

# Ankit Sisodia

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## Academic Appointments

Mitch Daniels School of Business, Purdue University	
Assistant Professor, Marketing	2024-onwards
Visiting Appointment in Marketing	2023-2024

## Education

Yale School of Management	
Ph.D. in Management (Quantitative Marketing)	2023
M.A. & M.Phil. in Marketing	2020
Indian Institute of Management, Ahmedabad, India	
Post Graduate Diploma in Management	2014
Indian Institute of Technology, Banaras Hindu University, India	
Bachelor of Technology (Electrical Engineering)	2008

## Research Interests

Applying generative deep learning methods to conduct visual conjoint analysis, create market structure maps and estimate demand

## Publications

Ankit Sisodia, Alex Burnap, and Vineet Kumar (2025), “Generative Interpretable Visual Design: Using Disentanglement for Visual Conjoint Analysis”<sup>1</sup> (*Journal of Marketing Research*) [PDF]

- Finalist, 2023 ASA Statistics in Marketing Doctoral Research Award
- Podcast Appearance: How I Wrote This, hosted by Brett Gordon and Karen Winterich (Co-Editors of Journal of Marketing Research) [Apple] [Spotify]

## Working Papers

Ankit Sisodia and Vineet Kumar (2025), “Market Structure Mapping with Visual Characteristics” (*Marketing Science Institute Working Paper Series*) [PDF]

## Works in Progress

“Economic Value of Visual Product Characteristics”, with Vineet Kumar

- Winner, 2023 ISMS Doctoral Dissertation Proposal Competition

<sup>1</sup>previously circulated as “Automatically Discovering Unknown Product Attributes Impacting Consumer Preferences” in the Marketing Science Institute Working Paper Series 2022 [PDF] and as “Automatic Discovery and Generation of Visual Design Characteristics: Application to Visual Conjoint”

“Data-Driven Audio Logo Design” with Hortense Fong and Jingyi Zhang

“Did *Illegal Shopping* Stymie India’s Demonetization? Evidence from an Online Retailer,” with K. Sudhir and Nitish Jain

“Consumer Value of Privacy: Evidence from an Online Retailer,” with Mimansa Bairathi

“Segment-Level Personalization and Customer Prototypicality: Evidence from a Field Experiment,” with Raghuram Iyengar and Young-Hoon Park

## Awards & Honors

Winner, ISMS Doctoral Dissertation Proposal Competition	2023
Finalist, ASA Statistics in Marketing Doctoral Research Award	2023
Yale GSAS Doctoral Fellowship	2017-2023
ISMS Doctoral Consortium Fellow	2020 & 2021
National Talent Search Examination (NTSE) Undergraduate Scholarship	2004-2008

## Invited Talks

University of Houston, C.T. Bauer College of Business	Mar 2026 ( <i>scheduled</i> )
Washington University in St. Louis, Olin Business School	Oct 2022
Purdue University, Krannert School of Management	Oct 2022
Santa Clara University, Leavey School of Business	Oct 2022
Nanyang Technological University, Nanyang Business School	Aug 2022
National University of Singapore, NUS Business School	Aug 2022

## Conference Presentations

**2025:** Marketing Dynamics Conference (Goa, India); New Data for Consumer Insights Conference (University of Chicago); Marketing Science Conference (Washington DC)

**2024:** Conference on Artificial Intelligence, Machine Learning and Business Analytics (Yale University); Symposium on AI in Marketing (University of Wisconsin, Madison); AI in Management (University of Southern California); Frank M. Bass UTD-FORMS Conference (Dallas); AI and Machine Creativity (AI at Wharton Webinar); GenAI Lab Seminar Series (TU Munich, Virtual)

**2023:** INFORMS (Phoenix); China India Insights Conference (Stanford GSB); Wharton Business & Generative AI Workshop (Wharton @ San Francisco); ASA Joint Statistical Meetings (Toronto); Marketing Science Conference (Miami); AI in Management (University of Southern California)

**2021-2022:** Marketing Science Conference (Virtual, x2); AI in Management (Virtual)

## Teaching Experience

### Instructor *Purdue University*

Marketing Management (undergraduate)	Fall 2023, Fall 2024
New Product Development (undergraduate and graduate)	Fall 2025

## **Professional Service**

**Ad Hoc Reviewer:** International Journal of Research in Marketing, Journal of Marketing Research, Management Science, Marketing Science, MSI Doctoral Dissertation Proposal Competition, Production and Operations Management

## **Industry Experience**

Mynta, Bangalore, India	2016-2017
Manager, Brand Engagement	
Star India, Mumbai, India	2014-2016
Assistant Manager, Product & Revenue Strategy (Ad Sales)	
Tata Consultancy Services, Mumbai, India	2009-2012
Software Developer	