

VRINDA KADIYALI

Johnson Graduate School of Management, 448 Sage Hall,
Cornell University, Ithaca, NY 14853-6201

kadiyali@cornell.edu

607-255-1985 (O) 607-254-4590 (fax)

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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

2018- now 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
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- Member, Graduate Field of Applied Economics and Management, Cornell University
2000- Member, Graduate Field of Economics, Cornell University
1993- 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

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
2003-11: 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, *International Journal of Research in Marketing*

2002 *American Marketing Association* Doctoral Consortium Faculty Fellow, Emory
2001 *Marketing Science Institute* Young Scholars Consortium
1999 *American Marketing Association* Doctoral Consortium Faculty Fellow, USC
1998 *Business Week* 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

“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 Detering 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

"Smoke and Mirrors: Impact of E-cigarette Taxes on Underage Social Media Posting" (with Piyush Anand)

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

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

"Characterizing and Forecasting Price Dynamics on Amazon Marketplace Using Multivariate Random Forest" (with Sharmistha Sikdar and Giles Hooker)
(see <https://cran.r-project.org/web/packages/MulvariateRandomForestVarImp/index.html> for R package)

"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)

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

"Are Marketing Professionals Happy? Causal Inference and Recommendations Using Employee Reviews" (with Piyush Anand and Yanqing Gui)

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

“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

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

Editorial Board Member of:

Journal of Marketing Research (current; AE August 2018 onwards)

Quantitative Marketing and Economics (Associate Editor till 2014)

Management Science (Associate Editor, 2012-14)

Marketing Science (till 2011; 2016 onwards; AE 2022 onwards)

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:

Si Zuo, Economics, PhD expected 2025

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:

Dean Search Committee, 2022 (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
College Faculty Advisory Committee (for P&T review) 2017-2023.
Johnson Cornell-Tech Joint Recruiting Committee Spring 2017 onwards
Faculty Policy Committee 2021-22, 2017-2019 (chair Fall 2017 and Spring 2019) (and 2005-2007, 2009-2011, including Chair in 2011)
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