

## VRINDA KADIYALI

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## EDUCATIONAL BACKGROUND

Ph.D (Economics), 1994 Dept. of Economics, Northwestern University (Advisor: Rob Porter)  
M.A.(Economics), 1987 Delhi School of Economics, Delhi, India  
B.A. (Economics), 1985 Lady Shri Ram College, New Delhi, India

## EMPLOYMENT BACKGROUND

1993-now Johnson at Cornell University  
Nicholas H. Noyes Professor of Management, Professor of Marketing & Economics- 2010 on;  
Professor of Marketing and Economics, 2008;  
Associate of Marketing and Economics, Professor 2000;  
Assistant of Marketing and Economics, Professor 1994;  
Acting Assistant Professor of Marketing and Economics, 1993  
2018-2024 Director of Graduate Studies (PhD program), Field of Management  
2013-2016 Associate Dean for Academic Affairs, Johnson at Cornell  
2014-2015 Associate Dean for Cornell-Tsinghua Dual Degree Program, Johnson at Cornell  
2013-2015 Associate Dean for CU@Johnson Program, Johnson at Cornell  
2018-now Member, Graduate Field of Applied Economics and Management, Cornell University  
2000-now Member, Graduate Field of Economics, Cornell University  
1993-now Member, Graduate Field of Management, Cornell University  
1991-1993 Research Assistant, Northwestern University  
1991 Summer College Lecturer, University College, Northwestern University  
1989-1991 Teaching Assistant, Northwestern University  
1987-1988 Lecturer, University of Delhi, Delhi, India

## HONORS AND AWARDS

2024 Service award for Area Editor service at *Marketing Science*  
2021 Healthcare Leadership Faculty Award (Best Professor in EMBA-MS/Johnson-Weill)  
2014 Stephen Russell Best Professor Award from returning alumni (class of '09)  
2012 Core Teaching Award (class of '12) awarded to best core professor  
2009 Dean's Research Excellence Award awarded to best researcher  
2003-24: Dean's "4.5 Club" (getting more than 4.5/5), Teaching Honor Roll (obtaining more than 4.5/5), various nominations for Apple Award for Teaching Excellence and Core Teaching Award  
2006 *Marketing Science Institute* Young Scholars Reunion Consortium

2002	Honorable mention, Best paper, <i>International Journal of Research in Marketing</i>
2002	American Marketing Association Doctoral Consortium Faculty Fellow, Emory
2001	<i>Marketing Science Institute</i> Young Scholars Consortium
1999	American Marketing Association Doctoral Consortium Faculty Fellow, USC
1998	<i>Business Week</i> list of best faculty at JGSM, Cornell University
1997-1998	Whitcomb Faculty Fellowship, JGSM, Cornell University
1992-1993	Center for Urban Affairs & Policy Research Fellowship, Northwestern University
1988-89	University Fellowship, Northwestern University

## RESEARCH

### **A. Primary Research Interests**

Text mining and computer vision applications to managerial and public policy questions

Empirical industrial organization/marketing and public policy

Empirical applied microeconomics and public policy

### **B. Refereed Publications**

“Does Amazon Promote Competition in its Marketplace” (with Sharmistha Sikdar and Giles Hooker), *Journal of Marketing*, forthcoming

(see <https://cran.r-project.org/web/packages/MultivariateRandomForestVarImp/index.html> for R package)

“Variable Importance Measures for Multivariate Random Forests” (with Sharmistha Sikdar and Giles Hooker), *Journal of Data Science*, forthcoming

“Smoke and Mirrors: Impact of E-cigarette Taxes on Underage Social Media Posting” (with Piyush Anand), 2024, *Marketing Science*

“The Impact of Increase in Minimum Wages on Consumer Perceptions of Service: A Transformer Model of Online Restaurant Reviews” (with Dinesh Puranam and Vishal Narayan), 2021, *Marketing Science*.

