

## **SRIDHAR NARAYANAN**

Graduate School of Business

Stanford University

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### **Educational Background**

#### ***University of Chicago Graduate School of Business, Chicago, Illinois, US***

- Ph.D. in Marketing, 2005

#### ***University of Delhi, Faculty of Management Studies, Delhi, India***

- Master of Business Administration, 1997

#### ***University of Delhi, Delhi College of Engineering, Delhi, India***

- Bachelor of Engineering – Electrical Engineering, 1995

### **Professional Experience**

#### ***Stanford University, Graduate School of Business***

- Professor of Marketing, 2021-
- Faculty Affiliate, Center for South Asia, Stanford University, 2021-
- Faculty Affiliate, Stanford King Center on Global Development, 2018-
- Associate Professor of Marketing (with tenure), 2013-2021
- Associate Professor of Marketing, 2008-2013
- Assistant Professor of Marketing, 2005-2008

#### ***Unilever India, Marketing Group, 1997-2000***

- Area Sales Manager, Hindustan Lever Limited, 1997-2000

### **Honors**

- Younger Family Faculty Fellow, Stanford University, Graduate School of Business, 2022-23
- Phillip F. Maritz Faculty Scholar, Stanford University, Graduate School of Business, 2016-17
- MBA Class of '69 Faculty Scholar, Stanford University, Graduate School of Business, 2013-14
- Coulter Family Scholar, Stanford University, Graduate School of Business, 2007-2008
- Kilts Center Fellow, University of Chicago, Graduate School of Business, 2005
- Oscar Mayer Fellow, University of Chicago, Graduate School of Business, 2004
- AMA-Sheth Doctoral Consortium Fellow, 2003
- INFORMS Doctoral Consortium Fellow, 2003
- Haring Symposium Fellow, 2002
- INFORMS Doctoral Consortium Fellow, 2002
- Summer Research Fellowship, University of Chicago, Graduate School of Business, 2001

- Research Fellowship, University of Chicago, Graduate School of Business, 2000-2004

## Research

### *Peer-Reviewed Publications and Papers Under Review*

- Zeller, Jon and Sridhar Narayanan (2022), “Identifying Complementarities in Subscription Software Usage using Advertising Experiments,” resubmitted and under review, *Marketing Science*.
- Huang, Justin, Rupali Kaul and Sridhar Narayanan (2022), “The Causal Effect of Attention and Recognition on the Nature of User-Generated Content: Experimental Results from an Image-Sharing Social Network,” under review, *Management Science*.
- Narang, Unnati, Venkatesh Shankar and Sridhar Narayanan (2021), “The Impact of Mobile App Failures on Online and Offline Purchases,” revising for resubmission, *Management Science*
- Stephen J. Anderson, Leonardo Iacovone, Shreya A. Kankanhalli and Sridhar Narayanan (2022), “Modernizing Retailers in an Emerging Market: Investigating Externally-focused and Internally-focused approaches,” *Journal of Marketing Research*, 59:3, pp. 472-496.
- Gordon, Brett Kinshuk Jerath, Zsolt Katona, Sridhar Narayanan, Jiwoong Shin and Kenneth Wilbur (2021), “Inefficiencies in Digital Advertising Markets,” *Journal of Marketing*, 85:1, pp 7-25.
- Sahni, Navdeep, Sridhar Narayanan and Kirthi Kalyanam (2019), “An Experimental Investigation of the Effect of Retargeted Ads – the Role of Frequency and Timing”, *Journal of Marketing Research*, 56:3, 401-418. Runner-up, Paul Green Award for best paper published in the journal.
- Narayanan, Sridhar and Kirthi Kalyanam (2015), “Measuring Position Effects in Search Advertising: A Regression Discontinuity Approach,” *Marketing Science*, 34:3, 388-407. Runner-up, John Little Award for the best paper published in *Marketing Science* or the marketing section of *Management Science* in 2015.
- Narayanan, Sridhar (2013), “Bayesian Estimation of Discrete Games of Complete Information,” *Quantitative Marketing and Economics*, Vol. 11, No. 1, pp. 39-81.
- Narayanan, Sridhar and Harikesh S. Nair (2013), “Estimating Causal Installed Base Effects: A Bias Correction Approach,” *Journal of Marketing Research*, Vol. 50, No. 1, pp. 70-94.
- Narayanan, Sridhar and Puneet Manchanda (2012) “An Empirical Analysis of Individual Level Casino Gambling Behavior,” *Quantitative Marketing and Economics*, Vol. 10, No. 1, pp. 27-62.
- Hartmann, Wesley, Harikesh Nair and Sridhar Narayanan (2011), “Identifying Causal Marketing Mix Effects using a Regression Discontinuity Design,” *Marketing Science*, Vol. 30, No. 6, pp. 1079-1097.
- Narayanan, Sridhar and Puneet Manchanda (2009) “Heterogeneous Learning and the Targeting of Marketing Communication for New Products,” *Marketing Science*, Vol. 28, No. 3, pp. 424-441. Finalist, John Little Award for best paper published in *Marketing Science* or *Management Science* in 2009.
- Draganska, Michaela, Sanjog Misra, Victor Aguirregabiria, Pat Bajari, Liran Einav, Paul Ellickson, Dan Horsky, Sridhar Narayanan, Yesim Orhun, Peter Reiss, Katja Seim, Vishal Singh, Raphael Thomadsen and Ting Zhu (2008) “Discrete Choice Models of Firms’ Strategic Decisions,” *Marketing Letters*, Vol. 19, No. 4, pp. 399-416.

