

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, branding, technology adoption, financial inclusion, field experiments

PUBLICATIONS

* Authors listed alphabetically.

- *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](#), S.J. Anderson, L. Iacovone, and S. Narayanan. Fintech Failure: Examining B2B and B2C Solutions for Two-Sided Platform Adoption. *R&R at Management Science*, 2024
- [S. Kankanhalli](#), N. Ramani, A. Grover, and S.J. Anderson. The Gender Program Gap in Enterprise Development and a Targeting Solution from Marketing Practice.
- [S. Kankanhalli](#), S.J. Anderson, L. Iacovone, and S. Narayanan. Push-Marketing Digital Payment Systems to Retailers: The Long-Term Consequences.

SELECTED WORKS IN-PROGRESS

- *S. Kankanhalli, R. Kaul, I. Steenkamp. The Price Penalty for Migrant Microentrepreneurs. Field Experiment Evidence from South Africa.
 - Lab-in-field experiment with 1000 households and 1000 firms in South Africa
 - Partner: Reciprocity Africa
 - Status: funding secured (\$60,000); data collection in progress
- *T. Bondi, L. Cabral, S. Kankanhalli, M. Talamos. Defensive Specialization: Evidence from the Mexican Retail Sector
 - Status: In preparation for submission
- S. Kankanhalli, S.J. Anderson, A. Borar, A. Grover. Gender Bias in Credit Access for Female Entrepreneurs
 - Field experiment with 2000 firms in Kenya
 - Partner: IFC/World Bank, Bill and Melinda Gates Foundation
 - Status: funding secured (\$200,000); field experiment in-progress

INVITED TALKS AND CONFERENCE PRESENTATIONS

- 2025 (Scheduled): University of Michigan, Imperial College, INSEAD, Bocconi University
- 2024: SICS Conference, Marketing Science Conference, China India Insights Conference (Discussant)
- 2023: Northeast Marketing Consortium (NEMC), Boston University, Marketing Science Conference
- 2022: University of Chicago, Cornell University, China India Insights Conference
- 2021: UT Dallas FORMS Conference, UT Austin, UC Berkeley
- 2020: Notre Dame, University of Southern California, Penn State University, QME Rossi Seminar
- 2019: Marketing Science Conference, China India Insights Conference, Latin American and Caribbean Economic Association Conference (invited panelist)

RESEARCH GRANTS

Below, I list a selection of grants I have been awarded for field research:

- 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)

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

- 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

- Ad-hoc Reviewer: Marketing Science, Management Science, Journal of Marketing
- China India Insights Conference Program Committee 2024
- Cornell SC Johnson Marketing Research Camps Committee Member 2022 – Present
- 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