

# Ankit Sisodia

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## Employment

Purdue University	
Assistant Professor, Marketing	Starting 2024
Visiting Appointment in Marketing	2023-24

## Education

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

## Working Papers

Ankit Sisodia, Vineet Kumar, and Alex Burnap (2022), “Economic Value of Visual Product Characteristics” (**Job Market Paper**) [PDF]

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

Ankit Sisodia, Alex Burnap, and Vineet Kumar (2022), “Automatic Discovery and Generation of Visual Design Characteristics: Application to Visual Conjoint” (Under Review (2nd round) at *Journal of Marketing Research*) [PDF]

## Works in Progress

“How Strategic Shopping Blunted Economic Reform: Evidence from an Online Retailer,” with K. Sudhir and Nitish Jain

## Invited Talks

Washington University in St. Louis, Olin Business School	October 2022
Purdue University, Krannert School of Management	October 2022

Santa Clara University, Leavey School of Business  
Nanyang Technological University, Nanyang Business School  
National University of Singapore, NUS Business School

October 2022  
August 2022  
August 2022

## Conference Presentations

- INFORMS, Phoenix, 2023 (scheduled)
- Wharton Business & Generative AI Workshop, San Francisco, 2023 (scheduled)
- Joint Statistical Meetings, Toronto, 2023
- Marketing Science Conference, Miami, 2023
- AI @ Marshall, Los Angeles, 2023
- Marketing Science Conference, Virtual 2022
- AI @ Marshall, Virtual 2022
- Marketing Science Conference, Virtual 2021

## Teaching Experience

**Instructor** *Purdue University*

Marketing Management (undergraduate)

Fall 2023

**Teaching Assistant** *Yale School of Management*

Big Data & Customer Analytics (MBA)

Kosuke Uetake (Spring 2020-22)

Digital Strategy (MBA)

Vineet Kumar (Fall 2021)

Marketing Strategy (MBA)

Jiwoong Shin (Fall 2020)

Customer (EMBA)

K. Sudhir (Fall 2020)

Competitive Strategy (MBA)

Florian Ederer & Kevin Williams (Spring 2019)

Pricing Strategy (MBA)

Soheil Ghili (Fall 2018)

## 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 (part of Flipkart), Bangalore, India

Manager, Brand Engagement

2016-2017

Star India (part of 21st Century Fox), Mumbai, India

Assistant Manager, Product & Revenue Strategy (Ad Sales)

2014-2016

Tata Consultancy Services (TCS), Mumbai, India

Software Developer

2009-2012

## 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

## 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)**

Associate Professor of Marketing  
Yale School of Management  
(203) 436 9657  
vineet.kumar@yale.edu

### **Alex Burnap**

Assistant Professor of Marketing  
Yale School of Management  
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