

Curriculum Vitae

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
- 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
Relationship Marketing
Causal Inference
Scalable Algorithms
Machine Learning

Journal Publications

- Ellickson, Paul B., Wreetabrata Kar, and James C. Reeder III. "Estimating marketing component effects: Double machine learning from targeted digital promotions." *Marketing Science* (Articles in Advance).
- Mukhopadhyay, Sabyasachi, Wreetabrata Kar, and Gourab Mukherjee. "Estimating promotion effects in email marketing using a large-scale cross-classified Bayesian joint model for nested imbalanced data." *The Annals of Applied Statistics* 17, no. 1 (2023): 476-497.

Papers under Review

1. *Consumer Complaint, Company Resolution, and Consumer Response to the Resolution: Evidence from Econometrics and Machine Learning Models*, With Astvansh, V. (**Revise and Resubmit at *International Journal of Research in Marketing***).
2. *Status Downgrade: The Impact of Losing Status on a User Generated Content Platform*, With Pamuru, V. and Khern-am-nuai, W. (**Under Second Round at *Production and Operations Management***)
3. *How the Compensation Structure at a Multilevel Marketing Firm Impacts Sales Agent Effort and Performance: An Empirical Study*, With Kim, S.J. and Siddarth, S. (**Under Review at *Journal of Marketing Research***)
4. *Review Writing: Do Reviewers Learn from “Exemplar” Reviews?* With Mishra, R., Khern-am-nuai, W., and Kannan, K.N. (**Under Review at *Management Science***)
5. *Using Penalized Synthetic Controls on Truncated data: A Case Study on Substitution Effect of Marijuana Legalization on Physicians’ Payments*, With Mukherjee, G. and Karmakar, B. (**Under Review at *JASA***)
6. *The Distinctive Role of Trust in Micro Loans: Results from a Framed Field Experiment Present Bias and Microfinance Repayment: Evidence from a Randomized Field Experiment*, With Chakravarty, S. and Schoorman, F.D. (**Under Review at *Journal of Business Venturing***)

Working Papers

1. *Fixing Bad Marriages – When Should Firms Reassign Sales Reps?* With Lilien, G.L. and Reeder III, J.C. (*Target Journal: *Journal of Marketing Research**)
2. *Present Bias and Microfinance Repayment: Evidence from a Randomized Field Experiment.*, With Chakravarty, S. and Iqbal, Z. (*Target Journal: *Organization Science**)
3. *Machine Learning for Transportable and Calibrated Predictions in Digital Campaigns*, With Sabbaghi, A. and Ohnishi, Y. (*Target Journal: *JASA**)

Selected Peer Reviewed Publications in Proceedings

1. 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.

Works-in-Progress

1. Dynamic and Heterogenous Effects of Sales Promotions in Business-to-Business Markets., *With Reeder, J.C. and Ellickson, P.B.*
2. Learning Optimal Individualized Treatment Rules with Contextual Treatments, *With Karmakar, B and Yin, M.*

3. The Implications of Peer Punishment and Institutional Punishment on Online Discussion Platforms, *With Khern-am-nuai, W and Burtch, G.*
4. When Enough Ad is Enough: Who Tolerates and Who Doesn't? *With Rahman M.S.*

Patents

- Validating a Target Audience using a Combination of Classification Algorithms. (*US Patent No: 11,308,523, Issued in 2022*)
- User Segment Identification based on Similarity in Content Consumption. (*US Patent No: 10,789,620, Issued in 2020*)
- Determining Video Advertisement Quality. (*US Patent No: 10,284,892, Issued in 2019*)
- Selecting Video Advertisements based on Advertisement Quality. (*US Patent No: 10,306,285, Issued in 2019*)

Conferences Presentations

2022

- Dynamic and Heterogenous Effects of Sales Promotions in Business-to-Business Markets.
CMStatistics 2022
- Review Writing: Do Reviewers Learn from “Exemplar” Reviews?
CIST 2022
- Fixing Bad Marriages – When Should Firms Reassign Sales Reps?
VII Enhancing Salesforce Productivity Conference, 2022
Institute for the Study of Business Markets Academic Conference, 2022

2021

A Joint Model of Strategic Targeting and Customer Response
IISA 2021 Conference, 2021

- 2020** Machine Learning Marketing Component Effects: Applying Causal Forests to Targeted Email Promotion
Decision Sciences Conference, 2020 (Also Session Chair)

2019

- Large-scale Bayesian Modeling for studying Promotion Effects in Marketing Campaigns.
Innovations in Data and Statistical Sciences Conference, 2019
- Quantifying the Indirect Costs of a Sales Agent Departure: How Relationships, Effort, and Moral Hazard Contribute to Revenue Loss.
Innovations in Data and Statistical Sciences Conference, 2019

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

Sept 2015: Krannert School of Management, Purdue University

Oct 2016: Naveen Jindal School of Management, UT Dallas

Dec 2019: Zapr Media Labs, Bangalore, India

Dec 2019: Indian Institute of Management, Calcutta, India

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
- Informs

Awards and Fellowships

2021	Salgo-Noren 1 st Runner Up Award for Best Teacher in Master's Program
2020	Adobe Digital Experience Research Awards (\$50,000)
2020	Dean's List for Outstanding and Distinguished Teachers, Fall 2019
2019	Dean's List for Outstanding and Distinguished Teachers, Fall 2018
2018	Adobe Research Lab: Collaborative Research Funding (\$5000)
2018	Dean's List for Outstanding and Distinguished Teachers, Fall 2017
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
2003-2005	Academic Excellence Fellowship, Manipal University, India

Teaching Experience

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

- Marketing Management (MS MKT), Fall 2022 (4.85/5.00)
- Marketing Management (MS MKT), Summ 2022 (4.86/5.00)
- Marketing Management (MBA and MS MKT), Fall 2021 (4.8/5.00)

- Marketing Management (MBA), Fall 2020 (4.65/5.00)
- Seminar on Marketing Models (PhD), Fall 2020
- Marketing Management (MBA), Fall 2019 (4.9/5.00)
- Seminar on Marketing Models (PhD), Fall 2019
- Seminar on Marketing Models (PhD), Spring 2019 (5.00/5.00)
- Marketing Management (MBA), Fall 2018 (4.6/5.00)
- Marketing Management (MBA), Fall 2017 (4.75/5.00)
- Marketing Management (MBA), Fall 2016 (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 at Purdue University

- Committee Member, Full Time MBA Graduate Program Faculty Oversight Committee, Krannert School of Management, 2017-2022.
- PhD Thesis Committee:
 - Seong Kyoung
 - Utsav Shenava
 - Vandith Pamuru
- Committee member: Post-Doctoral Fellows Competition (2020, 2021)
- Committee member: Blake Business Review Committee (2021)
- Committee member: PhD in Analytics Advisory Committee (2022)

Reviewing Experiences for Journals

- Management Science
- Information Systems Research
- Journal of Urban Health