

EDUCATION	Duke University , Durham, NC 2020-present PhD in Quantitative Marketing, CGPA: 3.92/4.00 Committee: Carl Mela(chair), Wilfred Amaldoss(co-chair), H. Choi, D.B. Brown, A. Collard-Wexler. Columbia University , New York City, NY 2018-2020 Master of Science in Operations Research, CGPA: 3.70/4.00 Indian Institute of Technology Kanpur , Kanpur, India 2012-2016 B.Tech in Electrical Engineering (Minor in Algorithms), CGPA: 8.95/10.00
RESEARCH INTERESTS	Substantive: Retail Media, Sponsored Advertising, Sustainable consumption, Marketplaces. Methodological: Optimization, Structural Econometrics, Analytical Modeling, Machine Learning.
PAPERS PUBLISHED OR UNDER REVIEW	Sustainable Consumption: A Strategic Analysis. (with Wilfred Amaldoss) <i>Major Revision at Marketing Science</i> <ul style="list-style-type: none"> This paper investigates optimal firm response in the market for sustainable products, where firms compete on prices and product design of their sustainable offerings. Using a theoretical model where consumers have divergent preferences for sustainability, we derive counter-intuitive insights regarding prices, profits and consumer surplus. Robust Importance Weighting for Covariate Shift. (with Henry Lam and Fengpei Li) Proceedings of the Twenty Third International Conference on Artificial Intelligence and Statistics, PMLR 108:352-362, 2020.
WORKING PAPERS	Retail Media Search Monetization: An Algorithmic Approach. (<i>Dissertation Paper</i> , with Carl Mela and Hana Choi) <ul style="list-style-type: none"> This paper considers monetization of retail media search (search advertising in retail marketplaces) by optimizing the quality score algorithm to maximize marketplace revenue. Using data from a large online retailer, we show that the proposed algorithm maximizes revenue for the marketplace while also improving advertisers' welfare.
CONFERENCE PRESENTATIONS	Sustainable Consumption: A Strategic Analysis <ul style="list-style-type: none"> 18th Annual Bass FORMS Conference, UT Dallas, 2024. Marketing for Environmental Sustainability Conference, Stanford University, 2023. ISMS Marketing Science Conference, 2022.
TEACHING EXPERIENCE	Instructor, Statistical Programming Bootcamp 2023 Developed and instructed week-long course on <i>Python</i> to incoming PhD students at Fuqua. Teaching Assistant, Duke University 2021-2026 Value Creation in Martech (2021/2023/2024 for Carl Mela), Pricing (2025 for Wilfred Amaldoss), Programming Analytics (2023 for Allison Chaney), Strategic Brand Management (2022/2023 for Tong Guo), Marketing Core (2022 for Srinivas Tunuguntla, 2021 for Tong Guo). Teaching Assistant, Columbia University 2019-2020 Stochastic Models & Applications (2020 for Ton Dieker), Introduction to Financial Engineering (2019/2020 for David Yao).
AWARDS AND HONORS	Institute for Marketing Science Doctoral Consortium Fellow 2022 Columbia University, Shardashish Interschool Fellowship 2018 Honda Foundation, Honda Young Engineer and Scientist Award 2014 IIT Kanpur, Academic Excellence Award 2013
PROFESSIONAL EXPERIENCE	IBM Research Labs , <i>Research Intern</i> , Armonk, NY Summer 2020 American Express , <i>Risk Data Analyst</i> , Gurugram, India 2016-2018 iRageCapital Advisory Pvt. Ltd. , <i>Quant Strategist Intern</i> , Mumbai, India Summer 2015 École Normale Supérieure , <i>Software Research Intern</i> , Paris, France Summer 2014