

## *Sai Chand Chintala*

SC Johnson Graduate School of Management  
Cornell University

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### *Education*

Ph.D. in Marketing, Cornell University	2025 (expected)
MBA, Indian Institute of Management Lucknow	2012
B.Tech., National Institute of Technology Warangal	2004

### *Working Papers*

“Browsing the Aisles or Browsing the App? How Online Grocery Shopping is Changing What We Buy” with Jura Liaukonyte and Nathan Yang. *Invited for revision at Marketing Science*

“Is Online Grocery Retailing in Developing Markets Only for the Rich? Evidence from India” with Vishal Narayan and Vrinda Kadiyali. *Submitted to Journal of Marketing*

### *Work in Progress*

“The Economic Impact of Minority Ownership Labels” with Muzeeb Shaik.

### *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

## *Teaching*

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

## *Awards/Honors/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

## *Invited Workshops (as participant)*

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, L <sup>A</sup> T <sub>E</sub> X Template for AMA journals	2022

## *Academic Experience*

Research Associate, Indian School of Business

*Last updated: March 3, 2023*