

Shreya Kankanhalli

Sage Hall, Ithaca, NY 14853

Email: shreyak@cornell.edu

Phone: +1 (650) 285-7436

Web: shreyakankanhalli.com

EMPLOYMENT

- **Cornell SC Johnson College of Business** Ithaca, NY, USA
 - Assistant Professor of Marketing 2022 – present
- **Penn State Smeal College of Business** State College, PA, USA
 - Assistant Professor of Marketing 2021 – 2022

EDUCATION

- **Stanford Graduate School of Business** Stanford, CA, USA
 - Ph.D. in Management Science (Field: Quantitative Marketing) 2016 – 2021
- **London School of Economics** London, UK
 - M.Sc. in Economics (Distinction) 2015 – 2016
- **University of Cambridge** Cambridge, UK
 - B.A. in Economics (First Class Honours) 2012 – 2015

RESEARCH INTERESTS

Retailing, emerging markets, technology adoption, fintech, field experiments

PUBLICATIONS AND ACCEPTED PAPERS

* Authors listed alphabetically.

- [S. Kankanhalli](#), S.J. Anderson, L. Iacovone, and S. Narayanan. Driving Merchant Adoption of Digital Payment Solutions through Customer Success Management. *Accepted, Management Science*
- *S.J. Anderson, L. Iacovone, [S. Kankanhalli](#), S. Narayanan. Modernizing Retailers in an Emerging Market: Investigating Externally-focused and Internally-focused Approaches. *Journal of Marketing Research*, 2022.
 - Media Mentions: [VoxDevLit](#), [Insights by Stanford Business](#)
- V. Narayan, [S. Kankanhalli](#). The Economic and Social Impacts of Migration on Brand Expenditure: Evidence from Rural India. *Journal of Marketing*, 2021

WORKING PAPERS

- [S. Kankanhalli](#), N. Ramani, A. Grover, and S.J. Anderson. [Can Strategic Targeting Make Business Support Work for Female Entrepreneurs?](#)
- *T. Bondi, L. Cabral, [S. Kankanhalli](#), M. Talamos. [Defensive Specialization: Theory and Evidence from Mexico's Retail Sector.](#)
- [S. Kankanhalli](#), S.J. Anderson, L. Iacovone, and S. Narayanan. Push-Marketing Digital Payment Systems to Retailers: The Long-Term Consequences.
 - Field experiment with 800+ firms in Guadalajara, Mexico
 - Partner: Mastercard Center for Inclusive Growth, World Bank, Mexico's Ministry of Finance

SELECTED WORKS IN-PROGRESS

- *S. Kankanhalli, R. Kaul, I. Steenkamp. The Price Penalty for Migrant Entrepreneurs. Field Experiment Evidence from South Africa.
 - Choice experiment in the field with 2000 HHs and 450 firms in Johannesburg, South Africa
 - Partner: Reciprocity Africa
 - Status: funding obtained (\$60,000); experiment completed; manuscript in-progress
- S. Kankanhalli, S.J. Anderson, A. Borar, A. Grover. “Building Trust in Credit Markets through Digital Interventions: A Field Experiment with Female Entrepreneurs in Kenya”
 - Field experiment with 2000 firms in Nairobi, Kenya
 - Partner: IFC/World Bank, Bill and Melinda Gates Foundation, Innovations for Poverty Action
 - Status: funding obtained (\$275,000); experiment in-progress
- *R. Escamilla, K. Donohue, S. Kankanhalli, Q. Zhu. Overcoming Barriers to New Product Adoption in Nanostores: The Role of Supplier Interventions.
 - Conjoint experiment in the field with 360 retail store managers (*Study 1*), and field experiment with managerial partner (*Study 2*).
 - Partner: Leading Mexican F&B Manufacturer
 - Status: Study 2 in-progress
- H. Naeimi, E.N. Garbinsky, S. Kankanhalli. Financial Infidelity Across Cultures.

