

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 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

WORKING PAPERS

- **Fintech Failure in Emerging Market Retail: Empirical Evidence and Mitigation Approaches from an RCT in Mexico** (with S.J. Anderson, L. Iacovone, and S. Narayanan)

SELECTED WORKS IN-PROGRESS

Field experiments complete, manuscript under preparation

- **E-Payment Adoption and Retail Performance: Evidence from a Field Experiment in Mexico** (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

- **Gender Bias in Credit Access for Female Retail Entrepreneurs** (with S.J. Anderson, A. Grover)
 - Full funding secured (\$80,000)

INVITED TALKS AND CONFERENCE PRESENTATIONS

- “Fintech Failure in Emerging Market Retail: Empirical Evidence and Mitigation Approaches from an RCT in Mexico”
 - Northeast Marketing Consortium (NEMC) 2023
 - Boston University Marketing Research Camp 2023
 - ISMS Marketing Science Conference 2023
 - Cornell SC Johnson College of Business 2022
 - University of Chicago Booth School of Business 2022
 - Winter AMA Conference Special Session 2022
- “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:

- Visa Inc. Research Grant for “Assessing the Impact of Financial Digitization, Digital Credentials, and Financial Education for Kenyan SMEs”, \$342,522 2023
 - (*sole PI, in partnership with Innovations for Poverty Action*)
- International Financial Corporation (IFC) Research Grant for “Investments and Advisory for addressing Gaps in Gender Equality for SMEs” \$66,950 2023
 - (*with S.J. Anderson*)
- 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, Journal of Marketing
- Cornell SC Johnson Marketing Research Camps Committee Member 2022 - Present
- Cornell SC Johnson Marketing Search Committee Member Spring 2023
- 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

Graduate School of Business

Stanford University

655 Knight Way

Stanford, CA 94305

Email: sridhar.narayanan@stanford.edu

Phone: +1 (650) 723-9675

Professor Stephen J. Anderson

Assistant Professor of Marketing

McCombs School of Business

University of Texas at Austin

2110 Speedway

Austin, TX 78705

Email: sjanderson@mcombs.utexas.edu

Phone: +1 (512) 232-2764

Professor Wesley R. Hartmann

Banc One Corporation Professor of Marketing

Graduate School of Business

Stanford University

655 Knight Way

Stanford, CA 94305

Email: wesleyr@stanford.edu

Phone: +1 (650) 725-2311

Dr. Leonardo Iacovone

Lead Economist

Trade and Competitiveness Global Practice

World Bank

1818 H Street NW

Washington, DC 20433

Email: Liacovone@worldbank.org

Phone: +1 (202) 458-4982