“The Competitive Dynamics of DVD Release Timing and Pricing” (with Anirban Mukherjee). *Management Science*, 2018

“The Impact of Calorie Posting on Consumer Opinions: A Flexible Latent Dirichlet Allocation Model with Informative Priors” (with Dinesh Puranam and Vishal Narayan), 37(5), 2017, *Marketing Science*

“Repeated Interactions and Improved Outcomes: An Empirical Analysis of Movie Production in the United States” (with Vishal Narayan), *Management Science*, 62(2). 591-607, 2016

“The Impact of Dual Agency on Residential Real Estate Price and Time-on-Market” (with Daniel Simon and Jeffrey Prince), *Journal of Real Estate Finance and Economics*, 48(1), 164-195, 2014.

“Inter-Industry Employment Spillovers From Inbound Tourism” (with Renata Kosova), *Regional Science and Urban Economics*, 43(2), 272-281, 2013

“Racial Bias in Quality Assessment: A Study of Newspaper Movie Reviews” (with Lona Fowdur and Jeffrey Prince), *Journal of Economic Behavior and Organization*, 84(1), 292-307, 2012

“Putting Grades in Context” (with Talia Bar and Asaf Zussman), *Journal of Labor Economics*, 30(2), 2012

“Modeling Multichannel Home Video Demand in the U.S. Motion Picture Industry” (with Anirban Mukherjee), (previously titled “Forecasting in Rapidly Changing Environments: An Application to the Movie Industry”), *Journal of Marketing Research*, 48(6), 2011

“Does Price Precision Affect Magnitude Judgment? Evidence from Laboratory and Market Data” (with Manoj Thomas and Daniel Simon), *Marketing Science*, 29(1), 2010. (This paper is featured in the Science-to-Practice Initiative of the Journal).

“Grade Information and Grade Inflation: The Cornell Experiment” (with Talia Bar and Asaf Zussman), *Journal of Economic Perspectives*, 2009, 23(3)

“Channel Responses to Brand Entry: An Empirical Investigation” (with S. Sriram), *International Journal of Research in Marketing*, 26(4), 2009.

“The Impact of 9/11 on Road Fatalities: The Other Lives Lost to Terrorism” (with Garrick Blalock and Daniel Simon), *Applied Economics*, 41(14), 2009.

“The Impact of post-9/11 Security Enhancements on Demand for Air Travel”, (with Garrick Blalock and Daniel Simon), *Journal of Law and Economics*, 50(November), 2007.

“Print Magazine and Website Magazine Content: Cannibalization or Complementarity?” (with Daniel Simon), *Information Economics and Policy, Special Issue on Media*, 19(October), 2007

“Willingness-to-bid and Competition in Online Auctions” (with Tat Chan and Young-Hoon Park), *Journal of Marketing Research*, 44(2), 2007.

“Endogeneity and Simultaneity in Competitive Pricing and Advertising: A Logit Demand Analysis” (with P. Chintagunta and N. Vilcassim), *Journal of Business*, vol. 79(6), 2006

“Entry Deterring Capacity in the Texas Lodging Industry”, with M. Conlin, *Journal of Economics and Management Strategy*, vol. 15(1), 2006

“Exaggeration, Understatement and Truth in Advertising Claims: An Experimental Game-theoretic Study”, with R. Bloomfield, *Quantitative Marketing and Economics*, vol 3 (4), 2005

“Time-Varying Competition” (with Sudhir Karunakaran, and Pradeep Chintagunta), *Marketing Science*, vol. 24(1), 2005.

“Structural Analysis of Competitive Behavior: New Empirical Industrial Organization Methods in Marketing” (with K.Sudhir and V.Rao), *International Journal of Research in Marketing*, Special Issue on Competition, 2001.

“Power in Manufacturer-retailer Interactions: An Empirical Investigation of Pricing in a Local Market” (with P. Chintagunta and N. Vilcassim), *Marketing Science*, 2000

“Investigating Dynamic Multifirm Market Interactions in Pricing and Advertising” (with N. Vilcassim and P. Chintagunta), *Management Science*, April 1999.

“Product Line Extensions and Competitive Market Interactions: An Empirical Analysis” (with N. Vilcassim and P. Chintagunta), *Journal of Econometrics*, 1999 (Vol 89, Number 2), 339-369

“Exchange Rate Pass-through and Market Structure: The Case of the U.S. Photographic Film Industry,” *Journal of International Economics*, Dec 96, Volume 43, issue 3-4, pages 437-461

“Empirical Analysis of Intertemporal Competitive Product Line Pricing Decisions: Lead, Follow or Move Together?” (with N. Vilcassim and P. Chintagunta), *Journal of Business*, October 1996.

