Sachin Gupta
Cornell SC Johnson College of Business
452 Sage Hall, Cornell University
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Academic Experience

Cornell SC Johnson College of Business
SC Johnson Graduate School of Management at Cornell University
Henrietta Johnson Louis Professor of Management, Nov 2007 to present
Area Chair, Marketing and Management Communications, July 2022 to June 2023
Director of the Ph.D. Program in Management, July 2014 to June 2018
Associate Dean for Academic Affairs, July 2010 to June 2013
Professor of Marketing, July 2005 to present
Associate Professor of Marketing, July 2000 to June 2005

Kellogg School of Management, Northwestern University
Assistant Professor of Marketing, September 1993 to June 2000

Indian Institute of Management, Ahmedabad, India
HUL Visiting Chaired Professor, February 2023
University of Washington, Foster School of Business
Visiting Scholar, April – June 2019
Stanford University, Graduate School of Business
Visiting Scholar, Jan – March 2019
MYRA School of Business, Mysore, India
Visiting Professor, March 2015
Indian School of Business, Hyderabad, India
Visiting Professor, December 2004, November 2005
Nanjing University School of Management, Nanjing, China
Visiting Professor, August 2005

Education

Ph.D. in Management, Cornell University, Ithaca, NY, 1993
Post Graduate Diploma in Management, Indian Institute of Management, Ahmedabad, India, 1984
B.A. (Honours) Economics, St. Stephen's College, Delhi University, India, 1982

Awards and Honors

Research Awards

Cornell SC Johnson College Dean's Distinguished Award for Societal Impact in Research, 2025**.** This award honors faculty whose research transforms critical thinking into

practical solutions, extending beyond the traditional boundaries of business education.

Paul E. Green Award (American Marketing Association), 2021. Honors the article published in the *Journal of Marketing Research* in 2020 that shows the most potential to contribute significantly to the practice of marketing research.

American Marketing Association-EBSCO Annual Award for Responsible Research in Marketing, 2020, "Winner" for the paper "Spillover Effects of Mission Activities on Revenues in Nonprofit Health Care: The Case of Aravind Eye Hospitals, India," published in the *Journal of Marketing Research* in 2018

Outstanding Paper award for 2014, *International Journal of Pharmaceutical and Healthcare Marketing*.

Paper recognized as 14th of 20 marketing science articles with greatest dual impact on academics and practice in "From Academic Research to Marketing Practice: Exploring the Marketing Science Value Chain," by Roberts et al. in *International Journal of Research in Marketing*, 2013.

O'Dell Award (American Marketing Association), 2008. Honors the "best" article published in the *Journal of Marketing Research* five years before. Articles are judged with respect to the degree to which they have made a significant, long-run contribution to marketing theory, and/or methodology, and/or practice.

Emerald Management Review's Citation of Excellence in 2008 for article published in *Cornell Hospitality Quarterly* in 2007

Best Paper Award, 2007, *Cornell Hospitality Quarterly*

Paul E. Green Award (American Marketing Association), 2003. Honors the article published that year in the *Journal of Marketing Research* that shows the most potential to contribute significantly to the practice of marketing research.

Finalist, Weitz-Winer-O'Dell Award (American Marketing Association), 2025

Finalist, O'Dell Award (American Marketing Association), 2001, 2002, 2014

Finalist, Paul E. Green Award (American Marketing Association), 1997, 2005.

Finalist, John D. C. Little Award (INFORMS), 2004.

Faculty Research Award 2006-07, Johnson School.

Honorable Mention for Best Paper Award, *International Journal of Research in Marketing*, 1997.

Kraft and McManus Research Chairs, 1993-2000, Kellogg Graduate School of Management.

<u>Teaching Awards</u>

Curriculum Development Award, Johnson Graduate School of Management, Spring 2024.

Stephen Russell Distinguished Teaching Award 2009, selected and presented by the Johnson school class of 2004 at their fifth-year reunion.

Apple award for excellence in teaching based on vote by graduating MBA class, Johnson School, 2007.

Finalist, Apple Teaching Award, Johnson School, 2006.

Teaching Honors, Johnson School, multiple semesters.

Sidney Levy Award for Excellence in Teaching, Kellogg School, 1996.

Dean's four-star rating for teaching excellence, Kellogg School, multiple quarters 1993-1999.

Service

Keynote Speaker – the 52nd Annual Haring Symposium (promoting doctoral research in marketing), Indiana University, April 2022.

American Marketing Association – Sheth Foundation Doctoral Consortium Faculty Fellow, Indiana University, IN, 2022

American Marketing Association – Sheth Foundation Doctoral Consortium Faculty Fellow, New York University, NY, 2019

American Marketing Association – AIM- Sheth Foundation Doctoral Consortium Faculty Fellow, Bangalore, India, 2018

American Marketing Association – Sheth Foundation Doctoral Consortium Faculty Fellow, Ann Arbor, Michigan, 2013

Clifford H. Whitcomb Faculty Fellowship at the Johnson School, 2003-2004.

American Marketing Association Doctoral Consortium Fellow, 1992.

Academic

Industrial Scholarship, Indian Institute of Management, Ahmedabad, 1982-83.

K.C. Nag Memorial Prize awarded by St. Stephen's College for obtaining first position in Delhi University's B.A. (Hons.) Economics Exam, 1980.

National Talent Search Scholarship, Government of India, 1977-1984.

Second Merit Position, All-India Senior School Examination, 1979.

Editorial Appointments and Experience

Editorship

Editor-in-chief, *Journal of Marketing Research,* April 1, 2020 - 2023

Co-Editor, *Journal of Marketing Research*, 2016 - 2020

Editorial Review Board

Marketing Science	2002 - 2019
Journal of Marketing Research	2003 - 2013
Quantitative Marketing and Economics	2001 - 2009

Ad Hoc Reviewer

National Science Foundation, Management Science, Journal of Marketing, Journal of Business, Journal of Business and Economic Statistics, Journal of Economics and Management Strategy, Administrative Science Quarterly.

