujie Luan)
 Columbia Business School, Columbia University (Feb 2026)
 Marketing Theory Seminar, Online (Feb 2026)
 21st Product and Service Innovation Conference, Salt Lake City, UT (Jan 2026)
 2025 POMS India International Conference, Sambalpur, India (Dec 2025)
 Costello College of Business, George Mason University (Nov 2025)

“The Pricing and Financing of Education — Student Loans and Income Share Agreements” (with Weining Bao and Kinshuk Jerath)
 UCL School of Management, University College London, UK (Nov 2025)
 Judge Business School, University of Cambridge, UK (Oct 2025)

“Microentrepreneur Skill Training in Developing Markets” (with Weining Bao)
 2025 China India Insights Conference, Berkeley, CA (Sep 2025)

“Infrastructure Investment with Public and Private Product Development” (with Yogesh Joshi)
 University of Barcelona, Spain (May 2025)
 POMS 35th Annual Conference, Atlanta, GA (May 2025)

Discussion of “Using AI to Optimize Cancer Treatment” by Krzysztof J. Geras
 AI and Healthcare Workgroup Seminar, Johns Hopkins University (Apr 2025)

“The Pricing and Financing of Education — Student Loans and Income Share Agreements” (with Weining Bao and Kinshuk Jerath)
 Smith School of Business, University of Maryland (Apr 2025)

“Infrastructure Investment with Public and Private Product Development” (with Yogesh Joshi)
 19th Annual UT Dallas Frank M. Bass FORMS Conference, Dallas (Feb 2025)

“Barriers to AI Adoption in Clinical Practice”
 2024 MSI Scholars Conference, Park City, UT (Jan 2025)

“Infrastructure Investment with Public and Private Product Development” (with Yogesh Joshi)
 Kelley School of Business, Indiana University, Bloomington (Nov 2024)
 Indian Institute of Management, Udaipur, India (Nov 2024)
 College of Business, Florida International University, Miami (Nov 2024)

“Mitigating Generative AI Hallucinations” (with Alessandro De Chiara and Ester Manna)
 2024 INFORMS Annual Meeting, Seattle, WA (Oct 2024)

“Algorithmic Bias and Physician Liability” (with Tinglong Dai and Shujie Luan)
 INFORMS Marketing Science Conference, Sydney, Australia (Jun 2024)

“Corporate Social Justice and Brand Strategy” (with Ganesh Iyer and TI Tongil Kim)
 POMS 34th Annual Conference, Minneapolis, MN (Apr 2024)
 2024 AMA Winter Academic Conference, St. Pete Beach, FL (Feb 2024)

“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)

MEDIA COVERAGE

FinanceBuzz, February 3, 2026: Super Bowl Party Inflation: Prices Up 44% since 2020 [Study]

Fortune, April 6, 2025: Headcount at the world’s largest real estate brokerage is shrinking, and two lawsuits claiming sexual assaults inside the company may offer clues as to why

Clear Digital Labs, February 15, 2025: The \$8 Million Gamble: How Super Bowl Marketing is Evolving Beyond the TV Screen

The US Sun, February 11, 2025: Secret strategies behind Super Bowl’s \$8m ad spots and why T-Mobile and Pfizer’s big wins will keep customers for months

Bored Panda, January 16, 2025: Couple Searches for Server After Long Wait, Refuses to Tip on \$200 Bill Because of What They Found

Boston Globe, January 15, 2025: We’re at our tipping point.

The Wall Street Journal, October 24, 2024: Companies Like Tupperware Made Multilevel Marketing Famous. Now Some Newer MLMs Are Ditching It.

Forward Pathway, September 19, 2024: Discussion on Eliminating Tip Taxes and Its Impact on Service Industry

TribLive, September 16, 2024: Inflation Explained: Restaurants balance rising costs with consumer preferences

- Featured in *INFORMS News*

Inc. Magazine, August 20, 2024: 'Summerween' Is Starting to Creep. Why Halloween Is the Next Christmas in July

CBS News, August 15, 2024: A look into fast food pricing when it comes to combo menu upgrades

Money Digest, August 11, 2024: The Truth Is Out: McDonald's Admits What Customers Suspected All Along

Food on Demand, July 24, 2024: Value Pricing Isn't Going Anywhere. Thanks, \$18 Big Mac.

- Also featured in *Franchise Times* (July 31, 2024)

The National, July 12, 2024: 'A hidden tax': Has America's tipping culture gone over the top?

