

Adithya Pattabhiramaiah

Scheller College of Business, 800 West Peachtree St NW, Atlanta, GA - 30308

Contact: +1 (404) 385 3038; adithya.pattabhi@scheller.gatech.edu

scheller.gatech.edu/pattabhiramaiah

Professional Experience

Sharon A. and David B. Pearce Professor, Georgia Tech, May 2023 -

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

AI, Digital Media, Media and Entertainment, Platforms, Pricing, Sustainability, Public Policy, Education, Biometrics, Structural Estimation.

Published/Forthcoming Research

How Fatal School Shootings Impact a Community's Consumption, with Muzeeb Shaik, John Costello, Michael Palazzolo and Shrihari Sridhar, conditionally accepted at *Journal of Marketing Research*.

Groceries or School Cafeterias: How Households Respond to School Nutrition Mandates, with Michael Palazzolo, Zoey Hu and Kusum Ailawadi, 2024, forthcoming at *Journal of Marketing Research*.

- Showcased by the UC Davis Center for Poverty and Inequality Research.

Causal Inference with Quasi-Experimental Data, with Kathleen Li and Lan Luo, Nov 2024, *IMPACT@JMR*.

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.

- Finalist for the 2022 AMA/MSI/H. Paul Root Award.
- Finalist for the 2022 Shelby D. Hunt/Harold H. Maynard Award.
- Recognized in the AMA Robert Lusch Early Career Research Award finalist announcement.
- 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

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

Optimizing Growth and Risk in Online Lending with Kris Z, Huanhuan Shi and Hari Sridhar, R&R.

Registration Walls and the Redistribution of Consumer Attention, with Donghwa Bae, Raveesh Mayya and Tingting Nian, R&R.

Monetization in the Midst of Consumer Strategic Behavior with Eric Overby and Vamsi Kanuri, R&R.

Experiential Learning and Gender Bias with Huanhuan Shi and Hari Sridhar, preparing for submission.

Research in Progress

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

Experiential Learning and Commitment to Education: Evidence from Randomized Controlled Trials in Rural India with Huanhuan Shi and Hari Sridhar.

Leveraging AI for Student Learning Activation with Hyejeong Kim, John Costello and Hari Sridhar.

Personalizing Education Delivery through AI with Yulin Chen and Hari Sridhar.

Riding the Line: Investigating the Tradeoffs Between Rider Satisfaction and Driver Engagement in On-Demand Platforms with Rachel Lin, Nan Zhao and Hari Sridhar.

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, PhD seminar on “AI and ML in Marketing and Business Research”, 2025 (scheduled).
Instructor, “Marketing Research: Analytics”, graduate elective, Scheller College of Business, 2021 (Instructor Rating - 4.5/5.0), 2022 (4.4/5.0), 2023 (4.9/5.0), 2024 (4.3/5.0), 2025 (scheduled).

Instructor, “Marketing Research: Analytics”, undergraduate elective, Scheller College of Business, 2021 (Instructor Rating - 4.1/5.0), 2022 (4.3/5.0), 2023 (4.5/5.0), 2024 (4.75/5.0), 2025 (scheduled).

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

Marketing Science Institute (MSI) Scholar, 2024.

AMA Marketing Strategy Doctoral Consortium Faculty Mentor, May 2025 (scheduled).

AMA Marketing Strategy Doctoral Consortium Faculty Mentor, May 2024.

AIM/AMA Sheth Consortium Faculty Mentor, December 2023.

Student Recognition of Excellence in Teaching: Spring 2023 Honor Roll, Georgia Tech.

Journal of Marketing Outstanding Reviewer Award, 2023.

Brady Family Award for Faculty Research Excellence, Georgia Tech, 2023.

Shelby D. Hunt/Harold H. Maynard Award 2022, Finalist.

AMA/MSI/H. Paul Root Award 2022, Finalist.

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

An Empirical Analysis of Readers' Responses to Newspaper Paywalls

- 2025 INFORMS Marketing Science, Washington D.C., June 2025 (scheduled)

Invited panelist for the Journal of Marketing Research Discussion Panel on "Identification Challenges and Opportunities for Non-Experimental Data", Winter AMA conference, St. Pete's beach, FL, Feb 2024.

Host of Journal of Marketing Buzz Podcast on "Fictitious Pricing", Nov 2023

Instructor for workshop on Multi-method Research at the AIM/AMA Sheth Consortium, December 2023.

Discussant at the ZEW conference on ICT, Mannheim, Germany, July 2023.

School Shootings and Consumer Dietary Health

- 2023 Academy of Management Conference*, Boston, MA, Aug 2023.
- 2023 Association for Consumer Research Conference*, Seattle, WA, Oct 2023.
- AIM/AMA Sheth Consortium, Bengaluru, India, Dec 2023.
- 2024 INFORMS Marketing Science Conference, Sydney, Australia, June 2024.

Sponsored Content and News Consumption Tradeoffs

- 2022 INFORMS Marketing Science Conference, Chicago, IL (virtual), June 2022.
- Marketing Analytics Symposium Sydney 2023*, New South Wales, Australia, Feb 2023.

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)

- 2018 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

“School Shootings and Community Economic Activity”

- University of Buffalo (Nov 2024)[†]
- University of Central Florida (Apr 2025)[†]

“Sponsored Content and News Consumption Tradeoffs”

- Texas A&M (Oct 2021)[†]
- Indiana University (Oct 2022)[†]
- Dartmouth College (Oct 2022)[†]

- University of North Carolina - Chapel Hill (Nov 2022)[†]
- Notre Dame (Jan 2023)[†]
- Indian School of Business (May 2023)[†]
- Purdue University (Mar 2024)[†]

“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)[†]

“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

Conference Co-chair, Summer AMA Academic Conference, Chicago, Aug 2025 (scheduled)

Co-chair of special session on Marketing and Social Impact at the 2024 INFORMS Marketing Science Conference, Sydney, June 2024.

Session chair, Special session on Social Media at the 2023 ZEW Conference on ICT, Mannheim, July 2023.

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

Doctoral Student Supervision:

First Year Research Paper advisor, Rachel Lin, Scheller Marketing PhD student, 2024.

Dissertation co-Chair for Zoey Hu, Scheller Marketing PhD student, first placement: Haus Analytics.

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:

Associate Editor - *Journal of Marketing* (2023 -), Guest Associate Editor - *Journal of Marketing* (2022-2023)

Associate Editor - *Journal of Marketing Research* (2023 -), Editorial Review Board member - *Journal of Marketing Research* (2019 - 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, 2023, 2024.

Journal of Consumer Research (ad hoc reviewer), 2020, 2021, 2025.

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

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

Journal of Interactive Marketing (ad hoc reviewer), 2023, 2024.

Production and Operations Management (ad hoc reviewer), 2021, 2022, 2023.

Information Systems Research (ad hoc reviewer), 2021.

Journal of Economics & Management Strategy (ad hoc reviewer), 2024.

Other Reviewing:

Reviewer for Shankar-Spiegel Doctoral Competition - 2017, 2018, 2023.

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

Reviewer for Alden G. Clayton/MSI Dissertation Award competition - 2022, 2023, 2024.

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, 2023, 2024, 2025.

Service to the School/University:

Scheller Graduate Curriculum Committee Member, 2024 -.

Technical Review Committee member, Scheller College Promotion & Tenure, 2024.

Member of the Scheller NTT Promotion and Review Committee, 2023-24.

Member of the Scheller College MBA Committee, 2022-2024.

Member of the Scheller Online Initiatives Committee, 2021-2023.

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, phys.org.

Personal

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

References

Available on request.