

SAI CHAND CHINTALA

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SC Johnson Graduate School of Management, Cornell University

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EDUCATION

Cornell University

Ph.D. in Marketing

2025 (expected)

Indian Institute of Management Lucknow

MBA

2012

National Institute of Technology Warangal

B.Tech. in Electrical Engineering

2004

PUBLICATIONS

Browsing the Aisles or Browsing the App? How Online Grocery Shopping is Changing What We Buy [†]

with Jūra Liaukonytė, and Nathan Yang *Accepted, Marketing Science*

WORKING PAPERS

Determinants and Consequences of the Adoption of Online Grocery Shopping in Developing Markets: Evidence from India

with Vishal Narayan and Vrinda Kadiyali *Reject & Resubmit at Journal of Marketing*

WORK IN PROGRESS

When Markets Collide: An Analysis of Cross-Market Listings on Consumer Response

with Jūra Liaukonytė and Dominykas Šeputis

Enhancing Market Access to Small Scale Farmers in India

AWARDS, HONORS AND GRANTS

AMA-Sheth Doctoral Consortium Fellow

2023

ISMS Doctoral Consortium Fellow

2023

AMA Retail and Pricing SIG Doctoral Student Award

2023

Marketing Science Institute Research Grant (\$5,000) with Muzeeb Shaik

2022

Byron E. Grote Johnson Professional Scholarship

2022

CONFERENCE PRESENTATIONS

* – 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*

- Trans-Atlantic Doctoral Conference, 2022*

- NBER Summer Institute, Economics of IT and Digitization Workshop, Lightning round, 2022

[†]indicates equal co-authorship

TEACHING

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

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

Reviewer, Management Science Reproducibility Project	2023
Author, \LaTeX Template for AMA journals	2022

ACADEMIC EXPERIENCE

Research Associate, Indian School of Business