

Ankit Sisodia

Purdue University
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Employment

Purdue University	
Assistant Professor, Marketing	Starting Jul 2024
Visiting Appointment in Marketing	Jun 2023-Jun 2024

Education

Yale School of Management	
Ph.D. in Management (Quantitative Marketing)	May 2023
Committee: Vineet Kumar (Co-Chair), K. Sudhir (Co-Chair), Alex Burnap, Hortense Fong, Kosuke Uetake	
M.A. & M.Phil. in Marketing	Dec 2020
Indian Institute of Management, Ahmedabad, India	Mar 2014
Post Graduate Diploma in Management	
Indian Institute of Technology, Banaras Hindu University, India	Jul 2008
Bachelor of Technology (Electrical Engineering)	

Research Interests

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

Publications (Including Conditionally Accepted)

Ankit Sisodia, Alex Burnap, and Vineet Kumar (2024), “Generative Interpretable Visual Design: Using Disentanglement for Visual Conjoint Analysis”¹ (Conditionally Accepted at *Journal of Marketing Research*) [PDF]

- Winner, 2023 ISMS Doctoral Dissertation Proposal Competition
- Finalist, 2023 ASA Statistics in Marketing Doctoral Research Award

Works in Progress

“Market Structure Mapping with Visual Characteristics”, with Vineet Kumar and Alex Burnap

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

¹previously 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”

Invited Talks

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

- Symposium on AI in Marketing, University of Wisconsin, Madison, 2024
- AI @ Marshall, University of Southern California, Los Angeles, 2024
- Frank M. Bass UTD-FORMS Conference, Dallas, 2024
- AI and Machine Creativity, AI at Wharton Webinar, Virtual, 2024
- GenAI Lab Seminar Series, Technical University of Munich, Virtual, 2024
- INFORMS, Phoenix, 2023
- China India Insights Conference, Stanford University, Stanford, 2023
- Wharton Business & Generative AI Workshop, Wharton @ San Francisco, 2023
- Joint Statistical Meetings, Toronto, 2023
- Marketing Science Conference, Miami, 2023
- AI @ Marshall, University of Southern California, Los Angeles, 2023
- Marketing Science Conference, University of Chicago, Virtual, 2022
- AI @ Marshall, University of Southern California, Virtual, 2022
- Marketing Science Conference, University of Rochester, Virtual, 2021

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

Industry Experience

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

Teaching Experience

Instructor <i>Purdue University</i>	
Marketing Management (undergraduate)	Fall 2023-24
Teaching Assistant <i>Yale School of Management</i>	
Big Data & Customer Analytics (MBA)	Kosuke Uetake (Spring 2020-22)
Digital Strategy (MBA)	Vineet Kumar (Fall 2021)

Marketing Strategy (MBA)
Customer (EMBA)
Competitive Strategy (MBA)
Pricing Strategy (MBA)

Jiwoong Shin (Fall 2020)
K. Sudhir (Fall 2020)
Florian Ederer & Kevin Williams (Spring 2019)
Soheil Ghili (Fall 2018)

Summer Schools

2019 Econometric Society Summer School in Dynamic Structural Econometrics, Booth School of Business and the Becker Friedman Institute for Economics at the University of Chicago

2019 Quantitative Marketing and Structural Econometrics Workshop, Kellogg School of Management

Academic Service

Ad Hoc Reviewer: Management Science, Production and Operations Management

References

K. Sudhir (Co-Chair)

James L. Frank '32 Professor of Marketing,
Private Enterprise and Management
Director of the China India Insights Program
Yale School of Management
(203) 432 3289
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Vineet Kumar (Co-Chair)

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