

# 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, estimate demand and design brand personalities

## 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]

Raghuram Iyengar, Young-Hoon Park and Ankit Sisodia (2026), “Customer Prototypicality and Segment-Level Personalization Effectiveness: Evidence from a Field Experiment” (*SSRN*) [PDF]

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<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”

## Works in Progress

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

- Winner, 2023 ISMS Doctoral Dissertation Proposal Competition

“Designing Personality Through Audio” with Hortense Fong and Jingyi Zhang

“Consumer Adaptation to a Currency Reform: Illicit Cash and Digital Payments,” with K. Sudhir and Nitish Jain

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

## 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     | Apr 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

**2026** (*scheduled*): Frank M. Bass UTD-FORMS Conference (Dallas)

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

**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 University); 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)  
New Product Development (undergraduate and graduate)

Fall 2023, Fall 2024  
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

**Conference Organization:** Co-chair for New Products and Innovation Track at 2026 AMA Winter Academic Conference at Madrid, Spain

**Conference Service:** Faculty Representative, 2026 Haring Symposium (Indiana University); Junior Faculty Participant, 2026 MarTech for Good Symposium (University of Notre Dame)

## Industry Experience

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