

Adithya Pattabhiramaiah

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Professional Experience

Associate Professor of Marketing (with tenure), Georgia Tech, Aug 2022 -

Assistant Professor of Marketing, Georgia Tech, Aug 2014 - Jul 2022

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, Sustainability, Public Policy, Structural Estimation, Empirical Industrial Organization

Published/Forthcoming Research

The Impact of Corporate Social Responsibility on Brand Sales: An Accountability Perspective, with Dionne Nickerson, Michael Lowe and Alina Sorescu, 2022, *Journal of Marketing*, Vol 86, Issue 2, 5-28.

- Received the Best paper Award in the Sustainability, Social Responsibility and Ethics Track at the 2020 Winter AMA conference.

- Invited for webinar coverage by Editor-in-Chief of *Journal of Marketing*.

Spillovers from Online Engagement: How a Newspaper Subscriber's Activation of Digital Paywall Access Affects Her Retention and Subscription Revenue, with Eric Overby and Lizhen Xu, 2022, *Management Science*, Vol 68, Issue 5, 3528-3548.

- Chosen for INFORMS press release.

The Minimum Wage and Consumer Nutrition, with Michael Palazzolo, 2021, *Journal of Marketing Research*, Vol 58, Issue 5, 845-869.

- Finalist for the 2021 American Marketing Association/Paul E. Green Award.
- Showcased in the Chicago Booth Review (2021).

Platform Data Strategy, with Hemant Bhargava, Olivier Rubel, Elizabeth Altman, Ramnik Arora, Jörn Boehnke, Kaitlin Daniels, Timothy Derdenger, Bryan Kirschner, Darin LaFramboise, Pantelis Loupos and Geoffrey Parker, 2020, *Marketing Letters*, Vol 31, Issue 4, 323-334

Paywalls: Monetizing Online Content, with S. Sriram and Puneet Manchanda, 2019, *Journal of Marketing*, Vol 83, Issue 2, 19-36.

- Finalist for the 2019 Marketing Science Institute/H. Paul Root Award.
- Also available as part of MSI's working paper series (2017) [17-107].
- Invited for webinar coverage by Editor-in-Chief of *Journal of Marketing*.

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

- Winner of MSI Alden G. Clayton Dissertation Proposal Competition, 2013.
- Also available as part of MSI's working paper series (2014) [14-105] and MSI Insights (2014).

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 and Research in Progress

Sponsored Content and News Consumption Tradeoffs with Inyoung Chae, R&R.

Do School Nutrition Mandates Affect Household Food Purchases? with Zoey Hu, Michael Palazzolo and Kusum Ailawadi, finalizing for submission

Optimizing Growth and Risk in Online Lending with Kris Zhou and Hari Sridhar, manuscript in preparation

Monetization in the Midst of Consumer Strategic Behavior with Eric Overby and Vamsi Kanuri

Quantifying The Economic Worth of Externally-Sourced Digital Engagement with Eric Overby and Vamsi Kanuri

Shifts in Firms' Monetization Strategies and the Redistribution of Consumer Attention, with Raveesh Mayya, Tingting Nian and Donghwa Bae

The Downstream Impact of Grief on Consumer Dietary Health with Muzeeb Shaik, Michael Palazzolo and Hari Sridhar

Does The Secondary Market Foster Biases In Purchase Behaviors?

Book Chapters and Research Briefs

Scarcity-driven Monetization of Media Content with Vamsi Kanuri, 2022, *Frontiers in Research Metrics & Analytics*, Vol 7, ISSN=2504-0537.

Teaching Interests

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

Teaching Experience

Instructor, “Marketing Research: Analytics”, graduate elective, Scheller College of Business, 2021 (Instructor Rating - 4.5/5.0), 2022 (4.4/5.0)

Instructor, “Marketing Research: Analytics”, undergraduate elective, Scheller College of Business, 2021 (Instructor Rating - 4.1/5.0), 2022 (4.3/5.0)

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), 2019 (4.3/5.0), 2020*

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), 2019 (4.1/5.0), 2020*

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.

* - COVID year, ratings were not collected

Industry Experience

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

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

Honors and Awards

Distinguished PhD Alumni Award, Ross School of Business, University of Michigan, 2022.

AMA/Paul E. Green Award 2021, Finalist.

Thank-A-Teacher Certificate recipient, Georgia Tech, 2020.

Marketing Science Institute/H. Paul Root Award 2019, Finalist.

Best paper award in the Sustainability, Social Responsibility and Ethics Track at the 2020 Winter AMA conference.

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

Sponsored Content and News Consumption Tradeoffs

- 2022 INFORMS Marketing Science Conference, Chicago, IL (virtual), June 2022.

Do School Nutrition Mandates Affect Household Food Purchases?

- 2022 INFORMS Marketing Science Conference*, Chicago, IL (virtual), June 2022.