Industry Experience

Consulting: CommerceNet, Gallup and Robinson, Hyatt International Corporation, US Cellular, VICORP, Microsoft

Executive Education: ACNielsen, The Monitor Company, Daum Communications, Merrill Lynch, Health Care Association of New York State (HANYS), Procter and Gamble, Peking-Cornell certificate program, Nanjing-Cornell certificate program, CKGSB-Cornell certificate program, SP Jain Institute of Management Research certificate program.

Product Manager, Cadbury's India Ltd., Bombay, India, 1986-89.

Assistant (Marketing), I.T.C. Ltd., India, 1984-86.

Boards

Member of Board of Directors, Aravind Eye Foundation, www.aravindeyefoundation.org, 2020 to date.

Google Scholar

https://scholar.google.com/citations?hl=en&user=KEShBj0AAAAJ&view_op=list_works

Publications in Peer-Reviewed Journals and Peer-Reviewed Book Chapters

1. Mukherjee, Anirban, Hannah Chang and Sachin Gupta, "Behavioral Research Through Interpretable, Dimensionality-reduced Generative AI Embeddings (BRIDGE): A Method to Incorporate Real-World Stimuli in Consumer Experiments," *Journal of Marketing Research*, https://doi.org/10.1177/00222437261484068, 2026.

2. Gupta, Sachin, Sungjin Kim, and Anirban Mukherjee, "Is Volunteering a Gateway to Increased Monetary Giving? Evidence from a Field Experiment," *Marketing Letters*, 37, https://doi.org/10.1007/s11002-026-09820-x, 2026.

3. Balu Subburaman, Ganesh-Babu, Sachin Gupta, Thulasiraj Ravilla, Helen Mertens, Carroll AB Webers, K. Balagiri, and Frits van Merode, "Assessing Alignment of Organizational Practices with Operational Excellence Principles: Evidence from an Eye Hospital Setting," *International Journal of Lean Six Sigma*, https://doi.org/10.1108/IJLSS-08-2025-0232, 2026.

4. Balu Subburaman, Ganesh-Babu, Sachin Gupta, Thulasiraj Ravilla, Helen Mertens, Carroll AB Webers, Frits van Merode, "Factors Enabling Data-Based Management in Healthcare: Insights from Case Studies of Eye Hospitals," *Hospitals*, 2(4), https://www.mdpi.com/2813-4524/2/4/25, 2025.

5. Balu Subburaman, Ganesh-Babu, Sachin Gupta, Ashok Vardhan, K. Balagiri, and Thulasiraj Ravilla, "Prevalence of Refractive Error and Refractive Error Coverage in all Age Groups in Theni District, India," *American Journal of Ophthalmology International*, *2*(3), e100162, https://doi.org/10.1016/j.ajoint.2025.100162, 2025.

6. R. Vinothkumar, Ramalakshmi Raman, Ashok Vardhan, Sachin Gupta, Abhinaya Bharat, and Thulasiraj Ravilla, "Impact of Vision Centres on Achieving Universal Eye Health Coverage: Prevalence, Coverage and Utilisation of Eye Care Services in Southern India," *British Journal of Ophthalmology*, published online 9/5/2025, https://doi.org/10.1136/bjo-2024-326637, 2025.

7. Ganesh-Babu Subburaman, Sachin Gupta, Thulasiraj Ravilla, Helen Mertens, Carroll A.B. Webers, Frank J.H.M. van den Biggelaar, Maaike van Zuilen, Balagiri Sundar, and Frits van Merode, "Evaluating the Adoption of Evidence-Based Management Practices in Eye Hospitals," *Healthcare*, 13(3), https://doi.org/10.3390/healthcare13030222, 2025.

8. Gupta, Sachin, Ravilla D. Ravindran, Aravind Haripriya, Shivkumar Chandrashekharan, and Thulasiraj Ravilla, "Changing Patterns in Cataract Surgery Indications, Outcomes, and Costs, 2012-2023: A Retrospective Study at Aravind Eye Hospitals, India," *The Lancet Regional Health Southeast Asia*, https://doi.org/10.1016/j.lansea.2025.100530, 2025.

9. Gupta, Sachin, Peter Danaher, Vikas Mittal, and Maureen Morrin, "Mitigation in Marketing: Concept, Definition, and Scope," *Journal of Marketing Research*, Editorial, https://journals.sagepub.com/doi/10.1177/00222437241256710, 2024.

10. Gupta, Sachin, Ravilla D. Ravindran, Ashok Vardhan, and Thulasiraj Ravilla, "An Evaluation and Model to Achieve Sex Parity in Cataract Surgical Coverage in Theni District, India," *British Journal of Ophthalmology*, https://bjo.bmj.com/content/early/2024/03/19/bjo-2023-325098, 2024.

11. Gupta, Sachin, Peter Danaher, Vikas Mittal, and Maureen Morrin, "A Manuscript's Journey through Peer Review: Insights from Almost 3,000 Editorial Decisions at *JMR*," *Journal of Marketing Research*, October, Editorial, https://journals.sagepub.com/doi/10.1177/00222437231188507, 2023.

12. Gupta, Sachin, Ashok Vardhan, Viraj Ambalam, Vinothkumar Rajendran, Sanil Joseph, and Thulasiraj Ravilla, "Cataract Surgery Workload Estimates in Theni District, India," *British Journal of Ophthalmology*, http://dx.doi.org/10.1136/bjo-2023-323182, 2023.

