

SAI CHAND CHINTALA

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EDUCATION

| | |
|---|-----------------|
| Cornell University Ph.D. in Marketing | 2025 (expected) |
| Indian Institute of Management Lucknow MBA | 2012 |
| National Institute of Technology Warangal B.Tech. in Electrical Engineering | 2004 |

PUBLICATIONS

Browsing the Aisles or Browsing the App? How Online Grocery Shopping is Changing What We Buy †
with Jūra Liaukonytė, and Nathan Yang *Accepted, Marketing Science*

WORKING PAPERS

Determinants and Consequences of the Adoption of Online Grocery Shopping in Developing Markets: Evidence from India
with Vishal Narayan and Vrinda Kadiyali

WORK IN PROGRESS

When Markets Collide: An Analysis of Cross-Market Listings on Consumer Response
with Jūra Liaukonytė, Emaad Manzoor, and Dominykas Šeputis

BOOK CHAPTERS

Pricing Objectives and Strategies
with Vithala R. Rao in preparation for Handbook of Pricing Research in Marketing

AWARDS, HONORS AND GRANTS

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| AMA-Sheth Doctoral Consortium Fellow | 2023 |
| ISMS Doctoral Consortium Fellow | 2023 |
| AMA Retail and Pricing SIG Doctoral Student Award | 2023 |
| Marketing Science Institute Research Grant (\$5,000) with Muzeeb Shaik | 2022 |
| Byron E. Grote Johnson Professional Scholarship | 2022 |

CONFERENCE PRESENTATIONS

* – Presenter

“*Browsing the Aisles or Browsing the App? How Online Grocery Shopping is Changing What We Buy*”
- Sai Chand Chintala, Jura Liaukonyte and Nathan Yang

- Winter AMA Conference, 2023*
- Marketing Science Conference, 2022*

† indicates equal co-authorship

- Trans-Atlantic Doctoral Conference, 2022*
- NBER Summer Institute, Economics of IT and Digitization Workshop, Lightning round, 2022

TEACHING

NBA 6921: Machine Learning Applications in Business (Instructor Rating 4.6/5) 2022

INVITED WORKSHOPS

NBER Digitization Workshop, Washington DC 2022
Quantitative Marketing and Structural Econometrics Workshop, Kellogg School of Management 2019
Machine Learning Workshop, Carnegie Mellon University 2019

SERVICE

Reviewer, Management Science Reproducibility Project 2023
Author, L^AT_EX Template for AMA journals 2022

ACADEMIC EXPERIENCE

Research Associate, Indian School of Business