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 *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

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

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