13. Balu, Ganesh-Babu Subburaman, Anitha Gunasekaran, Sivakumar Chandrashekaran, GG van Merode, Logesh Balakrishnan, Thulasiraj Ravilla, Sachin Gupta, "Comparison of cataract surgery outcomes between a secondary and a tertiary eye hospital in Tamil Nadu, India," *Eye (The Scientific Journal of the Royal College of Ophthalmologists),* https://doi.org/10.1038/s41433-023-02687-6, 2023.

14. Vasan, Chandrakumar Subbiah, Sachin Gupta, Madhu Shekhar, Kamatchi Nagu, Logesh Balakrishnan, Ravilla D. Ravindran, Thulasiraj Ravilla, Ganesh-Babu Balu Subburaman, "Accuracy of an artificial intelligence-based mobile application for detecting cataracts: Results from a field study," *Indian Journal of Ophthalmology*, https:// https://doi.org/10.4103/ijo.ijo_3372_22, 2023. **Featured by the journal amongst the "most cited publications of IJO 2023."**

15. Balu, Ganesh-Babu, Sachin Gupta, Ravilla D. Ravindran, Thulasiraj Ravilla, Helen Mertens, Carroll Webers, Shyam Vasudeva Rao, Frits van Merode, "Impact of practicing internal benchmarking on continuous improvement of cataract surgery outcomes: a retrospective observational study at Aravind Eye Hospitals, India," *BMJ Open*, https://bmjopen.bmj.com/content/13/6/e071860, 2023.

16. Li, Shaobo, Matthew Schneider, Yan Yu, and Sachin Gupta, "Reidentification Risk in Panel Data: Protecting for *k*-Anonymity," *Information Systems Research*, https://pubsonline.informs.org/doi/abs/10.1287/isre.2022.1169, 2022.

17. Thomas, Manoj, Helen Chun, Sachin Gupta, Jura Liaukonyte, Suzanne Shu, and Kaitlin Woolley, "Authentically Cornell: The Evolution of Marketing at Cornell," *Customer Needs and Solutions*, https://doi.org/10.1007/s40547-022-00129-0, 2022.

18. Grewal, Rajdeep, Sachin Gupta, and Rebecca Hamilton, "Marketing Insights from Multimedia Data: Text, Image, Audio and Video," *Journal of Marketing Research*, 58, 6, December, 1-9, Editorial, https://doi.org/10.1177/00222437211054601, 2021.

19. Gupta, Sachin, Matthew Schneider, Ashok Vardhan, and Thulasiraj Ravilla, "Use of predictive models to identify patients who are likely to benefit from follow-up after cataract surgery," *Indian Journal of Ophthalmology*, 69, 10, https://doi.org/10.4103/ijo.IJO_661_21, 2021.

20. Kim, Sungjin, Sachin Gupta and Clarence Lee, "Managing Members, Donors and Member-Donors for Effective Nonprofit Fundraising," *Journal of Marketing*, Special Issue on "Better Marketing for a Better World," https://doi.org/10.1177/0022242921994587, 2021.

21. Gupta, Sachin, Ravilla D. Ravindran, Aravind Haripriya, and Thulasiraj Ravilla, "Differences Between Male and Female Residents in Case Volumes and Learning in Cataract Surgery," *Journal of Surgical Education*, https://doi.org/10.1016/j.jsurg.2020.12.017 , 2021.

22. Grewal, Rajdeep, Sachin Gupta, and Rebecca Hamilton, "*The Journal of Marketing Research* Today: Spanning the Domains of Marketing Scholarship," *Journal of Marketing Research*, 57, 6, December, 1-14, Editorial, https://doi.org/10.1177/0022243720965237, 2020.

23. Kim, Sungjin, Clarence Lee, and Sachin Gupta, "Bayesian Synthetic Control Methods," *Journal of Marketing Research*, 57, 5, October, 831-852, https://doi.org/10.1177/0022243720936230, 2020. **Winner of the 2020 Paul E. Green Award of the American Marketing Association, finalist for the 2025 Weitz-Winer-O'Dell Award of the American Marketing Association.**

24. Ravindran, Ravilla D., Sachin Gupta, Aravind Haripriya, Thulasiraj Ravilla, Ashok Vardhan, Ganesh-Babu B. Subburaman, "Seven-year Trends in Cataract Surgery Indications and Quality of Outcomes at Aravind Eye Hospitals, India," *Eye (The Scientific Journal of the Royal College of Ophthalmologists)*, https://doi.org/10.1038/s41433-020-0954-5, 2020.

25. Subburaman, Ganesh-Babu B., John H. Kempen, D. Saravanan, B. Vijayakumar, V. Valaguru, NV Prajna, Thulasiraj Ravilla, Sachin Gupta, "Making the decision to donate eye organs: perspectives from the families of the deceased in Madurai, India," *Indian Journal of Ophthalmology*, 68, 10, 2094-98, http://www.ijo.in/text.asp?2020/68/10/2094/295718, 2020.

26. Gupta, Sachin, Ravilla D. Ravindran, Ganesh-Babu B. Subburaman, Ashok Vardhan, Thulasiraj Ravilla, "Predictors of Patient Compliance with Follow-up after Cataract Surgery," *Journal of Cataract and Refractive Surgery*, https://doi.org/10.1016/j.jcrs.2019.02.024, 2019.

27. Gupta, Sachin, Ravilla D. Ravindran, Ganesh-Babu B. Subburaman, Ashok Vardhan, Thulasiraj Ravilla, "Evidence on Importance of Follow-up Visits after Cataract Surgery," *Ophthalmology*, https://doi.org/10.1016/j.ophtha.2018.12.044, 2019.

28. Gupta, Sachin, Aravind Haripriya, Ashok Vardhan, Thulasiraj Ravilla, Ravilla D. Ravindran, Madhu Shekhar, "Visual Acuity Outcomes in Resident-Performed Manual Small Incision Cataract Surgery," *Ophthalmology*, http://dx.doi.org/10.1016/j.ophtha.2018.12.036, 2019.