- Narayanan, Sridhar, Pradeep K. Chintagunta and Eugenio J. Miravete (2007) “The Role of Self Selection, Usage Uncertainty and Learning in the Demand for Local Telephone Service,” *Quantitative Marketing and Economics*, Vol. 5, No. 1, pp. 1-34. (Lead Article)
- Puneet Manchanda, Dick Wittink, Andrew Ching, Paris Cleanthous, Min Ding, Xiaojing Dong, Peter Leeflang, Sanjog Misra, Natalie Mizik, Thomas Steenburgh, Jaap Wieringa, Marta Wosinska and Ying Xie (2005) “Understanding Firm, Physician and Consumer Choice Behavior in the Health Care Industry,” *Marketing Letters*, Vo. 16, No. 3/4, pp. 293-308.
- Narayanan, Sridhar, Puneet Manchanda and Pradeep K. Chintagunta (2005) “Temporal Differences in the Role of Marketing Communication for New Product Categories,” *Journal of Marketing Research*, Vol. 42, No. 3, pp. 278-291.
- Narayanan, Sridhar, Ramarao Desiraju and Pradeep K. Chintagunta (2004) “Return on Investment Implications for Pharmaceutical Promotional Expenditures: The Role of Marketing Mix Interactions,” *Journal of Marketing*, Vol. 68, No. 4, pp. 90-105.

### ***Working Papers***

- Kapoor, Anuj, Sridhar Narayanan and Puneet Manchanda (2022), “Can a Human Coach Help You Lose More Weight Than an AI Coach?”
- Kapoor, Anuj, Sridhar Narayanan and Amitt Sharma (2022), “Does Emotional Matching Between Video Ads and Content Lead to Better Engagement: Evidence from a Large-Scale Field Experiment.”
- Narayanan, Sridhar and Kirthi Kalyanam (2022), “Machine Learning Based Targeting and Regression Discontinuity Designs.”
- Ierokomos, Surya, Sridhar Narayanan and Georgos Zervas (2022), “Does the Content of Managerial Responses to Consumer Reviews Affect Consumer Behavior?”
- Huang, Justin and Sridhar Narayanan (2020), “Effect of Recognition on Content Creation and Engagement: Experimental Results from a Large Social Network.”

### ***Works in Progress***

- Hitsch, Guenter, Kirthi Kalyanam, Sridhar Narayanan and Navdeep Sahni, “Heterogeneous Effects of Retargeted Advertisements and Targeting – The Value of Historical Browsing/Transaction Information,”
- Anderson, Stephen J., Shreya A. Kankanhalli and Sridhar Narayanan, “Using Image Data for Measuring Store Level Brand Equity in Emerging Markets.”
- Anderson, Stephen J., Shreya A. Kankanhalli and Sridhar Narayanan, “Understanding Barriers to Adoption of Electronic Payment Systems by Small Retailers.”
- Anderson, Stephen J., Shreya A. Kankanhalli and Sridhar Narayanan, “Understanding Barriers to Usage of Electronic Payment Systems by Small Retailers and their Customers.”
- Anderson, Stephen J., Juan E, Balbuena, Frank Germann and Sridhar Narayanan, “Understanding the Impact of Accelerator Programs on Small Business Sales – the Role of Product and Business Practice Experimentation.”