RESEARCH GRANTS

Below, I list the competitive research grants I have been awarded (total funds raised exceeding \$1 million):

- Innovations for Poverty Action’s Consumer Protection Research Initiative, \$75,000 2025
- President’s Council for Cornell Women (PCCW) Research Grant, \$22,000 2024
- Laboratory for Effective Anti-Poverty Policies (LEAP) Research Grant, \$24,000 2024
 - (*with R. Kaul, I. Steenkamp*)
- Bill and Melinda Gates Foundation (BMGF) Research Grant, \$106,400 2024
 - (*with S.J. Anderson, A. Grover*)
- International Financial Corporation (IFC) Research Grant, \$66,950 2023
 - (*with S.J. Anderson, A. Grover*)
- MasterCard Center for Inclusive Growth “DigitAll” Grant, \$345,900 2020
 - (*with S.J. Anderson, L. Iacovone, and S. Narayanan*)
- Stanford King Center on Global Development Emergency Funding Award, \$12,836 2020
 - (*with S. Narayanan*)
- Stanford King Center on Global Development Graduate Student Research Grant, \$15,000 2019
- MasterCard Center for Inclusive Growth Research Grant, \$100,000 2018
 - (*with S.J. Anderson, L. Iacovone, and S. Narayanan*)
- National Entrepreneur Institute of Mexico (INADEM) Research Grant, \$350,000 2017
 - (*with S.J. Anderson, L. Iacovone, and S. Narayanan*)
- UPS Endowment Fund at Stanford University, \$45,000 2017
 - (*with S.J. Anderson and S. Narayanan*)

INVITED TALKS

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| • University of Michigan | 2025 |
| • Imperial College | 2025 |
| • INSEAD | 2025 |
| • Bocconi University | 2025 |
| • World Bank IFC Seminar Series | 2025 |
| • Boston University | 2023 |
| • Cornell University | 2022 |
| • University of Chicago | 2022 |
| • UT Austin | 2021 |
| • UC Berkeley | 2021 |
| • Notre Dame | 2020 |
| • University of Southern California | 2020 |
| • Penn State University | 2020 |
| • QME Rossi Seminar | 2020 |

CONFERENCE PRESENTATIONS

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| • Marketing Science Conference (Washington DC) | 2025 |
| • SICS Conference (UC Berkeley) | 2024 |
| • Marketing Science Conference (University of New South Wales) | 2024 |
| • China India Insights Conference, <i>Discussant</i> (HKU) | 2024 |
| • Northeast Marketing Consortium | 2023 |
| • Marketing Science Conference (University of Miami) | 2023 |
| • China India Insights Conference (Stanford University) | 2023 |
| • China India Insights Conference, <i>Discussant</i> (University of Southern California) | 2022 |
| • UT Dallas FORMS Conference | 2021 |
| • Marketing Science Conference (Virtual) | 2021 |
| • Marketing Science Conference (Rome) | 2019 |
| • China India Insights Conference (MIT) | 2019 |
| • Latin American and Caribbean Economic Association Conference <i>Invited panelist</i> | 2019 |

AWARDS AND HONORS

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|---|-------------|
| • INFORMS Society for Marketing Science (ISMS) Early-Career Camp Fellow | 2025 |
| • AMA-Sheth Foundation Doctoral Consortium Fellow | 2021 |
| • Graduate School of Business Ph.D. Fellowship, Stanford University | 2016 – 2021 |
| • Rowley Mainhood Prize (<i>for academic achievement</i>), Cambridge University | 2015 |

TEACHING EXPERIENCE

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|---|--------------|
| • Cornell University | |
| – NBA 4920: Strategic Product and Marketing Immersion | 2023–Present |
| – NBA 6045: Innovation and New Product Management | 2024–Present |
| – AEM 4080: Innovation and New Product Management | 2024–Present |
| • Penn State Smeal College of Business | |
| – MTKG 450W Marketing Strategy, Undergraduate Capstone Course | Spring 2022 |

SERVICE

- Reviewer: Marketing Science, Management Science, Journal of Marketing

- Cornell SC Johnson Marketing Seminar Committee Member 2025 – present
- China India Insights Conference Program Committee 2024
- Cornell SC Johnson Marketing Research Camps Committee Member 2022 – 2025
- Cornell SC Johnson Marketing Search Committee Member 2023
- Penn State Smeal Strategic Planning Committee Member 2021 – 2022
- Stanford GSB “Diversity in Doctoral Education and Scholarship” Mentor 2019
- Stanford GSB PhD Association Social Chair 2017 – 2018
- Stanford GSB Women in Management PhD Officer 2017 – 2018