29. Gupta, Sachin, Omkar D. Palsule-Desai, C. Gnanasekaran, and Thulasiraj Ravilla, "Spillover Effects of Mission-Activities on Revenues in Nonprofit Healthcare: The Case of Aravind Eye Hospitals, India," *Journal of Marketing Research,* https://doi.org/10.1177/0022243718813347, 2018. **AMA-EBSCO Annual Award for Responsible Research in Marketing, 2020**

30. Gupta, Sachin, Aravind Haripriya, Ashok Vardhan, Thulasiraj Ravilla, Ravilla D. Ravindran, "Residents' Learning Curve for Manual Small Incision Cataract Surgery at Aravind Eye Hospital, India," *Ophthalmology*, 11, 125, 1692-99, https://doi.org/10.1016/j.ophtha.2018.04.033, 2018.

31. Schneider, Matthew, Sharan Jagpal, Sachin Gupta, Yan Yu, and Shaobo Li, "A Flexible Method for Protecting Marketing Data: An Application to Point-of-Sale Data," *Marketing Science*, https://doi.org/10.1287/mksc.2017.1064, 2018.

32. Schneider, Matthew, Sharan Jagpal, Sachin Gupta, Yan Yu, and Shaobo Li, "Protecting Customer Privacy when Marketing with Second-Party Data," *International Journal of Research in Marketing*, http://dx.doi.org/10.1016/j.ijresmar.2017.02.003, 2017.

33. Schneider, Matthew, and Sachin Gupta, "Forecasting Sales of New and Existing Products Using Consumer Reviews: A Random Projections Approach," *International Journal of Forecasting*, 32, 2, https://doi.org/10.1016/j.ijforecast.2015.08.005 , 2016.

34. Liu, Qiang, Sachin Gupta, Sriram Venkataraman, and Hongju Liu, "An Empirical Model of Drug Detailing: Dynamic Competition and Policy Implications," *Management Science*, 62, 8, 2321-2340, https://pubsonline.informs.org/doi/10.1287/mnsc.2015.2239, 2016

35. Liu, Qiang, Thomas Steenburgh, and Sachin Gupta, "The Cross-Attributes Flexible Substitution Logit: Uncovering Category Expansion and Share Impacts of Marketing Instruments," *Marketing Science,* 34, 1, 144-159, https://doi.org/10.1287/mksc.2014.0886, 2015.

36. Yu Yu and Sachin Gupta, "Pioneering Advantage in Generic Drug Competition," *International Journal of Pharmaceutical and Healthcare Marketing*, 8, 2, https://doi.org/10.1108/IJPHM-11-2013-0063, 2014. **Outstanding Paper award 2014**.

37. Liu, Qiang, and Sachin Gupta, "Direct-to-Consumer-Advertising of Pharmaceuticals: An Integrative Review," book chapter in M. Ding, J. Eliashberg, S. Stremersch (eds.), *Innovation and Marketing in the Pharmaceutical Industry: Emerging Practices, Research, and Policies*, International Series in Quantitative Marketing, Vol. 20, Springer, https://doi.org/10.1007/978-1-4614-7801-0_21, 2014.

38. Liu, Qiang, and Sachin Gupta, "A Micro-level Diffusion Model for New Drug Adoption," *Journal of Product Innovation Management*, 29, 3, 372–384, https://doi.org/10.1111/j.1540-5885.2012.00912.x, 2012.

39. Park, Sungho, and Sachin Gupta, "Handling Endogenous Regressors via Joint Estimation Using Copulas," *Marketing Science*, 31, 4, 567-86, https://doi.org/10.1287/mksc.1120.0718, 2012.

40. Park, Sungho, and Sachin Gupta, "Comparison of SML and GMM Estimators for the Random Coefficient Logit Model Using Aggregate Data," *Empirical Economics*, 43, 3, 1253-72, https://doi.org/10.1007/s00181-011-0519-3, 2012.

41. Liu, Qiang, and Sachin Gupta, "The Impact of Direct-to-Consumer Advertising of Prescription Drugs on Physician Visits and Drug Requests: Empirical Findings and Public Policy Implications," *International Journal of Research in Marketing*, 28, 205-17, https://doi.org/10.1016/j.ijresmar.2011.04.001, 2011.

42. Park, Sungho, and Sachin Gupta, "A Regime-Switching Model of Cyclical Category Buying," *Marketing Science*, 30, 3, p469-480, https://doi.org/10.1287/mksc.1110.0643, 2011.

43. Park, Sungho, and Sachin Gupta, "A Simulated Maximum Likelihood Estimator for the Random Coefficient Logit Model Using Aggregate Data," *Journal of Marketing Research*, August, https://doi.org/10.1509/jmkr.46.4.531, 2009. **Finalist for the 2014 O'Dell Award of the American Marketing Association.**

44. Dube, Jean-Pierre, and Sachin Gupta, "Cross-Brand Pass-through in Supermarket Pricing," *Marketing Science*, May-June, https://doi.org/10.1287/mksc.1080.0373, 2008.

45. Anupindi, Ravi, Sachin Gupta, and N. Venkataramanan, "Managing Variety on the Retail Shelf: Using Household Scanner Panel Data to Rationalize Assortments," book chapter in S. Smith and N. Agarwal (eds.), *Retail Supply Chain Management*, Springer, https://doi.org/10.1007/978-0-387-78902-6_7, 2008.

46. Gupta, Sachin, Edward C.McLaughlin, and Miguel Gomez, "Customer Satisfaction and Restaurant Performance," *Cornell Hospitality Quarterly*, August, https://doi.org/10.1177/0010880407301735, 2007. **Winner of the Best Paper Award, 2007**, and **Emerald Management Review's Citation of Excellence, 2007.** Reprinted in *The Next Frontier of Restaurant Management*, eds. Alex M. Susskind and Mark Maynard, Cornell University Press, Ithaca and London.