- Anderson, Stephen J., Juan E. Balbuena, Frank Germann and Sridhar Narayanan, “Investigating the Impact of Improving Marketing Competencies on Business Outcomes – Evidence from a Field Experiment.”
- Anderson, Stephen J., Rupali Kaul and Sridhar Narayanan, “Technology-enabled Sales Modernization and its Impact on Small Business Performance.”

### ***Non Peer-Reviewed Publications***

- Gebhart, Gary, Harikesh Nair, Sridhar Narayanan and Jeff Shulman (2004) “New Approaches for New Products: Summary of Proceedings,” *Marketing Science Institute (MSI)*, Report No. 03-108.

### ***Conference Presentations***

- “Can a Human Coach Help You Lose More Weight Than an AI Coach?” AIML Conference, Temple University, December 2021
- “Modernizing Retailers in an Emerging Market: Investigating Externally-focused and Internally-focused approaches,” *INFORMS Society for Marketing Science (ISMS) Doctoral Consortium*, University of Rochester, June 2021
- “Behavioral Targeting, Machine Learning and Regression Discontinuity,” *Marketing Science Conference*, University of Rochester, June 2021.
- “Behavioral Targeting, Machine Learning and Regression Discontinuity,” *NYU\_Temple-CMU Conference on Artificial Intelligence, Machine Learning and Business Analytics*, December 2020.
- “Modernizing Retailers in an Emerging Market: Investigating Externally-focused and Internally-focused approaches,” *Marketing Science Conference*, Duke University, June 2020.
- “Machine Learning Based Targeting and Regression Discontinuity Designs”, *Marketing Science Conference*, Rome, June 2019
- “Structure-based Modernization of Small-Scale Retailers in an Emerging Market,” *11<sup>th</sup> Invitational Choice Symposium*, Chesapeake Bay, May 2019.
- “Attention, Engagement and Content Creation: Experimental Results from a Social Network,” *Digital Marketing and AI Conference*, Carnegie Mellon University, December 2018.
- “Investigating the Effects of the Temporal Patterns of Retargeted Advertising using a Field Experiment,” *Greater China Conference on Mobile Big Data Marketing*, June 2016.
- “Investigating the Effects of the Temporal Patterns of Retargeted Advertising using a Field Experiment,” *UT-Dallas FORMS conference*, February 2016.
- “Network formation,” *9<sup>th</sup> Invitational Choice Symposium*, Noordwijk, Netherlands, June 2013.
- “Measuring Position Effects in Search Advertising: A Regression Discontinuity Approach”, *Marketing Science Conference*, Boston, June 2012.
- “Measuring Position Effects in Search Advertising: A Regression Discontinuity Approach”, *UT Dallas FORMS Conference*, Dallas, February 2012.
- “Bayesian Estimation of Discrete Games of Complete Information,” *Quantitative Marketing and Economics Conference*, Rochester, September 2011.

