

Adithya Pattabhiramaiah

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Professional Experience

Assistant Professor of Marketing, Scheller College of Business, Georgia Tech (Aug 2014 -)

Educational Background

PhD in Marketing, Ross School of Business, University of Michigan, 2014

Bachelor of Engineering - Electrical & Electronics Engineering, National Institute of Technology Karnataka, Surathkal, India, 2004

Research Interests

Two-Sided Markets, Social Networks, Media Markets, Pricing, Information Economics, Structural Estimation, Empirical Industrial Organization

Published/Forthcoming Research

Paywalls: Monetizing Online Content, with S. Sriram and Puneet Manchanda, forthcoming at the *Journal of Marketing*.

- Also available as part of MSI's working paper series (2017) [17-107].

Rising Prices under Declining Preferences: The case of the U.S. Print Newspaper Industry, with S. Sriram and Hari Sridhar, 2018, *Marketing Science*, Vol 37, Issue 1, 97-122.

- Also available as part of MSI's working paper series (2014) [14-105] and MSI Insights (2014).

- Winner of MSI Alden G. Clayton Dissertation Proposal Competition, 2013.

Social Dollars: The Economic Impact of Customer Participation in a Firm-Sponsored Online Community, with Puneet Manchanda and Grant Packard, 2015, *Marketing Science*, Vol 34, Issue 3, 367-387.

- Also available as part of MSI's working paper series (2011) [11-115] and MSI Insights (2012).

- Top 2% of all downloads on SSRN.

- Chosen for INFORMS press release by Editor-in-Chief of Marketing Science

Working Papers

When Doing Good, What Good to Do? Examining Whether and Why Firms Benefit from their CSR Initiatives with Dionne Nickerson and Mike Lowe.

Research in Progress

It's Free if you Want It: Measuring Cross-Channel Spillovers from Online User Engagement with Eric Overby and Lizhen Xu.

Does The Secondary Market Foster Biases In Purchase Behaviors? with Cheng He and Necati Tereyagoglu.

Minimum Wage and the Purchase Basket with Michael Palazzolo.

Teaching Interests

Pricing, Marketing Analytics, Marketing Management, New Product Development & Innovation, Marketing Research, Digital Marketing

Teaching Experience

Instructor, "Pricing Strategy and Analytics", undergraduate elective, Scheller College of Business, 2015 (Instructor Rating - 4.6/5.0), 2016 (4.8/5.0), 2017 (4.7/5.0).

Instructor, "Marketing Analytics and Pricing Strategy", graduate elective, Scheller College of Business, 2016 (Instructor Rating - 4.2/5.0), 2017 (4.0/5.0), 2018 (4.0/5.0).

Instructor, "Marketing Management", Marketing core course, Ross School of Business, Spring/Summer 2011 (Instructor Rating - 4.64/5.00).

Supervision of MBA Level Independent study (with EMBA student Miri Cho), "Customer Analytics Models: Review and Case Analysis", Summer 2016.

Industry Experience

Development Specialist, SAP Labs India, Bangalore, 2005-2008

Associate, Perot Systems India Ltd., Bangalore, 2004-2005

Honors and Awards

Invited Discussion Panelist at the 2019 Invitational Choice Symposium, Baltimore, Maryland, 2019 (scheduled)

Invited Faculty, Marketing EDGE Professors' Institute, University of Texas - Dallas, 2016

MSI Alden G. Clayton Dissertation Proposal Competition Award, 2013

Ross Doctoral Program Research Grant, 2013

Milton G. and Josephine Kendrick Marketing Award for academic achievement, 2013
Robert D. and Janet E. Neary Award for academic excellence, 2012
Best Discussant Award, Haring Symposium, Indiana University, 2012
Fellow, Haring Symposium, Indiana University, 2012
Leo Burnett Award for excellence in research and academic performance, Ross School of Business, 2011
Fellow, Quantitative Marketing and Structural Econometrics Workshop, Duke University, 2010
Ross School of Business Fellowship & Research Assistantship, 2008-2012
Phelps Fellowship, 2008-2010
First class with distinction, National Institute of Technology, India, 2004
National Merit Scholarship, Central Board of Secondary Education, India, 1998

Conference Presentations

“It’s Free if you Want It: Measuring Cross-Channel Spillovers from Online User Engagement”

- 2018 Digital Marketing and Machine Learning Conference, Carnegie Mellon University (Dec 2018, scheduled)

“Does it Pay to be Virtuous? Examining whether and why Firms Benefit from their CSR Initiatives” (with Dionne Nickerson and Michael Lowe)

- INFORMS Marketing Science Conference*, Philadelphia, PA, June 2018
- Association for Consumer Research Conference*, Dallas, TX, Oct 2018