47. with P.B. Seetharaman, and others, "Models of Multi-Category Choice Behavior," paper based on discussions at the Sixth CU-Boulder Invitational Choice Symposium, *Marketing Letters*, December, http://10.1007/s11002-005-5888-y, 2005.

48. Bodapati, Anand, and Sachin Gupta, "Purchase Frequency Bias in Random Coefficients Brand Choice Models," *Journal of Business and Economic Statistics,* http://10.1198/073500104000000569, October 2005.

49. Singh, Vishal, Karsten Hansen, and Sachin Gupta, "Modeling Preferences for Common Attributes in Multi-category Brand Choice," *Journal of Marketing Research*, http://10.1509/jmkr.42.2.195.62282, May 2005, **Finalist for the 2005 Paul E. Green Award of the American Marketing Association.**

50. Besanko, David, Jean-Pierre Dubé, and Sachin Gupta, "Own-Brand and Cross-Brand Retail Pass-through," *Marketing Science,* 24, 1, http://10.1287/mksc.1030.0043, 2005.

51. Bodapati, Anand, and Sachin Gupta, "The Recoverability of Segmentation Structure from Store-Level Scanner Data," *Journal of Marketing Research,* http://10.1509/jmkr.41.3.351.35988, August 2004.

52. Bodapati, Anand, and Sachin Gupta, "A Direct Approach to Predicting Discretized Response in Target Marketing," *Journal of Marketing Research*, http://10.1509/jmkr.41.3.351.35988, February 2004.

53. Besanko, David, Jean-Pierre Dubé, and Sachin Gupta, "Competitive Price Discrimination Strategies in a Vertical Channel using Aggregate Retail Data," *Management Science*, https://doi.org/10.1287/mnsc.49.9.1121.16565. 49, 9, 2003. **Finalist for the 2004 John D.C. Little Award of INFORMS.**

54. Van Heerde, Harald, Sachin Gupta, and Dick Wittink, "Is 75% of the Sales Promotion Bump Due to Brand Switching? No, Only 33% is. " *Journal of Marketing Research,* http://10.1509/jmkr.40.4.481.19386, November 2003. Also a working paper of the Marketing Science Institute. **Winner of the 2004 Paul E. Green Award of the American Marketing Association. Winner of the 2008 O'Dell Award of the American Marketing Association.**

55. Tybout, Alice, Brian Sternthal, Geoffrey Keppel, Joseph Verducci, Joan Meyers-Levy, James Barnes, Scott Maxwell, Greg Allenby, Sachin Gupta, Jan-Benedict Steenkamp, Scott Maxwell, "Analysis of Variance," *Journal of Consumer Psychology*, Volume 10, Issues 1–2, Pages 5-35, Special Issue on Methodological and Statistical Concerns of the Experimental Behavioral Researcher, https://doi.org/10.1207/S15327663JCP1001&2_03, 2001.

56. Böckenholt, Ulf, Eric Bradlow, Wes Hutchinson, Ramya Neelamegham, Prashant Malaviya, Deborah Roedder John, Kent Grayson, Jan-Benedict Steenkamp, Greg Allenby, Sachin Gupta, Joseph Verducci, Laura Koehly, Robert Meyer, Alice Tybout, Julie Irwin, "Continuous and Discrete Variables," *Journal of Consumer Psychology*, Volume 10, Issues 1–2, Pages 37-53, Special Issue on Methodological and Statistical Concerns of the Experimental Behavioral Researcher, https://doi.org/10.1207/S15327663JCP1001&2_04, 2001.

57. Gupta, Sachin, Dipak Jain, and Mohanbir Sawhney, "Modeling the Evolution of Markets with Indirect Network Externalities: An Application to Digital Television," *Marketing Science,* 18, 8, http://10.1287/mksc.18.3.396, 1999.

58. Anupindi, Ravi, Maqbool Dada, and Sachin Gupta, "Estimation of Consumer Demand with Stock-out Based Substitution: An Application to Vending Machine Products," *Marketing Science*, 17, 4, http://10.1287/mksc.17.4.406, 1998.

59. Besanko, David, Sachin Gupta, and Dipak Jain, "Logit Demand Estimation Under Competitive Pricing Behavior: An Equilibrium Framework," *Management Science*, https://doi.org/10.1287/mnsc.44.11.1533, 44, 11 (part 1), 1998.

60. Gupta, Sachin, Pradeep K. Chintagunta, and Dick R. Wittink, "Accommodating Heterogeneity and State Dependence in a Model of Purchase Strings: Empirical Analysis and Managerial Implications,"

International Journal of Research in Marketing, https://doi.org/10.1016/S0167-8116(97)00016-5, 14, 1997. **Honorable mention for best paper 1997**.

61. Christen, Markus, Sachin Gupta, John Porter, Richard Staelin, and Dick R. Wittink, "Using Market-Level Data to Understand Promotional Effects in a Non-linear Model," *Journal of Marketing Research,* http://10.2307/3151895, August 1997. **Finalist for the 2002 O'Dell Award of the American Marketing Association.**

62. Gupta, Sachin, Pradeep K. Chintagunta, Anil Kaul & Dick R. Wittink, "Do Household Scanner Panels Provide Representative Inferences from Brand Choices: A Comparison with Store Data?" *Journal of Marketing Research,* http://10.2307/3152210, November 1996. **Finalist for the 1997 Paul E. Green Award, Finalist for the 2001 O'Dell Award, both of the American Marketing Association**.

63. Gupta, Sachin and Pradeep K. Chintagunta, "On Using Demographic Variables to Determine Segment Membership in Logit Mixture Models," *Journal of Marketing Research*, http://0.2307/3151952, February 1994.