“Entry, Its Deterrence and Its Accommodation: A Study of the U.S. Photographic Film Industry,” *Rand Journal of Economics*, Fall 1996. Reprinted in *The Economics of Advertising*, ed. by K. Bagwell, Edward Elgar Publications, UK.

### **C. Work in progress**

“Can Consumer Activism Be Made More Equitable? An Analysis of Change.Org Petitions” (with Piyush Anand and Yanqing Gui)

“Is Online Grocery Adoption in India Only for the Rich?” (with Vishal Narayan and Sai Chintala)

“Impact of Abortion Restrictions on Ob-Gyn Services: Evidence from Patient Reviews” (with Piyush Anand and Yang Gao)

“Impact of Rent Control on Renter Satisfaction and Grocery Consumption” (with Jongho Kim and Piyush Anand)

“Do Social Movement Matter? Impact of Black Lives Matters on Physician Ratings” (with Sepehr Khadem and Omid Rafieian)

“Can AI Training Replace Human Training of Salespeople? Evidence From a Field Study” (with Hongye Sun and Emaad Manzoor)

“Polarization in Covid Vaccine Conversations on Twitter” (with Piyush Anand and Dinesh Puranam)

“Are Amazon Prices “Too High”? Evidence from Covid Pricing” (with Sharmistha Sikdar and Prasad Vana)

#### **D. Other Publications**

“Structural Models of Pricing” (with Tat Chan and Ping Xiao), *Handbook of Pricing*, edited by V. Rao, 2009

“Structural Models of Competition: A Marketing Strategy Perspective” (with P.Chintagunta and N.Vilcassim), in “*Cool Tools for Marketing Strategy*”, ed. D. Lehman, American Marketing Association, 2004

“Eastman Kodak in the Photographic Film Industry: Picture Imperfect?” in “*Market Dominance: How Firms Gain, Hold or Lose it and the Impact on Economic Performance*,” ed. by D. Rosenbaum. Greenwood Publishing Group, June 1998.

#### **E. Other papers not under active review**

“Do Employee Opinions About Sales Practices Contain Pertinent Information? Evidence from the US Banking Industry” (with Piyush Anand and Vishal Narayan)

“Variable Importance Measures for Variable Selection and Statistical Inference in Multivariate Random Forests” (with Sharmistha Sikdar and Giles Hooker)

“The Impact of Market Disruption on Consumer Experience: When Uber Comes to Town” (with Dinesh Puranam and Vishal Narayan)

“Online Posting of Teaching Evaluations” (with Talia Bar and Asaf Zussman)

“Modeling Endogenous Social Effects: A Study of MBA Student Summer Internship Application Choices” (with Tony Bao and Sachin Gupta)

“Are Online User-generated Product Ratings Informative?” (with Tony Bao and Jiwoong Shin)

“The Impact of Emotional Product Attributes on Consumer Demand: An Application to the U.S. Motion Picture Industry (with Lona Fowdur and Vishal Narayan)

“Capacity and Collusion in the Texas Lodging Industry” (with M. Conlin)

“Accounting for Horizontal and Vertical Competition in Market Power Measurement” (with S. Sriram)

“The Exercise of Buy-It-Now Pricing in Auctions: Seller Revenue Implications” (with Tat Chan and Young Hoon Park)

“Preannouncement Behavior and Release Timing in the U.S. Movie Industry” (with Natasha Foutz)

“Price-Location Links in Consumer and Competitive Choices: An Application of the Generalized Nested Logit” (with Sriram Venkataraman)

“Determinants and Effects of Price Expectations in Retail Competition: An Econometric Analysis” (with Ramya Neelamegham and S. Srinivasaraghavan)

“Competitive Pricing and Advertising in the Photo Film Industry 1987-98: An Empirical Study of the Implications of Strategic Marketing Decisions for Public Policy”

#### **F. Invited Presentations**

Not scheduled yet- Wash U/Olin, Georgetown, Purdue.