Does The Secondary Market Foster Biases In Purchase Behaviors? (with Necati Tereyagoglu and Cheng He)

- INFORMS Marketing Science Conference, Philadelphia, PA, June 2018

“Paywalls: Monetizing Online Content” (with S Sriram and Puneet Manchanda)

- ISBM Academic Conference, Atlanta, GA, Aug 2016
- INFORMS Marketing Science Conference, Baltimore, MD, June 2015
- Theory and Practice of Marketing conference*, May 2015

“The Optimal Pricing of News Content” (with Hari Sridhar and S Sriram),

- INFORMS Marketing Science Conference, Istanbul, Turkey, July 2013

“Social Dollars: The Economic Impact of Customer Participation in a Firm- Sponsored Online Community”

- Theory and Practice of Marketing Conference*, London, UK, May 2013
- INFORMS Marketing Science conference*, Ann Arbor, MI, June 2009

Research Presentations

“Does it Pay to be Virtuous? Examining whether and why Firms Benefit from their CSR Initiatives”

- Faculty Seminar Series, Scheller College of Business, GA Tech (Nov 2017)

“Paywalls: Monetizing Online Content”

- University of Arizona (Nov 2018)*
- Faculty Seminar Series, Scheller College of Business, GA Tech (Nov 2016)
- Indian Institute of Management - Bangalore (Nov, 2017)[†]

“Pricing Analytics: The case of the Information Media Industry”

- Big Data and Analytics Forum, Scheller College of Business, GA Tech (Mar 2015)[†]

“Rising Prices under Declining Preferences: The case of the U.S. Print Newspaper Industry”

- Temple University (Mar 2016)*
- University of Pittsburgh (Feb 2016)*
- Stanford University (May 2014)*
- University of Wisconsin-Madison (Sep 2013)[†]
- Cheung Kong Graduate School of Business (Sep 2013)[†]
- University of Delaware (Sep 2013)[†]
- Singapore Management University (Sep 2013)[†]
- National University of Singapore (Oct 2013)[†]
- Indian School of Business (Oct 2013)[†]
- INSEAD, Fontainebleau, France (Oct 2013)[†]
- HEC - Paris (Oct 2013)[†]
- University of Arizona (Oct 2013)[†]
- Georgia Institute of Technology (Oct 2013)[†]

“Social Dollars: The Economic Impact of Customer Participation in a Firm- Sponsored Online Community”

- HEC - Paris (Summer 2013)*
- Cheung Kong Graduate School of Business (Winter 2013)*
- Tsinghua University School of Economics and Management (Winter 2013)*
- University of Maryland (Fall 2012)*
- Ludwigs-Maximilians-University (Summer 2012)*

- University of Connecticut (Spring 2012)*
- PhD camp - University of North Carolina - Chapel Hill (Spring 2011)*
- University of California - Davis (Fall 2011)*

* - presented by co-author, † - invited talk.

Computer Skills

GAUSS, R, STATA, SAS + SQL, Tableau, C and Matlab.

Service

Dissertation Committee Member for Dionne Nickerson, Scheller Marketing PhD student, first placement: Indiana University.

First Year Research Paper co-advisor to Cheng He, Scheller Marketing PhD student, 2015-

First Year Research Paper co-advisor to Zoey Hu, Scheller Marketing PhD student, 2018

Faculty Affiliate, Business Analytics Center, Scheller College of Business, 2014-

Member of the Scheller Online MBA Taskforce, 2016.

Marketing Area Research Seminar Series Organizer, Scheller COB, 2016-

Research Seminar Series co-organizer (Quant Marketing), Scheller COB, 2014-2016.

Marketing Area Faculty Recruitment Committee member, Scheller COB, 2014-

Ad-hoc Reviewer for *Journal of Marketing*, 2015, 2016, 2017, 2018.

Ad-hoc Reviewer for *Marketing Science*, 2016.

Ad-hoc Reviewer for *Journal of Marketing Research*, 2016, 2017, 2018.

Reviewer for Shankar-Spiegel Doctoral Competition, 2017.

Reviewer for 2017 John A. Howard/AMA Doctoral Dissertation Award competition.

Conference Reviewing: 2016 AMA Summer Academic Conference, 2015 DMEF Conference, 2017 AMA Summer Academic Conference, 2018 AMA Winter Academic Conference.

Ross Business School PhD Forum, Facilities co-chair, 2011-12

Selected Media Mentions

Wallethub (1), Wallethub (2), Future Leadership Institute, Strategy+Business, Campaign Live, Ideasforleaders.com, phys.org, socialstrata.com.

Personal

Married. Citizen of India.

Languages: English, Kannada (native), Hindi, German (working basics).

References

Available on request.

updated Nov 2018.