64. Bayus, Barry L. and Sachin Gupta, "An Empirical Analysis of Consumer Durable Replacement Intentions," *International Journal of Research in Marketing*, https://doi.org/10.1016/0167-8116(92)90021-C, 9, 1992.

Working Papers and Work in Progress

1. The Effectiveness of 'Social Engagement Programs' (SEPs): Theory and Evidence from a Subscription-Based Carbon Offset Program, with Jake An, Jihwan Kim, and John Roberts, manuscript available.

2. Should We Reduce the Dimension of Embedding Vectors Before Estimation? with Yanqing Gui, manuscript available.

Other Written Work (refereed book chapters, magazine articles, invited papers, and blogs)

1. Park, Sungho, and Sachin Gupta, "A Review of Copula Correction Methods to Address Regressor–Error Correlation," *Impact at JMR*, https://www.ama.org/marketing-news/a-review-of-copula-correction-methods-to-address-regressor-error-correlation/, April 2024.

2. Gupta, Sachin, Panos Moutafis and Matthew Schneider, "The Marketer at the Privacy Table," *Impact at JMR*, https://www.ama.org/2022/03/17/the-marketer-at-the-privacy-table/, March 2022.

3. Gupta, Sachin, Panos Moutafis and Matthew Schneider, "To Protect Consumer Data, Don't Do Everything on the Cloud," HBR.org, https://hbr.org/2021/06/to-protect-consumer-data-dont-do-everything-on-the-cloud, June 29, 2021.

4. Gupta, Sachin and Matthew Schneider, "Protecting Customers' Privacy Requires more than Anonymizing their Data," HBR.org, https://hbr.org/2018/06/protecting-customers-privacy-requires-more-than-anonymizing-their-data, June 1, 2018.

5. Gupta, Sachin, Rod Hawkes, and Edward McLaughlin, "Circular Paradox," *Progressive Grocer*, January, page 24, https://progressivegrocer.com/circular-paradox, 2011.

6. Wittink, Dick R., John C. Porter, and Sachin Gupta, "Dangers in Using Market-level Data for Determining Promotion Effects," Marketing Science Institute Working Paper, 1993, 115. A later version of this paper appeared in the *Journal of Marketing Research*.

7. van Heerde, Harald, Sachin Gupta, and Dick R. Wittink, "The Brand Switching Fraction of Promotions Effects: Unit Sales versus Elasticity Decompositions," Marketing Science Institute Working Paper, 2002, 116. A later version of this paper appeared in the *Journal of Marketing Research*.

Teaching Materials

Authored six courses for eCornell in multiple certificates, originally launched June 2013, updated 2017 and 2023

- https://ecornell.cornell.edu/certificates/marketing/demand-marketing/
- https://ecornell.cornell.edu/certificates/marketing/market-research/
- https://www.ecornell.com/certificates/marketing/marketing-analytics/

Co-authored with Matthew Schneider four courses for eCornell as part of a certificate titled Data Privacy Strategy, launched August 2020

- https://www.ecornell.com/certificates/marketing/data-privacy-strategy/

Teaching Experience

- Customer and Digital Advertising Analytics (EMBA elective)
- Analytics for Demand Management (MSBA graduate elective)
- Data-Driven Marketing (MBA elective, undergraduate elective)
- Marketing Management (Core course for 2-year MBA, 1-year MBA, EMBA Americas taught via synchronous multi-point videoconferencing)
- Strategy and Tactics of Pricing (MBA elective)
- Marketing Research (MBA elective)
- Marketing Models (Ph.D. seminar)
- Variety of non-degree executive education courses

Invited Talks

"Emulated Target Trials," Grand Rounds (to celebrate India's National Statistics Day), Aravind Eye Care System, India, June 2023 (by Zoom).

"Effects of Introducing a Voluntary Carbon Offsets Program on the Customer-Firm Relationship," University of North Carolina, April 2023.

"Effects of Introducing a Voluntary Carbon Offsets Program on the Customer-Firm Relationship," Purdue University, April 2023.

"Effects of Introducing a Voluntary Carbon Offsets Program on the Customer-Firm Relationship," Indian Institute of Management, Ahmedabad, India, February 2023.

"Effects of Introducing a Voluntary Carbon Offsets Program on the Customer-Firm Relationship," Washington University in St. Louis, MO, December 2022.

"Effects of Introducing a Voluntary Carbon Offsets Program on the Customer-Firm Relationship," The Hong Kong Polytechnic University, December 2022 (by Zoom).

Keynote address at the 52nd Annual Haring Symposium, Promoting Doctoral Research in Marketing, Kelley School of Business, Indiana University, April 8-9, 2022.

"Managing Members, Donors and Member-Donors for Effective Nonprofit Fundraising," University of California at Riverside, May 2021 (by Zoom).

"Reflections on Research and Publishing," Grand Rounds, Aravind Eye Care System, India, September 2020 (by Zoom).

"Bayesian Synthetic Control Methods," Indian Institute of Management, Bangalore, June 2020 (by Zoom).

"Bayesian Synthetic Control Methods," Distinguished Dyess Lecture, Texas Christian University, April 2020 (by Zoom).