- “Measuring Position Effects in Search Advertising: A Regression Discontinuity Approach,” *Bay Area Marketing Symposium*, Univ. of California at Berkeley, September 2011.
- “Regression Discontinuity with Unobserved Score,” *Marketing Science Conference*, June 2011.
- “Estimating Causal Installed Base Effects: A Bias Correction Approach,” *UT Dallas FORMS Conference*, February 2011.
- “Non-parametric Estimation of Marketing Mix Effects using a Regression Discontinuity Design,” *Summer Institute of Competitive Strategy*, June 2010.
- “Bayesian Estimation of Discrete Games of Complete Information,” *Marketing Science Conference*, Cologne, June 2010.
- “Non-parametric Estimation of Marketing Mix Effects using a Regression Discontinuity Design,” *Marketing Science Conference*, Ann Arbor, June 2009.
- “Uncertainty, Learning and Quantity Dynamics for Frequently Purchased Products,” *Marketing Science Conference*, June 2008
- “Firms’ Rules of Thumb and the Measurement of Marketing Effects: A Regression Discontinuity Approach,” *Marketing Science Conference*, Singapore, June 2007.
- “Tariff Choice Decisions in the Telecommunications Market,” *7<sup>th</sup> Invitational Symposium*, Philadelphia, June 2007.
- “An Empirical Analysis of Individual Level Casino Gambling Behavior,” *Summer Institute of Competitive Strategy*, Berkeley, June 2006.
- “The Role of Free Samples in the Prescription Drug Industry: An Empirical Analysis,” *Marketing Science Conference*, Pittsburgh, June 2006.
- “The Role of Free Samples in the Prescription Drug Industry: An Empirical Analysis,” *2nd Annual YCCI Conference*, Yale Center for Customer Insights, Yale School of Management, May 2006.
- “Heterogeneous Learning and the Targeting of Marketing Communication for New Products,” *Marketing Dynamics Conference*, UC-Davis, September 2005.
- “Temporal Differences in the Role of Marketing Communication for New Product Categories,” *6<sup>th</sup> Invitational Choice Symposium*, Estes Park, Colorado, June 2004.
- “The Informative vs. Persuasive Role of Marketing Communication: An Application to the Prescription Antihistamines Category,” *Marketing Science Conference*, College Park, Maryland, June 2003.
- “A Model of Purchase in a New Product Category: The Role of New and Repeat Purchasers,” *Marketing Science Conference*, Edmonton, Alberta (Canada) June 2002.

### ***Invited Presentations***

- “Behavioral Targeting, Machine Learning and Regression Discontinuity”, University of Texas at Austin, McCombs School of Business, November 2021
- “Modernizing Retailers in an Emerging Market: Investigating Externally-focused and Internally-focused approaches,”
  - Columbia University, Graduate School of Business, April 2021
  - QME-Rossi Seminar Series, Santa Clara University, October 2020
  - Indian Institute of Management, Ahmedabad, August 2020
- “Effects of Attention and Recognition Engagement, Content Creation, and Sharing: Experimental Evidence from an Image Sharing Social Network,”
  - University of Rochester, Simon School of Business, October 2020

- London Business School, February 2019
- “An Experimental Investigation of the Effect of Retargeted Ads – the Role of Frequency and Timing”
  - University of Iowa Marketing Camp, May 2018
  - University of Toronto, Rotman School of Business, December 2017.
  - Interdisciplinary Center, Tel Aviv, Israel, November 2016
  - McGill University, DeSautels Faculty of Management, August 2016.
  - University of Toronto, Rotman School of Business, December 2017
- “Investigating the Effects of Temporal Patterns of Retargeted Advertising using a Field Experiment”
  - University of Chicago, Booth School of Business, May 2015
- “Regression Discontinuity with Estimated Score”
  - University of Michigan, Ross School of Business, March 2015
  - Temple University, Global Center for Big Data in Mobile Analytics, May 2015
- “Measuring Position Effects in Search Advertising: A Regression Discontinuity Approach”
  - Santa Clara University, Retail Management Institute, September 2014
  - University of Texas at Austin, McCombs School of Business, December 2013
  - Ohio State University, Fisher College of Business, November 2013
  - Washington University in St. Louis, Olin Business School, February 2013.
  - University of California at San Diego, Rady School of Business, December 2012.
  - Columbia University, Graduate School of Business, November 2012.
  - University of California at Los Angeles, Anderson School of Management, February 2012.
  - University of Southern California, Marshall School of Business, November 2011.
  - University of Rochester, Simon School of Business, November 2011.
- “Regression Discontinuity with Estimated Score”
  - University of Rochester, Simon School of Business, January 2013.
- “Bayesian Estimation of Discrete Games of Complete Information”
  - University of Texas at Dallas, Naveen Jindal School of Management, February 2012.
  - University of California at Davis, Graduate School of Management, October 2011
  - Goethe University, Frankfurt, June 2010
- “Heterogeneity in Dynamic Discrete Choice Models.”
  - Doctoral Consortium, Marketing Science Conference, June 2011.
- “Estimating Causal Installed Base Effects: A Bias Correction Approach.”
  - Tinbergen Marketing Research Camp, Erasmus University, Rotterdam, June 2011
  - Dartmouth College, April 2011
  - Duke University, March 2011
  - London Business School, February 2011
- “Uncertainty, Learning and Quantity Dynamics for Frequently Purchased Products”
  - National University of Singapore, May 2009.
  - Stanford University, Graduate School of Business, December 2007.
- “An Empirical Analysis of Individual Level Casino Gambling Behavior”
  - University of Maryland, Smith School of Business, April 2009

