

# SAI CHAND CHINTALA

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## EDUCATION

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<b>Cornell University</b> Ph.D. in Marketing	2025 (expected)
<b>Indian Institute of Management Lucknow</b> MBA	2012
<b>National Institute of Technology Warangal</b> B.Tech. in Electrical Engineering	2004

## PUBLICATIONS

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**Browsing the Aisles or Browsing the App? How Online Grocery Shopping is Changing What We Buy** <sup>†</sup>  
with Jūra Liaukonytė, and Nathan Yang *Marketing Science* 43(3):506-522

## WORKING PAPERS

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**Determinants and Consequences of the Adoption of Online Grocery Shopping in Developing Markets: Evidence from India**  
with Vishal Narayan and Vrinda Kadiyali

## WORK IN PROGRESS

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**When Markets Collide: An Analysis of Cross-Market Listings on Consumer Response**  
with Jūra Liaukonytė, Emaad Manzoor, and Dominykas Šeputis

## BOOK CHAPTERS

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**Pricing Objectives and Strategies**  
with Vithala R. Rao in preparation for Handbook of Pricing Research in Marketing

## AWARDS, HONORS AND GRANTS

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<b>AMA-Sheth Doctoral Consortium Fellow</b>	2023
<b>ISMS Doctoral Consortium Fellow</b>	2023
<b>AMA Retail and Pricing SIG Doctoral Student Award</b>	2023
<b>Marketing Science Institute Research Grant (\$5,000) with Muzeeb Shaik</b>	2022
<b>Byron E. Grote Johnson Professional Scholarship (Research Award)</b>	2022

## CONFERENCE PRESENTATIONS

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\* – Presenter

“Browsing the Aisles or Browsing the App? How Online Grocery Shopping is Changing What We Buy”  
- Sai Chand Chintala, Jura Liaukonyte and Nathan Yang

- Winter AMA Conference, 2023\*
- Marketing Science Conference, 2022\*

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<sup>†</sup>indicates equal co-authorship

- Trans-Atlantic Doctoral Conference, 2022\*
- NBER Summer Institute, Economics of IT and Digitization Workshop, Lightning round, 2022

## TEACHING

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### *Instructor of Record*

NBA 6921: Machine Learning Applications in Business (Instructor Rating 4.6/5) 2022

## INVITE-ONLY WORKSHOPS

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Reviewer Workshop, Winter AMA Conference	2024
NBER Digitization Workshop, Washington DC	2022
Quantitative Marketing and Structural Econometrics Workshop, Kellogg School of Management	2019
Machine Learning Workshop, Carnegie Mellon University	2019

## SERVICE

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Reviewer, Management Science Reproducibility Project	2023
Mentor, First Year Quant Ph.D. Students	2023
Author, L <sup>A</sup> T <sub>E</sub> X Template for AMA journals	2022
Advisory Member, Cornell Cricket Club	2019-

## ACADEMIC EXPERIENCE

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Liaison for Numerator Omnipanel Data, SC Johnson College of Business  
 Research Associate, Indian School of Business

## PROFESSIONAL EXPERIENCE

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Program Manager, Society for Social Audit, Accountability, and Transparency (Non-Profit)  
 Senior Consultant, Cognizant  
 Consultant, Deloitte Consulting (Technology)  
 Software Engineer, Infosys

## REFERENCES

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