UNC Kenan-Flagler October 2025

ISMS Early Career Assistant Professor Camp, 2022, 2023 and October 2025

ISMS Doctoral Conference JHU June 2025

London Business School, April 2025

Emory University Marketing Camp, May 2025

UC Davis, April 2024

Johns Hopkins Conference on Societal Impact of Marketing, March 2024

ISMS Doctoral Consortium, University of Miami, June 2023

Fox/ Temple University, Distinguished Speaker Series, May 2022

Foster/ University of Washington, November 2020

CSIO Conference in honor of Rob Porter, Northwestern University, April 2018

Washington University, St. Louis, April 2010

Indian Institute of Management, Bangalore, August 2009

Dean's Research Lunch Series, Johnson School of Management, February 2008

NYU Stern Marketing Summer Camp, May 2007

Rotman School, Marketing Department, University of Toronto, February 2007

Marketing Science Institute, Young Scholars' Reunion, Santa Fe, May 2006

Binghamton University TIAA-CREF Speaker Series, April 2005

Fuqua, Duke University, February 2005

Summer Institute in Competitive Strategy, UC Berkeley, July 2004

Stern School, New York University, May 2003

Kellogg, Northwestern University, April 2003

Anderson, University of California, Los Angeles, April 2003

University of California, Irvine, April 2003

GSB, Columbia University, Summer Marketing Camp, June 2002

American Marketing Association (AMA) Doctoral Consortium, Emory University, June 2002

University of Florida-Gainesville Winter Marketing Camp, March 2001

Marketing Science Institute (MSI) Young Scholars Program, Utah, January 2001

American Marketing Association (AMA) Doctoral Consortium, August 1999

National Bureau of Economic Search (NBER) Summer I.O Conference, August 1999

Wharton School, April 1999

Department of Economics, Cornell University, December 1998  
University of Rochester, November, 1998  
Tuck School, Dartmouth College, February 1998  
GSB, University of Chicago, March 1997  
Olin, Washington University at St. Louis, February 1997  
Carnegie-Mellon University, October 1996  
Department of Economics, Stern School of Business, NYU, May 1995  
Department of Economics, Cornell University, October 1994  
Department of Economics, University of California-Santa Cruz, October 1994  
Department of Economics, University of Rochester, September 1994

## **G. Conference Presentations**

NEMC 5 school conference, MIT, October 2019  
Marketing Science, Temple University, June 2018  
BBCRST Marketing Conference, April 2010  
Northeast Marketing Conference, Boston, September 2009  
Northeast Marketing Symposium, Ithaca, October 2004  
INFORMS Pricing Conference, Ithaca, Fall 2002  
INFORMS, Philadelphia, November 1999  
Cornell-Rochester Applied Micro Summer Camp, June 1997  
Marketing Science Conference, Berkeley, March 1997  
Northeast Marketing Symposium, MIT, September 1996  
BCRST Annual Marketing Conference, Cornell University, May 1996  
Marketing Science Conference, Gainesville, March 1996  
Discussant at the American Economic Association Meetings, San Francisco, January 1996  
American Economic Association Annual Meeting, San Francisco, January 1996  
Discussant for a paper at the Northeast Marketing Symposium, Yale University, October 1995  
Northeast Marketing Symposium, Cornell University, October 1994  
ORSA-TIMS Conference, Anchorage, June 1994  
MSI Conference on Pricing Decision Models, Boston, April 1994  
Marketing Science Conference, Tucson, March 1994  
ORSA-TIMS Conference, Phoenix, November 1993  
Scanner Panel Data Conference, Toronto, September 1993

## **H. Media coverage**

Various papers covered in multiple outlets, including *Atlantic Monthly*, *Business Week*, *Economist*, *Huffington Post*, *International Herald and Tribune*, *Fortune*, *National Public Radio*, *Science*, *Wall Street Journal*, *Washington Post*

## **TEACHING**

### **A. Primary Areas of Interest**

Business strategy (Core)

## **B. Courses Taught**

Analytical Thinking Thread (Orientation 2003, 2005, 2006, LSP October 2003)

“Crack the case”, co-taught with Randy Allen, LSP November 2004, October and November 2005, July, September and November 2006, June, October and November 2007.

