SAI CHAND CHINTALA

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EDUCATION

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

PUBLICATIONS

Browsing the Aisles or Browsing the App? How Online Grocery Shopping is Changing What We Buy †
with Jūra Liaukonytė, and Nathan Yang *Marketing Science*, 2023, Vol. 43(5), p.506-522

WORKING PAPERS

Local Bias in Global Platforms: Evidence from a Cross-Market Merger
with Jūra Liaukonytė, Emaad Manzoor (Job Market Paper)

Determinants and Consequences of the Adoption of Online Grocery Shopping in Developing Markets: Evidence from India
with Vishal Narayan and Vrinda Kadiyali *Under Review at Journal of Marketing Research*

WORK IN PROGRESS

Effect of a Local Regulation on Business Revenues and Customer Visits with Muzeeb Shaik

BOOK CHAPTERS

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

AWARDS, HONORS AND GRANTS

AMA Marketing Strategy SIG Doctoral Student Research Award 2024
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 (Research Award) 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

†indicates equal co-authorship

- 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

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

INVITE-ONLY WORKSHOPS

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

Reviewer, Management Science Reproducibility Project 2023
Mentor, First Year Quant Ph.D. Students 2023
Conference Reviewer, Winter AMA 2023
Author, LaTeX Template for AMA journals 2022
Advisory Member, Cornell Cricket Club 2019-

ACADEMIC EXPERIENCE

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

PROFESSIONAL EXPERIENCE

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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SELECTED ABSTRACTS

Local Bias in Global Platforms: Evidence from a Cross-Market Merger (Job Market Paper)

This paper examines the impact of international cross-market integration on consumer behav- ior within a major global Consumer-to-Consumer (C2C) online marketplace. As part of its growth strategy, the platform merged neighboring geographic markets. We focus on a specific merger case between two markets characterized by asymmetrical market sizes and income levels. We leverage this quasi-exogenous change in market thickness to evaluate the effects of this merger on key platform outcomes such as prices and transactions, utilizing language-agnostic embeddings to identify similar items within and across markets with different languages. We find that despite the substantial increase in market efficiency due to the merger—evidenced by a reduction in price differences from 46% to 19% between the two markets—there remains a strong preference for local trade, which we term "local bias." Post-integration, the local bias is heterogeneous across different categories, disappearing completely in those that are more commoditized. We investigate the underlying mechanisms of this persistent local bias, providing insights into the complexities of market integration strategies and their implications for digital platforms

Browsing the Aisles or Browsing the App? How Online Grocery Shopping is Changing What We Buy (Published Paper)

This paper investigates the systematic differences between online and offline grocery shopping baskets using data from approximately two million brick-and-mortar and Instacart trips. We apply unsupervised machine learning algorithms agnostic to the shopping channel to identify what constitutes a typical food shopping trip for each household. We find that food shopping basket variety is significantly lower for online shopping trips as measured by the number of unique food categories and items purchased. Within a given household, the Instacart baskets are more similar to each other as compared with offline baskets with twice as many overlapping items between successive trips to the same retailer. These results suggest a potential link between online grocery shopping environments and heightened consumer inertia, which may lead to stronger brand loyalty and pose challenges for new entrants in establishing a customer base. Furthermore, Instacart baskets have 13% fewer fresh vegetables and 5%–7% fewer impulse purchases, such as candy, bakery desserts, and savory snacks, which are not compensated for by alternative or additional shopping trips. We discuss the implications of these systematic shopping basket differences for competition, product management, retailers, consumers, and online platforms.

Adoption of Online Grocery Shopping in a Market Dominated by Unorganized Retail: Evidence from India (Working Paper)

Grocery retailing in India is dominated by millions of small "unorganized" stores, and a few large "modern" stores. To inform the debate about how the increasing adoption of online grocery retail affects these businesses, this research estimates a) differences in adoption rates across socioeconomic classes, b) the extent to which such differences are driven by prices, assortments and promotions, and c) the extent to which expenditures on unorganized and modern stores reduce after online adoption. Analysis of two unique panel datasets encompassing the entire grocery shopping baskets of 1,278 households reveals over four times greater adoption among households in the rich socioeconomic class than in the poor. Greater distances from offline stores do not impact online adoption. Compared to physical stores, households pay similar or greater prices in online stores. This deters adoption among the poor, but not among the rich. Under moderate adoption levels of online grocery retail (e.g., 3% of monthly shopping trips moving online), a 12.7% reduction in revenues of unorganized stores is projected. Online adoption, and the subsequent reduction in expenditure on unorganized stores, is moderated by the usage of household help for shopping. This research offers actionable insights to unorganized stores, grocery manufacturers, and policy makers.