

# Siddharth Prusty

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EDUCATION	<b>Duke University</b> , Durham, NC PhD in Quantitative Marketing, CGPA: 3.92/4.00	2020-present
	<b>Columbia University</b> , New York City, NY Master of Science in Operations Research, CGPA: 3.70/4.00	2018-2020
	<b>Indian Institute of Technology Kanpur</b> , Kanpur, India B.Tech in Electrical Engineering (Minor in Algorithms), CGPA: 8.95/10.00	2012-2016
RESEARCH INTERESTS	<b>Substantive:</b> Marketplaces, Privacy, Advertising, Sustainable consumption. <b>Methodological:</b> Structural Econometrics, Analytical Modeling, Causal Inference	
PUBLICATIONS	<b>Robust Importance Weighting for Covariate Shift.</b> (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	<b>Sustainable consumption: A strategic analysis.</b> (with Wilfred Amaldoss) <i>Major Revision at Marketing Science</i> <ul style="list-style-type: none"><li>• Inform optimal price and firm investment in a competitive market for sustainable products, where consumers have heterogeneous preferences for sustainability.</li><li>• Understand how prices, profits, consumer surplus change with consumer preferences.</li></ul>	
WORKS IN PROGRESS	<b>Optimizing quality scores in marketplace product rankings.</b> (with Hana Choi, Carl Mela) <ul style="list-style-type: none"><li>• Optimize the quality score algorithm in sponsored advertising for an online retailer to maximize total revenue from advertising (clicks) and orders (sales).</li><li>• Estimate a structural model to predict demand and supply side behaviour, and use counterfactual policy simulations to optimize quality scores.</li></ul>	
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
TEACHING EXPERIENCE	Instructor, Statistical Programming Bootcamp	2023
	Teaching Assistant, Duke University <ul style="list-style-type: none"><li>• Value Creation in Martech (2021/2023 for Carl Mela)</li><li>• Programming Analytics (2023 for Allison Chaney)</li><li>• Strategic Brand Management (2022/2023 for Tong Guo)</li><li>• Marketing Core (2022 for Srinivas Tunuguntla)</li></ul>	2021-2026
	Teaching Assistant, Columbia University <ul style="list-style-type: none"><li>• Stochastic Models &amp; Applications (2020 for Ton Dieker)</li><li>• Introduction to Financial Engineering (2019/2020 for David Yao)</li></ul>	2019-2020
PROFESSIONAL EXPERIENCE	<b>IBM Research Labs</b> , <i>Research Intern</i> , Armonk, NY	Summer 2020
	<b>American Express</b> , <i>Risk Data Analyst</i> , Gurugram, India	2016-2018
	<b>iRageCapital Advisory Pvt. Ltd.</b> , <i>Quant Strategist Intern</i> , Mumbai, India	Summer 2015
	<b>École Normale Supérieure</b> , <i>Software Research Intern</i> , Paris, France	Summer 2014
SKILLS	Python, Matlab, Mathematica, Stata, C, SAS, SQL, R, L <sup>A</sup> T <sub>E</sub> X	