- Texas A&M University, Mays School of Business, March 2009
- Yale School of Management, September 2006
- “Heterogeneous Learning and the Targeting of Marketing Communication for New Products”
  - University of California at Berkeley, Haas School of Business, September 2005
  - Hong Kong University of Science and Technology, School of Business and Management, April 2005
  - Erasmus University (Netherlands), Rotterdam School of Management, December 2004
  - Cornell University, Johnson Graduate School of Management, November 2004
  - Northwestern University, Kellogg Graduate School of Management, November 2004
  - Stanford University, Graduate School of Business, November 2004
  - State University of New York at Buffalo, School of Business, November 2004
  - University of Minnesota at Minneapolis, Carlson School of Business, November 2004
  - University of Wisconsin at Madison, School of Business, November 2004
  - Yale University, School of Management, November 2004
  - Dartmouth College, Tuck School of Business, October 2004
  - Emory University, Goizueta School of Business, October 2004
  - Harvard University, Harvard Business School, October 2004
  - Indian School of Business, October 2004
  - New York University, Stern School of Business, October 2004
  - University of California at Los Angeles, Anderson School of Business, October 2004
  - University of Southern California, Marshall School of Business, October 2004
  - Washington University at St. Louis, Olin School of Business, October 2004
  - Purdue University, Krannert School of Management, September 2004
  - University of Texas at Dallas, School of Management, September 2004
- Invited Discussant
  - Marketing Science Conference on Health, November 2016
  - FTC-Marketing Science Conference, September 2016
  - FTC Microeconomics Conference, October 2015
  - Univ. of Chicago Big Data Marketing Analytics Conference, October 2014
  - NET Institute Conference, May 2014
  - UT-Dallas FORMS Conference, February 2014
  - NET Institute Conference, June 2013
  - Quantitative Marketing & Economics Conference, October 2012
  - Marketing Science Emerging Markets Conference, September 2012
  - Summer Institute of Competitive Strategy, July 2011
  - Summer Institute of Competitive Strategy, June 2008
  - Bay Area Marketing Colloquium, May 2008.
  - *32<sup>nd</sup> Annual Haring Symposium*, Bloomington, Indiana, March 2002.

## ***Grants***

- Mastercard Foundation grant (\$350,000) for “Understanding Barriers to Usage of Electronic Payment Systems by Small Retailers and their Customers”
- Alumni gift from Pablo Gonzales, CEO-Kimberly Clark de Mexico (\$100,000) for “Understanding Barriers to Adoption of Electronic Payment Systems by Small Retailers”
- Stanford-SEED Research Grant (\$12500) for “Understanding Barriers to Adoption of Electronic Payment Systems by Small Retailers”
- UPS Foundation grant (\$40000) for “Modernizing Retailers in an Emerging Market: Investigating Externally-focused and Internally-focused approaches.”
- NET Institute Grant (\$7500) for “Estimating Causal Installed Base Effects: A Bias Correction Approach”

## ***Patents***

- Provisional Patent Application Number 61655069 filed by the Stanford Patent and Licensing Office for ‘A Method and System for Measuring the Effectiveness of Search Advertising’.

