

SAI CHAND CHINTALA

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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

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

BOOK CHAPTERS

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

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*

[†]indicates equal co-authorship

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

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, L ^A T _E X Template for AMA journals	2022

ACADEMIC EXPERIENCE

Research Associate, Indian School of Business