

# 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 2015 – 2016
  - Graduated with Distinction, Top 5% of Class
- **University of Cambridge** Cambridge, UK
  - B.A. (Hons.) in Economics 2012 – 2015
  - Graduated with First Class Honours, Top 5% of Class

## RESEARCH INTERESTS

Retailing, emerging markets, branding, technology adoption, financial inclusion, field experiments

## PUBLICATIONS

- **Modernizing Retailers in an Emerging Market: Investigating Externally-focused and Internally-focused Approaches** (with S.J. Anderson, L. Iacovone, and S. Narayanan)  
Journal of Marketing Research, 2022
- **The Economic and Social Impacts of Migration on Brand Expenditure: Evidence from Rural India** (with V. Narayan)  
Journal of Marketing, 2021

## WORKS IN-PROGRESS

Field experiments complete, writing in-progress

- **Fintech Failure: Exploring the Drivers of Post-Installation Technology Usage for Entrepreneurs in Mexico** (with S.J. Anderson, L. Iacovone, and S. Narayanan)
- **E-Payment Adoption and Retail Performance: Evidence from a Field Experiment in Mexico** (with S.J. Anderson, L. Iacovone, and S. Narayanan)
- **Measuring Store-level Branding of Small Retailers: An Investigation with Image Data** (with S.J. Anderson, L. Iacovone, and S. Narayanan)
- **Marketing and the Performance of Female Entrepreneurs: Identifying and Intervening with Growth-Oriented Firms in Emerging Markets** (with S.J. Anderson)

## Field experiments in-progress

- **Going Cashless in Emerging Market Retail: Behavioral Nudges on a Two-Sided Platform** (with S.J. Anderson, L. Iacovone, and S. Narayanan)
  - Full funding secured (\$345,900)
  - Pilot interventions launched

## INVITED TALKS AND CONFERENCE PRESENTATIONS

- “Encouraging Fintech Adoption by Retailers: Evidence from a Field Experiment”
  - Cornell SC Johnson College of Business 2022
  - University of Chicago Booth School of Business 2022
  - Winter AMA Conference Special Session 2022
  - ISMS Marketing Science Conference 2021
- “Modernizing Retailers in an Emerging Market: Investigating Externally-focused and Internally-focused Approaches”
  - Frank M. Bass UT Dallas FORMS Conference 2021
  - UT Austin McCombs School of Business, Marketing Seminar Series 2021
  - UC Berkeley Haas School of Business, Shansby Marketing Seminar Series 2021
  - Notre Dame Mendoza College of Business, Marketing Seminar Series 2020
  - USC Marshall School of Business, Marketing Seminar Series 2020
  - Penn State Smeal College of Business, Marketing Seminar Series 2020
  - ISMS Marketing Science Conference 2019
  - China India Insights Conference, MIT Sloan School of Management 2019
  - Latin American and Caribbean Economic Association Conference (Invited Speaker) 2019

## RESEARCH GRANTS

Below, I list a selection of grants on which I have been the lead PI:

- Penn State Smeal Sustainability Grant, \$11,900 2022
  - (with John Liechty)
- 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)

## AWARDS AND HONORS

- Graduate School of Business Ph.D. Fellowship, Stanford University 2016 – 2021
- AMA-Sheth Foundation Doctoral Consortium Fellow 2020
- Rowley Mainhood Prize (for academic achievement), Cambridge University 2015

## TEACHING EXPERIENCE

Penn State Smeal College of Business

- MTKG 450W Marketing Strategy, Undergraduate Capstone Course Spring 2022

## SERVICE

- Ad-hoc Reviewer: Marketing Science, Management Science
- Cornell SC Johnson Marketing Research Camps Committee Member 2022 - Present
- Penn State Smeal Strategic Planning Committee Member 2021 - 2022
- Stanford GSB “Diversity in Doctoral Education and Scholarship” Mentor Fall 2019
- Stanford GSB PhD Association Social Chair 2017 – 2018
- Stanford GSB Women in Management PhD Officer 2017 – 2018

## REFERENCES

### **Professor Sridhar Narayanan**

*Professor of Marketing*

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Stanford University

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### **Professor Stephen J. Anderson**

*Assistant Professor of Marketing*

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### **Professor Wesley R. Hartmann**

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### **Dr. Leonardo Iacovone**

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