## **Teaching**

- Crossing the Chasm, 2022-
- Marketing Management (Accelerated), 2019-
- Bayesian Methods in Marketing, PhD Course, 2007-
- Go to Market Program, Mexico & Botswana, 2017-
- Digital Marketing, 2015-2018
- Marketing Analytics, 2009-2017
- Advanced Marketing Analytics, 2015-16
- AB-Inbev Custom Program on Digital Marketing and Marketing Analytics, 2018
- Strategic Marketing Management Program, 2017
- CUPP Go-to-market Bootcamp, 2016-17
- SEED Transformation Program – West Africa, East Africa, India – 2014-2017
- India Innovation and Growth Program, Goa, India, 2015-2017
- Initiating, Sustaining and Monetizing Green Marketing, 2009-2011
- Marketing Management, MBA Core Course, 2006-2008
- Quantitative Research in Marketing, PhD Course (shared with other faculty), 2012
- Initiating, Sustaining and Monetizing Green Marketing, September Session Seminar, 2008
- Case studies
  - Star Digital
  - PG&E’s Smart AC Program
  - Positioning the Tata Nano
  - Indigo Pay-as-you-go Solar Power System
  - M-Pesa Mobile Payment in Kenya

## **Professional Service**

- Journal Service
  - a. Associate Editor, Marketing Science, 2017-
  - b. Associate Editor, Quantitative Marketing and Economics, 2009-
  - c. Associate Editor, Journal of Marketing, 2022-
  - d. Associate Editor, Journal of Marketing Research, 2016-2020
  - e. Associate Editor, Operations Research, 2016-2018
  - f. Ad-Hoc Area Editor, Management Science
  - g. Chair, Dick Wittink Award Committee for best paper in *Quantitative Marketing and Economics*, 2012
  - h. Quantitative Marketing and Economics Conference Committee, 2013, 2020
  - i. ISMS Dissertation Competition Committee, 2013, 2018, 2019
  - j. UT-Dallas Frontiers of Research in Marketing Science Conference Committee, 2013
  
- Reviewer for
  - a. American Economic Journal
  - b. American Economic Review
  - c. International Journal of Research in Marketing
  - d. International Journal of Industrial Organization
  - e. Israel Science Foundation
  - f. Journal of Econometrics
  - g. Journal of Economics and Management Strategy
  - h. Journal of Marketing
  - i. Journal of Marketing Research
  - j. Management Science
  - k. Marketing Science
  - l. National Science Foundation
  - m. RAND Journal of Economics
  - n. Review of Marketing Science
  - o. Social Sciences and Humanities Research Council, Canada
  - p. Quantitative Marketing and Economics
  - q. Telecommunication Policy
  - r. AMA – John A. Howard Dissertation Award
  - s. MSI – Alden G. Clayton Dissertation Proposal Competition
  
- Doctoral Supervision
  - a. Principal Advisor for Rupali Kaul (expected graduation 2023), Jon Zeller (expected graduation 2023), Shreya Kankanhalli (first placement at Pennsylvania State University, 2021) & Justin Huang (first placement, Univ. of Michigan, 2018)
  - b. Research paper advisor for Surya Ierokomos (current student) Tomomichi Amano (2017), Kristina Brecko (2016)
  - c. Dissertation Committee Member for Unnati Narang (student at Texas A&M, first placement at Univ. of Illinois at Urbana Champaign, 2020), Ilya Morozov (first placement at Northwestern University, 2020), Anita Rao (first placement Univ. of Chicago, 2012), Bryan Bollinger (first placement New York University, 2011), Nuno Camacho (student at Erasmus University, first placement Erasmus University – Rotterdam, 2011), Anant Sudarshan (student in MS&E 2010), Taylan Yildiz (first placement at Google Inc., 2007).

- School/University Service
  - a. Area Liaison, Doctoral Program, 2019-
  - b. Area Liaison, Research Fellows Program, 2019-
  - c. Faculty Leader, China Global Seminar, 2019.
  - d. Member of the Data Science Curriculum Committee
  - e. University Chair, Oral Examination Committee for Yung Kyung Na (MS&E 2012), Wugang Zhao (MS&E 2011)
  - f. Oral Examination Committee Member for Wanning Chen (OIT, 2021), Ilya Morozov (2020), Megan Hunter-Antill (2020), Anita Rao (2012), Bryan Bollinger (2011), Scott Shriver (2011), Kimberly Morrison (OB - 2008), Taylan Yildiz (2007), David Gal (2007)
  - g. Research Computing Advisory Board, 2006-2009
  - h. Michael Spence Award Committee, 2006

### **Membership of Professional Societies**

- INFORMS
- American Marketing Association

### **Personal**

- Citizen of the United States of America
- Overseas Indian Citizen
- Married, with two children

*Last updated on 9 September 2022.*