Discussant at the BASS FORMS conference at UT Dallas, Dallas, TX, Feb 2020

Invited Discussion Panelist at the 2019 Invitational Choice Symposium, Baltimore, Maryland, May 2019

“The Minimum Wage and Consumer Nutrition” (with Mike Palazzolo)

- 2019 INFORMS Marketing Science Conference*, Rome, Italy, June 2019
- 2020 INFORMS Marketing Science Conference, Durham, NC (virtual), June 2020

“It’s Free if you Want It: Measuring Cross-Channel Spillovers from Online User Engagement” (with Eric Overby and Lizhen Xu)

- 2018 Digital Marketing and Machine Learning Conference, Pittsburgh, PA, Dec 2018
- 2019 INFORMS Marketing Science Conference, Rome, Italy, June 2019
- 2019 WISE Conference*, Munich, Germany, Dec 2019.

“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?

- 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” (with Grant Packard and Puneet Manchanda)

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

Research Presentations

“Scarcity-driven Monetization of Media Content”

- Scarcity, Regulation and the Abundance Society Roundtable, Stanford Law School, CA (Apr 2022)[†]

“Opportunities from Intervention: How Public Policy Can Help the Nation Eat Healthier”

- Business, Environment and Society Speaker Series, GA Tech (Dec 2021)[†]

“Sponsored Content and News Consumption Tradeoffs”

- Texas A&M (Oct 2021)[†]

“The Minimum Wage and Consumer Nutrition”

- Faculty Seminar Series, Scheller College of Business, GA Tech (Oct 2019)
- Iowa State University (Dec 2019)[†]
- New Ideas in Marketing Speaker Series (Oct 2020)[†]

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

- Northeastern University (Apr 2019)[†]
- Georgia Research Symposium (May 2019)
- Indian School of Business (July 2019)[†]

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

- 2019 Georgia Tech Sustainability Showcase, GA Tech (Oct 2019)
- 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

Co-chair of special session on Media Monetization at the 2019 INFORMS Marketing Science Conference, Rome, June 2019.

Doctoral Student Supervision:

Dissertation co-Chair for Zoey Hu, Scheller Marketing PhD student, expected graduation: Fall 2022.

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, 2015-2016

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

Second Year Research Paper co-advisor to Zoey Hu, Scheller Marketing PhD student, 2019

Journal Reviewing:

Editorial Review Board member - *Journal of Marketing Research* (2019 -)

Editorial Review Board member - *Journal of Marketing* (2022 -)

Journal of Marketing (ad hoc reviewer), 2015, 2016, 2017, 2018, 2019, 2020, 2021.

Journal of Marketing Research (ad hoc reviewer), 2016, 2017, 2018.

Marketing Science/Marketing Science - Frontiers (ad hoc reviewer), 2016, 2019, 2020, 2021, 2022.

Journal of Consumer Research (ad hoc reviewer), 2020, 2021.

Management Science (ad hoc reviewer), 2020, 2022.

Journal of Industry, Competition and Trade (ad hoc reviewer), 2021.

Production and Operations Management (ad hoc reviewer), 2021.

Information Systems Research (ad hoc reviewer), 2021.

Other Reviewing:

Reviewer for Shankar-Spiegel Doctoral Competition - 2017, 2018.

Reviewer for John A. Howard/AMA Doctoral Dissertation Award competition - 2017, 2018, 2019.

Reviewer for Alden G. Clayton/MSI Dissertation Award competition - 2022.

Conference Reviewing: 2016 AMA Summer Academic Conference, 2015 DMEF Conference, 2017 AMA Summer Academic Conference, 2018 AMA Winter Academic Conference, 2020 AMA Winter Academic Conference, 2021 AMA Summer Academic Conference, 2022 AMA Winter Academic conference.

External Reviewer for the Research Grants Council (RGC) of Hong Kong, 2021, 2022.

Service to the School/University:

Member of the Scheller Online Initiatives Committee, 2021-

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

Faculty Affiliate, Ray C. Anderson Center for Sustainable Business, Scheller College of Business, 2020-

Member of the Scheller Online MBA Taskforce, 2016.
MS Analytics External Program Review, 2019.
Marketing Area Research Seminar Series Organizer, Scheller COB, 2016-2021.
Research Seminar Series co-organizer (Quant Marketing), Scheller COB, 2014-2016.
Marketing Area Faculty Recruitment Committee member, Scheller COB, 2014-
Marketing Area Undergraduate Curriculum Review Committee, Scheller COB, 2019-2020.
Ross Business School PhD Forum, Facilities co-chair, 2011-12

Selected Media Mentions

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

Personal

Married. Citizen of India, U.S. Permanent Resident.
Languages: English, Kannada (native), Hindi, German (working basics).

References

Available on request.