Executive Education: Strategies for E-Commerce (2000) and Competitive Strategy (1999, 2000, 2002, 2003; for EDS Product Management Camp Summer 2004-October 2005, Genesis September 2006, Osram November 2006, HANYS Fall 2008-2010, Nanjing 2011-12, HANYS)

Executive MBA Strategy Core (2000, 2007-08)

EMBA Johnson-Weill Strategy Core (2018 onwards)

EMBA Tsinghua Strategy Core (2015-2019)

MBA, Strategy Core (1999-2012, 2014, 2019 summer onwards)

MBA, Internet Marketing (1998-2000) (co-taught with V.Rao and D.Stayman)

MBA, E-Business Intensive (2000) (co-taught with V. Rao and D. Stayman)

MBA, Competitive Decision Making (1994-1999)

MBA, Channels of Distribution (1994-1998)

MBA, Marketing Models (1996)

Ph.D., Empirical Industrial Organization Methods for Marketing (1994)

Ph.D. proseminar, co-taught with all Marketing faculty- various years, including most recently Fall 2018

## **PROFESSIONAL SERVICE**

### **A. Editorial**

Senior Editor, Marketing Science (2024 November onwards)

Editorial Board Member of:

*Journal of Marketing Research* (various years of editorial board; AE August 2018 -September 2024)

*Marketing Science* (various years of editorial board; AE 2022-24-)

*Management Science* (Associate Editor, 2012-14)

*Quantitative Marketing and Economics* (Associate Editor till 2014)

Ad-hoc Reviewer for:

*American Marketing Association* (competition proposals)

*International Journal of Industrial Organization*

*Journal of Business*

*Journal of Business and Economic Statistics*

*Journal of Economics and Management Strategy*

*Journal of Econometrics*

*Journal of Industrial Economics*

*Journal of International Economics*

*Journal of Marketing*  
*Management Science*  
*Marketing Science Institute (proposals for grants and awards)*  
*Marketing Letters*  
*National Science Foundation (proposals for grants)*  
*Rand Journal of Economics*  
*Review of Economic Studies*  
*United States-Israel Binational Science Foundation*

**B. Academic Committees:**

Mohammad Mosaffa, Marketing, PhD expected 2029  
Sepehr Khadem, Marketing, PhD expected 2029  
Yang Guo, Marketing, Ph.D expected 2028  
Jongho Kim (chair), Marketing, Ph.D. expected 2027  
Yanqing Gui, Marketing, Ph.D expected 2026  
Piyush Anand (chair), Marketing, Ph.D., 2021 (first placement Rice/ Jones)  
Sungjin Kim, Marketing, Ph.D., 2020 (first placement University of Hawaii)  
Sharmistha Sikdar (chair), Marketing, PhD 2019 (first placement Dartmouth/ Tuck)  
Shengli Meredith Hu (chair), Information Management, Ph.D. 2019 (first placement DataMinr)  
Dinesh Puranam (Co-chair), Marketing, Ph.D. 2016 (first placement USC)  
Saisandeep Satyavolu, Marketing, Ph.d. 2016 (first placement P&G)  
Tony Bao (Co-chair), Marketing, Ph.D., 2010 (first placement Long Island University)  
Lona Fowdur (Chair), Economics, Ph.D. 2009 (first placement Economists Inc.)  
Anirban Mukherjee (Chair), Marketing, Ph.D. 2009 (first placement SMU Singapore)  
Qiang Liu, Marketing, Ph.D. 2008 (first placement Purdue)  
Sarah Hoda, Policy Analysis and Management, Ph.D. 2007  
Hae Kyung Yang, Policy Analysis and Management, Ph.D. 2007  
Meng Su, Marketing, Ph.D. Marketing 2006 (first placement Peking University)  
Ben Kartono, Marketing, Ph.D. Marketing 2006 (first placement NTU, Singapore)  
Sriram Venkataraman (Co-chair), Ph.D. Marketing, 2005 (first placement Emory University)  
Michelle Steinberg, Policy Analysis and Management, undergraduate honors thesis, 2002.  
Abigail Wheeler, Policy Analysis and Management, Ph.D. 2000  
Ed Rogers, Industrial and Labor Relations, Ph.D., 2000  
Sudhir Karunakaran, Marketing, Ph.D., 1998 (first placement NYU)  
Cristi Gleason, Accounting, Ph.D., 1998 (first placement BYU)  
Medinah Ali, Agricultural and Resource Management and Economics, Masters degree, 1997