Daily Mail, June 29, 2024: Secret deals hidden in your fast food apps: From a half-price Big Mac to free six packs of nuggets at Wendy's

Los Angeles Times, June 17, 2024: Fast food chains launch 'value menu' war after cost complaints. Will it last?

- Also featured in *Hastings Tribune* (June 18, 2024), *Seattle Times* (June 18, 2024), *The Oakland Press* (June 19, 2024), *New York Daily News* (June 20, 2024)

CX Dive, June 3, 2024: 'They feel like they got tricked': How tipping requests can hurt customer relationships

CNBC, June 2, 2024: Fast-food franchise owners and squeezed customers test the limits of the value meal economy

Marketplace, May 13, 2024: Fast-food chains may need to offer more value meals to lure customers

- Featured in *OR and Analytics in News* (INFORMS)

AOL News, April 10, 2024: KFC is now offering a great value "Taste of KFC Deals" menu

Irish Star, April 10, 2024: Prices at McDonald's, Chipotle and Taco Bell have nearly doubled in the past decade, study finds

Daily Mail, April 4, 2024: McDougle! McDonald's prices have doubled in ten years - far outpacing general inflation, report shows

Moneywise, April 2, 2024: This San Francisco man says you're 'dumb' if you still eat at McDonald's — paid a 'crazy' \$16.25 for a Quarter Pounder meal. Here's his solution

Fox 8 News, March 30, 2024: Which fast food places have seen the greatest price inflation?

WOSU-FM (Columbus), Mar 28, 2024: Life Kit's tips of the month: On seafood labels, eye strain and sibling relationships

NPR, Mar 26, 2024: What is the new etiquette for tipping?

- Also featured in *Forbes* (June 5, 2024), *O.R. and Analytics in the News* (INFORMS)

FinanceBuzz, Mar 22, 2024: Is Fast Food Affordable Anymore? Here's How Menu Prices Have Changed Over the Years [2024]

North Jersey News, Dec 6, 2023: Why is everyone asking for tips? How tipping culture in America is changing

The Brandon Govee Show, Oct 30, 2023: 'Tip-flation,' Is it getting out of hand?

The Ascent (Motley Fool), Jul 28, 2023: To Tip or Not to Tip? 4 Times You Can Say No

NPR, Jul 28, 2023: The driving forces behind 'tip-flation'

Hopkins HUB, Jul 10, 2023: Great Gratuity Explosion Pushes Consumers to the Tipping Point

NPR, Jul 5, 2023: To tip or not to tip? 3 reasons why tipping has gotten so out of control

Carey Changing Business, Jun 15, 2023: Malpractice concerns impact physician decisions to consult AI

CBS News, Mar 18, 2023: Many people are experiencing tipping fatigue as more and more places are asking for tips

VoxEU (CEPR), Dec 23, 2020: COVID-19 diagnostic testing and viral load reporting

Resoundingly Human (INFORMS Podcast), Feb 5, 2020: Can doctor ego impact your diagnosis?

Hopkins HUB, Jan 30, 2020: Top doctors 'undertest' patients to demonstrate diagnostic prowess to peers, study finds

Carey Business, Jan 24, 2020: Top doctors limit number of tests they order to signal diagnostic prowess to peers

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

Hopkins Business of Health Initiative – Leadership Team (2025–)

Member of the Provost's Postdoctoral Fellowship Selection Committee, 2024

Sheridan Libraries' Library Advisory Board member (2018–2021)

Service to the Carey Business School

Member of the Carey Faculty Advisory Council (CFAC) (2026–)

Member of Faculty India Advisory Group (2026–)

Course Lead for Strategic Market Intelligence (BU.450.750) (2013–)

Member of Curriculum Committee & Chair of the Curriculum Subcommittee for Marketing (2024–2025)

Member of the Search Committee for Assistant Dean for Teaching and Learning (2024–2025)

Faculty Member of the Council for Equity and Belonging (CEB) (2023–2025)

Member of the Marketing Tenure Track Hiring Committee (2019–2020, 2022–2023, 2024–2025)

Member of the Curriculum Subcommittee for Marketing (2014–2024)

Member of the IS Tenure Track Hiring Committee (2023–2024)

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 (2018–2021)

Marketing Discipline Coordinator for the Research Seminar Series (2016–2019)

Operations Practice Track Hiring Committee (2016–2017)

Member of the Honor Council (2014–2017)

CORPORATE EXPERIENCE

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