

SAI CHAND CHINTALA

Sage Hall, 114 Feeney Way, Ithaca, NY 14850
SC Johnson Graduate School of Management, Cornell University
<https://saichandchintala.github.io/> · sc2947@cornell.edu

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, Tommaso Bondi, Dominykas Šeputis

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

with Vishal Narayan and Vrinda Kadiyali

WORK IN PROGRESS

Effect of a Local Regulation on Business Revenues and Customer Visits

with Muzeeb Shaik

Enhanced Market Access to Small-Scale Farmers: Evidence from a Field Experiment in India

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

Honorable Mention, Retail & Pricing SIG's Best Paper Award	2025
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	2022

[†]indicates equal co-authorship

INVITED TALKS

Indian Institute of Management Udaipur	January 2025
University of Georgia <i>Terry College of Business</i>	September 2024
TCU <i>Neeley School of Business</i>	September 2024
HKU <i>HKU School of Business</i>	September 2024
Indian School of Business	September 2024
NUS <i>NUS School of Business</i>	September 2024
SMU <i>Lee Kong Chian School of Business</i>	September 2024
Imperial College London	Could not attend
UCSD <i>Rady School of Management</i>	Could not attend

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

Instructor

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

Teaching Assistant

Economics of Consumer Protection & Law	Professor Alan Mathios	2023
Capstone Project for MSBA	Professor Vidur Luthra	2023
Building a Consumer Internet Business	Professor Prashant Fuloria	2023
Marketing Management	Professor Khaled Boughanmi	2022
Digital Marketing	Professor Tommaso Bondi	2021
Strategy and Tactics of Pricing	Professor Vithala Rao	2019

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
Conference Reviewer, Winter AMA	2023
Author, L ^A T _E X Template for AMA journals	2022
Mentor, First Year Quant Ph.D. Students	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