**C. Committees:**

AEP-SBE Area Merger Committee Fall 2025  
AI in Business Theme Proposal and Johnson Organizing committee Fall 2025  
2024 ISMS Doctoral Early-Stage Research Grants Selection, Chair  
Johnson Cornell Tech Curriculum Review Committee, 2023-24  
Johnson-Weill EMBA-MS Faculty Program Committee, 2023 onwards

Center for Data Science, Research Assistant Professor Search Committee (from 2020 onwards; co-chair 2023-24); Faculty Fellow Fall 2025 on

Faculty Policy Committee 2023-2024 (chair in 2023), 2021-22, 2017-2019 (chair Fall 2017 and Spring 2019) (and 2005-2007, 2009-2011, including Chair in 2011)

College Faculty Advisory Committee (for P&T review) 2017-2023.

Dean Search Committee, 2022-23 (and 2018, 2011, and 2006-08)

Berkeley-Haas Marketing Area External Review Committee, Spring 2022

Teaching Unit Review Committee for College of Business, Spring 2022

College Review Taskforce, Spring 2021

Berkeley-Haas External Program Review Committee, Spring 2021

University Data Science Initiative Search Committee, Spring 2020 onwards

Organizer, Machine Learning Interest Group at JCB, Spring and Fall 2019

Marketing search committees 2019 (Cornell Tech and SHA)

Marketing search committees 2018 (Johnson, Cornell Tech, and Dyson searches)

Dean Search Committee, 2018, (and 2011, 2006-08)

Economics search committee 2017, 2020-21 (co-chair)

JCB Professional Degree Task Force Committee 2017

Marketing search committee 2017

Johnson Cornell-Tech Joint Recruiting Committee Spring 2017 onwards

College of Business Faculty Governance Committee Spring 2016

NYC Tech MBA Program Design (co-chair), Spring 2013

Ithaca AMBA Review Committee (co-chair), Spring 2013

Faculty Governance Review Group, Fall 2012

Grading Task Force, 2011 (Chair)

Sustainable Enterprise Chair Search Committee, 2011, 2012

Leadership Director Search Committee, 2011

Emerging Markets Institute Steering Committee 2011 onwards

Management Library Task Force, Spring 2010- Spring 2011

Teaching Evaluation Committee, from 2009

Economics Field Doctoral Admissions Committee, 2010 onwards

Steering Committee, Emerging Markets Institute, 2011

Marketing Search Committee, 2009-2010

Ph.D. coordinator for Marketing, 2009-2010

Economics Field Tenure Evaluation Committee, 2009-2010

Strategy Concentration Coordinator, 2009-2010

NEMC organizer, Fall 2009

Search Committee for PAM, 2008-9

Global Search Committee 2007-8, 2008-9

Fall Core Integrative Case Group, 2006-2010

Global Strategy Committee, 2006-7

Consulting Curriculum Committee, 2007-2008

Marketing Search Committee, Fall 2006, 2005, '99, '98

AACSB Accreditation Learning Objective Committee 2005-2006

Economics Search Committee, Spring '97 and Spring '98, Fall '99-Spring '00, Spring '01, '05

Global Strategy Group, 2005

Various tenure, promotion and review committees at JGSM and other departments at Cornell

Core Coordination Committee, Fall 2002

Marketing Search for AEM, Fall 2000

Technology Club, Faculty Advisor, 2000-2002

Diversity Task Force, Fall '98 and Spring '99

TMO Case Workshop for Consulting, Summer '98

Applied Microeconomics Workshop Administration, Fall '97 and Spring '98

Faculty Advisor, Marketing Association, 1996-97 Academic Year

Consulting Club "How to do a Case" Workshop, Fall '97

Faculty leader for Student intersession trip to Japan and Hong Kong, January '97