

Siddharth Prusty

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EDUCATION	Duke University , Durham, NC 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 Master of Science in Operations Research, CGPA: 3.70/4.00 Indian Institute of Technology Kanpur , Kanpur, India B.Tech in Electrical Engineering (Minor in Algorithms), CGPA: 8.95/10.00	2020-present 2018-2020 2012-2016
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 Developed and instructed week-long course on <i>Python</i> to incoming PhD students at Fuqua. Teaching Assistant, Duke University 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 Stochastic Models & Applications (2020 for Ton Dieker), Introduction to Financial Engineering (2019/2020 for David Yao).	2023 2021-2026 2019-2020
AWARDS AND HONORS	Institute for Marketing Science Doctoral Consortium Fellow Columbia University, Shardashish Interschool Fellowship Honda Foundation, Honda Young Engineer and Scientist Award IIT Kanpur, Academic Excellence Award	2022 2018 2014 2013
PROFESSIONAL EXPERIENCE	IBM Research Labs , <i>Research Intern</i> , Armonk, NY American Express , <i>Risk Data Analyst</i> , Gurugram, India iRageCapital Advisory Pvt. Ltd. , <i>Quant Strategist Intern</i> , Mumbai, India École Normale Supérieure , <i>Software Research Intern</i> , Paris, France	Summer 2020 2016-2018 Summer 2015 Summer 2014