

Wreetabrata Kar

Krannert School of Management
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Education

2015 Ph.D. in Marketing
William E. Simon School of Business, University of Rochester
2012 Master of Applied Economics and Statistics
William E. Simon School of Business, University of Rochester
2008 Fellow Program in Management
IIM Ahmedabad, India (Left the program in 2009 to join University of Rochester)
2005 Bachelor of the Electrical and Electronics Engineering
Manipal Institute of Technology, Manipal, India

Professional Employment

Aug 2016 - present Assistant Professor of Marketing
Krannert School of Management, Purdue University
Jan 2015 – Aug 2016 Research Scientist
Adobe Research, Adobe Systems
Sept 2005 – May 2008 Software Engineer
Tata Consultancy Services, India

Research Interests

Digital Advertising
Big Data
Product Trial in Software Industry
Visitor Identification in Online Media
Scalable Algorithms

Paper under Review

- The Impact of Sales Agent Replacement and Relationship Duration on Detailing Effectiveness, *With James C Reeder, III* (Revising to be resubmitted to *Journal of Marketing* after first round Reject and Resubmit)

Working Papers

- Customer Loyalty, Email Promotions, and Conversion: An Application of Machine Learning on Targeted Promotions, *With James C. Reeder, III, Paul Ellickson* (Target Journal: *JMR*)
- Allocation and Pricing of Linear Online Video Ads in Real Time, *With Paulo Albuquerque, Viswanathan Swaminathan* (Target Journal: *POMS*)

- Quantifying the Impact of Email Targeting on Customer Conversion: A Structural Approach, *With James C. Reeder, I*
- A Joint Model of Strategic Targeting and Customer Response, *With Sangwoo Shin and James C. Reeder, III*

Work-in-Progress

- i. When Enough Ad is Enough: Who Tolerates and Who Doesn't?, *With Mohammad S. Rahman*
- ii. Should we franchise: what influences this decision in a supermarket? *With Paul Ellickson*
- iii. How Trial affects Consumer Choices: A Study in the Software Industry, *With Paulo Albuquerque*
- iv. A Dynamic Algorithm to Schedule Advertisements in Online Videos, *With Leon Cui (Binghamton University), Huaxia Rui (University of Rochester)*
- v. Effects of Multi-attribute Online Touch Points on Product Adoption, *With Ayman Farahat, Paulo Albuquerque*

Peer Reviewed Publications in Proceedings

- Kar, Wreetabrata, Sarath Swaminathan, and Viswanathan Swaminathan. "Audience Validation in Online Media Using Limited Behavioral Data and Demographic Mix." *International Journal of Semantic Computing* 11, no. 01 (2017): 5-20.
- Sarkhel, Somdeb, Wreetabrata Kar, and Viswanathan Swaminathan. "User Segment Identification Based on Similarity in Content Consumption." In *2017 IEEE International Symposium on Multimedia (ISM)*, pp. 300-303. IEEE, 2017.
- Kar, Wreetabrata, Viswanathan Swaminathan, and Paulo Albuquerque. "Selection and ordering of linear online video ads." In *Proceedings of the 9th ACM Conference on Recommender Systems*, pp. 203-210. ACM, 2015.

Conferences Presentations

2018

- When Enough Ad is Enough: Who Tolerates and Who Doesn't? *With Mohammad S. Rahman*
Marketing Science 2018
- Quantifying the Impact of Email Targeting on Customer Conversion: A Structural Approach.
Marketing Dynamics Conference, 2018
- Building a Better Email Promotion: Quantifying the Effects of Promotion and Semantic Choices on Email Open Rates.
Statistical Challenges in Electronic Commerce Conference, 2018
Digital Marketing and Machine Learning Conference, CMU, 2018

2017

- User Segment Identification Based on Similarity in Content Consumption
IEEE ISM 2017

2016

- Dynamic Allocation of Linear Ads over Multiple Online Videos

Marketing Science Conference, 2016

- Audience Validation from Demographic Mix and Insufficient Individual Data
IEEE ISM 2016
- Selection, Order, and Pricing of Linear Online Video Ads
Marketing Science Conference, 2016

2015

- How Trial affects Consumer Choices: A Study in the Software Industry
Marketing Science Conference, 2015
- Selection and Ordering of Linear Online Video Ads
9th ACM Conference on Recommender Systems, 2015
- New Quality Measure of Linear Ads in Online Videos
2nd Workshop on RecSysTV in conjunction with ACM RecSys 2015.

Invited Talk

Oct 2016: Naveen Jindal School of Management, UT Dallas

Sept 2015: Krannert School of Management, Purdue University

Patents (Granted)

- Determining Video Advertisement Quality. *Patent Number: 10,284,892*
- Selecting Video Advertisements based on Advertisement Quality. *Patent Number: 10,306,285*

Patents (Filed)

- User Segment Identification based on Similarity in Content Consumption (*published by USPTO, US Patent App. 15/424,606*)
- Validating a Target Audience using a Combination of Classification Algorithms. (*published by USPTO, US Patent App. 15/424,606*)

INDUSTRY INTERNSHIP EXPERIENCE

Adobe Research Labs, *Data Science Intern*, June 2013 – Nov 2014

MEMBERSHIP IN ACADEMIC OR PROFESSIONAL SCHOLARLY SOCIETIES

- Beta Gamma Sigma
- American Marketing Association
- Association for Computing Machinery

Awards and Fellowships

2018	Adobe Research Lab: Collaborative Research Funding (\$5000)
2018	Dean's List for Outstanding and Distinguished Teachers, Fall 2018
2017	Adobe Digital Experience Research Awards (\$50,000)
2017	Adobe Research Lab: Collaborative Research Funding (\$10000)
2017	Dean's List for Outstanding and Distinguished Teachers, Fall 2017
2016	Dean's List for Outstanding and Distinguished Teachers, Fall 2016
2013	Teaching Honor Roll (Top 5 faculty in teaching evaluations), Fall 2013
2012	Teaching Honor Roll (Top 5 faculty in teaching evaluations), Summer 2012
2012	AMA-Sheth Doctoral Consortium Fellow, University of Washington, Seattle
2010	Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Economics Fellow

2009-2013 PhD Fellowship, University of Rochester, NY
2008-2009 Fellowship, Indian Institute of Management, Ahmedabad, India
2003-2005 Academic Excellence Fellowship, Manipal University, India

Teaching Experience

Krannert School of Management, Purdue University (Aug 2016 - present)

- Marketing Management (MBA), Fall 2017 (Rating: 4.60/5.00)
- Marketing Management (MBA), Fall 2017 (Rating: 4.75/5.00)
- Marketing Management (MBA), Fall 2016 (Rating: 4.50/5.00)

Simon Business School (June 2011 – Sept 2014)

- Math for Management, Summer 2012 (Rating: 4.67/5.00).
- Core Statistics for MS Students, Fall 2013 (Rating 4.92/5.00).
- Core Statistics for MS MKT Students, Fall 2014 (Rating 4.90/5.00).
- Core Statistics for MS FIN Students, Fall 2014 (Rating 4.90/5.00).

University/School Committees

Member, Graduate Program Faculty Oversight Committee, Krannert School of Management, Purdue University, 2017-current.