

# Siddharth Prusty

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EDUCATION	<b>Duke University</b> , Durham, NC PhD in Quantitative Marketing, CGPA: 3.92/4.00 Advisors: Professor Carl Mela and Professor Wilfred Amaldoss	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, Advertising, Sustainable consumption, Privacy. <b>Methodological:</b> Structural Econometrics, Analytical Modeling, Causal Inference	
PAPERS PUBLISHED OR UNDER REVIEW	<b>Sustainable consumption: A strategic analysis.</b> (with Wilfred Amaldoss) <i>Major Revision at Marketing Science</i> <ul style="list-style-type: none"><li>Investigated the strategic interactions between firms investing in sustainable products under competition, where consumers have heterogeneous preferences for sustainable consumption.</li><li>Derived counter-intuitive implications of minimum sustainability standards, multi-product firms, status preferences, and political orientation in the context of sustainable consumption.</li></ul> <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>Online Retail Advertising Monetization.</b> (with Hana Choi and Carl Mela) <ul style="list-style-type: none"><li>Proposed and proved optimality of the quality score algorithm for maximizing total revenue from clicks and conversions, for advertising in online retail marketplaces.</li><li>Using field data from an online marketplace, estimated a structural model to predict demand and advertiser bidding behavior, conducting counterfactual simulations to calculate lift from proposed quality score algorithm.</li></ul>	
CONFERENCE PRESENTATIONS	<b>Sustainable Consumption: A Strategic Analysis</b> <ul style="list-style-type: none"><li>ISMS Marketing Science Conference, 2022, 2024.</li><li>Marketing for Environmental Sustainability Conference, Stanford University, 2023.</li><li>18th Annual Bass FORMS Conference, UT Dallas, 2024</li></ul>	
TEACHING EXPERIENCE	<b>Instructor, Statistical Programming Bootcamp</b> Developed and instructed week-long course on <i>Python</i> to incoming PhD students at Fuqua.	2023
	<b>Teaching Assistant, Duke University</b> Value Creation in Martech (2021/2023/2024 for Carl Mela), Programming Analytics (2023 for Allison Chaney), Strategic Brand Management (2022/2023 for Tong Guo), Marketing Core (2022 for Srinivas Tunuguntla, 2021 for Tong Guo)	2021-2026
	<b>Teaching Assistant, Columbia University</b> Stochastic Models & Applications (2020 for Ton Dieker), Introduction to Financial Engineering (2019/2020 for David Yao)	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	<b>IBM Research Labs</b> , <i>Research Intern</i> , Armonk, NY <b>American Express</b> , <i>Risk Data Analyst</i> , Gurugram, India <b>iRageCapital Advisory Pvt. Ltd.</b> , <i>Quant Strategist Intern</i> , Mumbai, India <b>École Normale Supérieure</b> , <i>Software Research Intern</i> , Paris, France	Summer 2020 2016-2018 Summer 2015 Summer 2014