"Spillover Effects of Mission-Activities on Revenues in Nonprofit Healthcare: The Case of Aravind Eye Hospitals," University of Washington, April 2019

"Spillover Effects of Mission-Activities on Revenues in Nonprofit Healthcare: The Case of Aravind Eye Hospitals," Stanford University, March 2019

"Spillover Effects of Mission-Activities on Revenues in Nonprofit Healthcare: The Case of Aravind Eye Hospitals," Johns Hopkins University, November 2018

"Spillover Effects of Mission-Activities on Revenues in Nonprofit Healthcare: The Case of Aravind Eye Hospitals," University of Maryland, December 2017

"Spillover Effects of Mission-Activities on Revenues in Nonprofit Healthcare: The Case of Aravind Eye Hospitals," University of Michigan, April 2017

"Spillover Effects of Mission-Activities on Revenues in Nonprofit Healthcare: The Case of Aravind Eye Hospitals," Texas A&M Marketing Camp, March 2017

"Spillover Effects of Mission-Activities on Revenues in Nonprofit Healthcare: The Case of Aravind Eye Hospitals," Harvard Business School, February 2017

"Spillover Effects of Mission-Activities on Revenues in Nonprofit Healthcare: The Case of Aravind Eye Hospitals," University of Pittsburgh Marketing Camp, January 2017

"Donors, Members and Volunteers: An Empirical Model of Giving Behavior," University of Texas, Dallas, April 2018

"Donors, Members and Volunteers: An Empirical Model of Giving Behavior," McGill University, April 2018

"The Cross-Attributes Flexible Substitution Logit: Uncovering Category Expansion and Share Impacts of Marketing Instruments," *Temple University*, February 2015.

"Forecasting Sales of New and Existing Products Using Consumer Reviews: A Random Projections Approach," *Arizona State University*, March 2014.

"The Impact of Direct-to-Consumer Advertising of Prescription Drugs on Physician Visits and Drug Requests: Empirical Findings and Public Policy Implications," *Syracuse University*, March 2011.

"Marketing of Pharmaceutical Products," *Indiana University, Haring Doctoral Symposium*, Distinguished Speaker, April 2008.

"Pioneering Advantage in Generic Drug Competition," *University of Florida Winter Research Retreat*, Feb 2006.

"Modeling Preferences for Common Attributes in Multi-Category Brand Choice," *Carnegie Mellon University*, May 2004.

"Modeling Preferences for Common Attributes in Multi-Category Brand Choice," *Washington University, St. Louis*, May 2004.

"Modeling Preferences for Common Attributes in Multi-Category Brand Choice," *University of Washington, Seattle*, July 2003.

"Modeling Preferences for Common Attributes in Multi-Category Brand Choice," *University of Tilburg*, The Netherlands, June 2003.

"Competitive Price Discrimination Strategies in a Vertical Channel using Aggregate Retail Data," Jones School, *Rice University*, November 2002.

"Competitive Price Discrimination Strategies in a Vertical Channel using Aggregate Retail Data," Stellner Speaker, *University of Illinois at Urbana-Champaign*, October 2002.

"Retail Pass-through on Competing Brands," First Marketing Camp, *New York University*, July 2001.

"Heterogeneity and Target Marketing Using Aggregate Retail Data: A Structural Approach," *University of Pittsburgh*, March 2000.

"Recovering Latent Class Segmentation Structure from Store Scanner Data," *Cornell University*, August 1999.

"Recovering Latent Class Segmentation Structure from Store Scanner Data," *University of Colorado at Boulder*, September 1999.

"Recovering Latent Class Segmentation Structure from Store Scanner Data," *University of Toronto*, January 1999.

"Estimation of Consumer Demand with Stock-out Based Substitution: An Application to Vending Machine Products," *The Wharton School*, April 1998.

"Estimation of Consumer Demand with Stock-out Based Substitution: An Application to Vending Machine Products," *Indian Institute of Management, Ahmedabad*, February 1998.

"Logit Demand Estimation Under Competitive Pricing Behavior: An Equilibrium Framework," *University of Rochester*, May 1997.

"Logit Demand Estimation Under Competitive Pricing Behavior: An Equilibrium Framework," *University of Chicago*, February 1997.

Research Presentations at Conferences

"Effects of Introducing a Voluntary Carbon Offsets Program on the Customer-Firm Relationship," *Marketing in Israel Conference*, Tel Aviv, December 2022.

"Altruism Pays: Spillover Benefits of Marketing Exclusively to Free Patients at Aravind Eye Hospitals," *The 2016 China-India Insights Conference,* London Business School, London, July 2016

Marketing-Operations Management Interface, *Choice Symposium*, Lake Louis, Alberta, May 2016

"Demand Generation at Aravind Eye Hospital," *Theory and Practice in Marketing conference*, Houston, TX, May 2016

"The Cross-Attributes Flexible Substitution Logit: Uncovering Category Expansion and Share Impacts of Marketing Instruments," *BBCRST conference*, Buffalo, NY, April 2014.

"Measurement of Advertising Effectiveness in a Multi-Media Environment: The Value of Single-Source Data," *Wharton Customer Analytics Initiative,* July 2013.

Sixth CU-Boulder Invitational Choice Symposium, Estes-Park, Session on Multi-category Choice, June 2004.

"Retail Pass-through on Competing Brands," *MSI Conference on Competitive Responsiveness*, May 2001.

"An Empirical Analysis of Competitive Pricing in a Multi-Brand, Multi-Retailer Channel," *MSI Conference on Competitive Responsiveness*, May 2001.

"Retail Pass-through on Competing Brands," *BCRST Conference*, University of Toronto, April 2001.

"Heterogeneity and Target Marketing Using Aggregate Retail Data: A Structural Approach," *INFORMS National Meetings*, San Antonio, November 2000.

"Heterogeneity and Target Marketing Using Aggregate Retail Data: A Structural Approach," *Marketing Science Conference*, UCLA, June 2000.

"A Generalized Latent Class Logit Model of Conditional Brand Choice," *Marketing Science Conference*, Syracuse, NY, June 1999.

"Estimation of Consumer Demand with Stock-out Based Substitution: An Application to Vending Machine Products," *INFORMS National Meetings*, Seattle, October 1998.

"Managing Variety on the Retail Shelf: Using Scanner Data to Optimize Assortments," *Marketing Science Conference*, Berkeley, CA, March 1997.

"Logit Demand Estimation Under Competitive Pricing Behavior: An Equilibrium Framework," *INFORMS Conference*, Atlanta, November 1996.

