

Shreya Kankanhalli

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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. Talamas. [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

- 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

- Marketing Science Conference (Washington DC) 2025
- SICS Conference (UC Berkeley) 2024
- Marketing Science Conference (University of New South Wales) 2024
- China India Insights Conference, *Discussant* (HKU) 2024
- Northeast Marketing Consortium 2023
- Marketing Science Conference (University of Miami) 2023
- China India Insights Conference (Stanford University) 2023
- China India Insights Conference, *Discussant* (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 *Invited panelist* 2019

AWARDS AND HONORS

- 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 (*for academic achievement*), Cambridge University 2015

TEACHING EXPERIENCE

- 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