

# 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

## Publications (Including Conditionally Accepted)

Ankit Sisodia, Alex Burnap, and Vineet Kumar (2024), “Generative Interpretable Visual Design: Using Disentanglement for Visual Conjoint Analysis”<sup>1</sup> (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

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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”

## 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	October 2022
Nanyang Technological University, Nanyang Business School	August 2022
National University of Singapore, NUS Business School	August 2022

## Conference Presentations

- Symposium on AI in Marketing, University of Wisconsin, Madison, 2024 (scheduled)
- Frank M. Bass UTD-FORMS Conference, Dallas, 2024 (scheduled)
- AI and Machine Creativity, AI at Wharton Webinar, Virtual, 2024 (scheduled)
- GenAI Lab Seminar Series, Technical University of Munich, Virtual, 2024 (scheduled)
- 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

## 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, acquired by Walmart), Bangalore, India Manager, Brand Engagement	2016-2017
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Star India (part of 21st Century Fox, acquired by Disney), 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

## Academic Service

**Ad Hoc Reviewer:** Management Science

## 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  
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### **Alex Burnap**

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