"Logit Demand Estimation Under Competitive Pricing Behavior: An Equilibrium Framework," *Marketing Science Conference*, Gainesville, Florida, March 1996.

"Category Correlates of Choice, Quantity, and Incidence Elasticities," *Marketing Science Conference*, Gainesville, Florida, March 1996.

"A Strategic Planning and Forecasting System for High Definition TV Incorporating Consumer and Stakeholder Acceptance," 1st *Northwestern Marketing Camp*, Oct 1995.

"Is Brand Choice Behavior of Household Scanner Panels "Representative" of Inferences from Store Data?," *Marketing Science Conference*, Sydney, Australia, July 1995.

"Dangers in Using Market-Level Data for Determining Promotion Effects," *INFORMS International Conference,* Singapore, June 1995.

"Modeling Heterogeneity and State Dependence in Choice Models: A log-linear Approach," *Marketing Science Conference*, Tucson, AZ, March 1994.

"Optimal Retailer Response to Uncertain Manufacturer Trade Dealing," *ORSA/TIMS Joint National Meeting*, Phoenix, AZ, November 1993.

"A Dynamic Model of Promotional Pricing for Retail Category Management," *Marketing Science Conference*, St. Louis, MO, March 1993.

"Do Discrete Heterogeneity Distributions in Logit Brand Choice Models Really Work? Evidence from Numerical Experiments," *ORSA/TIMS Joint National Meeting*, Anaheim, CA, November 1991.

"Detecting Heterogeneity and State Dependence in Choice Models: A Log-linear Approach," *Marketing Science Conference,* Wilmington, Delaware, March 1991.

Grants Received

Cornell Institute for the Social Sciences (ISS) Small Grant, 2024, $12,000.
Cornell Institute for the Social Sciences (ISS) Small Grant, 2016, $3,200.

Professional Service to the Discipline (selected only)

Doctoral Consortia Faculty
American Marketing Association, several years
Academy of Indian Marketing-AMA Sheth Foundation, several years

Awards Committees
Member of the American Marketing Association committee for selection of Charles Coolidge Parlin Marketing Research Award, 2021
Member of the American Marketing Association committee for Srinivasan award, Marketing Research Special Interest Group (year not revealed for confidentiality)
Served as chair or member for several best paper award committees, and best dissertation award committees

Research Committees
Member of the Research Advisory Committee of Aravind Eye Foundation, 2019 – 2020

Professional Service at Cornell (recent and selected past roles only)

- Member of the University Faculty advisory Committee on Tenure Appointments (FACTA) representing the SC Johnson College of Business, 2026-28.
- Chair of the program faculty committee for the MPS in Management program, 2026-27.
- Member of the MBA Curriculum Review Committee, 2023-24.
- Elected member of the Johnson Faculty Policy Committee (J-FPC), 2024-25, 2023-24 and multiple previous years; served as Chair of the FPC multiple times.
- Elected member of the Johnson College of Business Faculty Policy Committee (C-FPC), 2023-24, 2019-21
- Chair of the Tenure Clock Harmonization Committee, Spring 2022
- Member of the Advisory Council, *Administrative Science Quarterly*, 2018 – 2022
- Member of the Johnson College of Business Educational Policy Committee, 2020-21
- Member of the Johnson Peer Evaluation of Teaching Committee, ongoing
- Director of the Johnson Ph.D. Program 2014-2018

- Member of the faculty task force to design the Masters of Management program
- Member/Chair of various personnel committees for tenure and promotion at the Cornell College of Business
- Member of the Cornell College of Business Faculty Governance Committee (Jan-May 2016)
- Member of the Cornell College of Business Graduate Student Synergy Group (Jan-May 2016)

Guest Lectures

University of Chicago, Phd seminar, 1996.
University of Lausanne, Switzerland, 2-day Phd seminar, June 2000.
University of Tilburg, the Netherlands, Phd seminar, June 2003.

Graduate Student Committees (affiliation upon graduation, * indicates Chair or Co-Chair)

1. Richard Briesch (Assistant Professor, University of Texas at Austin)
2. Jacquelyn Thomas (Assistant Professor, Stanford University)
3. Daniel Turner (Assistant Professor, University of Washington at Seattle)
4. Jennifer Chang (Assistant Professor, Simon Fraser University)
5. Jie Zhang (Assistant Professor, University of Michigan)
6. Jean-Pierre Dubé (Assistant Professor, University of Chicago)
7. Mikhaila Draganska (Assistant Professor, Stanford University)
8. Vaneet Sethi (Civil Engineering, Price-Waterhouse Cooper)
9. Trent Preszler (MS, Applied Economics and Management, Cornell, entrepreneur)
10. *Sriram Venkataraman (Assistant Professor, Emory University)
11. Jian Han (Industrial and Labor Relations at Cornell, faculty at Peking University)
12. Qiang Lu, University of Toronto, External Appraiser
13. Benjamin Kartono, (Assistant Professor, Nanyang Technological University, Singapore)
14. *Qiang Liu (Assistant Professor, Purdue University)
15. Anirban Mukherjee (Assistant Professor, Singapore Management University)
16. *Tony Bao (Assistant Professor, Long Island University)
17. *Sungho Park (Assistant Professor, Arizona State University)
18. Chang Hee Park (Assistant Professor, Binghamton University)
19. Matthew Schneider (Assistant Professor of Marketing, Northwestern University, Medill School of Journalism)
20. Saisandeep Satyavolu (Procter and Gamble)
21. Sharmistha Sikdar (Assistant Professor of Marketing, Dartmouth College)
22. *Jialie Chen (Assistant Professor of Marketing, University of Arkansas)
23. *Sungjin Kim (Assistant Professor of Marketing, University of Hawaii)
24. *Subhradip Sarker (Andela)
25. *Yanqing Gui (Assistant Professor of Marketing, Santa Clara University)
26. *Yang Gao (ongoing)