Sandeep R. Chandukala

Associate Professor of Marketing
October 2023
Lee Kong Chian School of Business
Singapore Management University
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Education

The Ohio State University, Columbus, OH
Ph.D.   2008, Marketing, Fisher College of Business
                Minor: Statistics; Thesis Advisor: Prof. Greg M. Allenby

The University of Texas, Dallas, TX
M.S.   2003, Mgmt. & Admin. Sciences, School of Management
M.B.A.   2002, Marketing, School of Management

University of Minnesota, Twin Cities, MN
M.S.   1999, Computer Engineering, Dept. of Electrical & Comp. Engineering

Osmania University, Hyderabad, India
B.E.   1997, Instrumentation Engineering, Dept. of Electrical Engineering

Employment

07/2017 –	Associate Professor of Marketing (with tenure), Lee Kong Chian School of Business, SMU.
07/2015 – 06/2017	Associate Professor of Marketing, Lee Kong Chian School of Business, SMU.
08/2008 – 05/2015	Assistant Professor of Marketing, Kelley School of Business, Indiana University, Bloomington, IN.
06/2002 – 08/2002	Software Programmer/Intern, Dell International Services, Bangalore, India
12/1999 – 06/2001	Software Developer / Advisor, Dell Computer Corporation, Austin, TX

Research Interests

Bayesian applications in marketing
Quantitative models of Advertising, Promotions and
New Product Development
Discrete Choice Models
Dynamic Time Series Models

Publications

- Hagtvedt, Henrik and Sandeep R. Chandukala (2023), "Immersive Retailing: The In-Store Experience," ***Journal of Retailing***, forthcoming.

- Han, Yoonju, Sandeep R. Chandukala, and Shibo Li (2022), "Impact of Different Types of In-Store Displays on Consumer Purchase Behavior," ***Journal of Retailing***, 98(3), 432-452.

- Chandukala, Sandeep R., Srinivas K. Reddy and Yong-Chin Tan (2022), "How Augmented Reality Can – and Can't – Help Your Brand," ***Harvard Business Review***, digital article, 29 March, 2022.

- Tan, Yong-Chin, Sandeep R. Chandukala, and Srinivas Reddy (2022), "Augmented Reality in Retail and its Impact on Sales," ***Journal of Marketing***, 86 (1), 48-66.

    - Winner, *2022 AMA/Marketing Science Institute/H. Paul Root Award*, paper that has made a significant contribution to the advancement of the practice of marketing in a calendar year.
    - Featured in KelloggInsight, *Marketing*, "Got a Niche Product to Sell? Augmented Reality Might help," Feb 1st, 2023.

- Chandukala, Sandeep R., Jeffrey P. Dotson, and Qing Liu (2017), "An assessment of when, where and under what conditions in-store sampling is most effective," ***Journal of Retailing***, 93(4), 493-506.

- Han, Yoonju, Sandeep R. Chandukala and Hai Che (2017), "Exchange and Refund of Complementary Products," ***Marketing Letters***, 28(1), 113-125.

- Mallapragada, Girish, Sandeep R. Chandukala, and Qing Liu (2016), "Exploring the effects of "what" (product) and "where" (website) characteristics on online shopping behavior," ***Journal of Marketing***, 80(2), 21-38.

- Olsen, Mitchell, Rebecca J. Slotegraaf and Sandeep R. Chandukala (2014), "Green Claims and Message Frames: How Green New Products Change Brand Attitude," ***Journal of Marketing***, 78(5), 119-137.

- Chandukala, Sandeep R., Jeffrey P. Dotson, Qing Liu, Stephan Conrady (2014), "Exploring the Relationship Between Online Search and Offline Sales for Better "Nowcasting"," ***Customer Needs and Solutions***, 1, 176-187.

- Chandukala, Sandeep R., Yancy D. Edwards and Greg M. Allenby (2011), "Identifying Unmet Demand," ***Marketing Science***, 30(1), 61 – 73.

    - Featured in IBA's research magazine, *OnAnalytics*, Spring 2013.

- Chandukala, Sandeep R., Jeffrey P. Dotson, Jeff D. Brazell and Greg M. Allenby (2011), "Bayesian Analysis of Hierarchical Effects," *Marketing Science*, 30(1), 123 – 133.

- Chandukala, Sandeep R., Sylvia Long-Tolbert and Greg M. Allenby (2011), "A Threshold Model for Respondent Heterogeneity," *Marketing Letters*, 22(2), 133-146.

- Chandukala, Sandeep R., Jaehwan Kim, Thomas Otter, Peter E. Rossi and Greg M. Allenby (2008), "Choice Models in Marketing: Economic Assumptions, Challenges and Trends," *Foundations and Trends in Marketing*, 2(2), 97-184. (Monograph).

  - o Featured on SSRN's ALL TIME HITS (for all papers in SSRN eLibrary). Top 10 papers for Journal of ERPN: Other Marketing Strategies (Sub-Topic). *January 2, 1997 to October 14, 2013*.

On-Line Presentation

- Chandukala, S.R. (2010), "Hierarchical Effects of Advertising", in Allenby, G.M. and Rossi, P.E. (eds), *Bayesian Analysis in Marketing: A breakthrough in customer analytics*, The Marketing & Management Collection, Henry Stewart Talks Ltd, London (online talk at: http://hstalks.com/?t=MM0992310-Chandukala).

Research Grants

- National vs. Private Brands: A Field Experiment using In-store Video Sensing Technology, Retail Center of Excellence (RCoE), 2018, S$65,000
- Examining the Role of Augmented Reality in Physical Retail, Retail Center of Excellence (RCoE), 2018, S$38,260
- Understanding and Recovering Abandoned Online Shopping Carts, SMU Internal Grant, Ministry of Education (MOE) Tier 1, 2016, S$16,890.86
- To display or not to display?: An online retailer's dilemma, SMU Internal Grant, Ministry of Education (MOE) Tier 1, 2016, S$20,811

Teaching Cases

- *Who is the right influencer? A Social Network Analysis*, by Osinga, Ernst C.; Chandukala, Sandeep R.; Bhattacharya, Lipika. (2023). SMU-23-0010.
- *Iuiga's challenge: Is omni-channel worth it?,* by Chandukala, Sandeep R.; Osinga, Ernst C.; Mittal, Sheetal. (2020). SMU-20-0029.
- *Iuiga's conundrum: 'Clicks' only or 'bricks' too?,* by Tuli, Kapil; Chandukala, Sandeep R.; Mittal, Sheetal. (2019). SMU-19-0011.
- *Zalora: Dressing up the mobile app to engage customers,* by Reddy, Srinivas K.; Chandukala, Sandeep R.; Mathur, Sarita. (2018). SMU-18-0004.

Awards and Honors

2023	- Winner of AMA/Marketing Science Institute/H. Paul Root Award, 2022 - Winner Best in Track Paper 2023 AMA Winter Academic Conference
2022	Winner of Outstanding Reviewer Award for the *Journal of Marketing*, 2022
2021	Dean's PG Teaching Honour List, LKCSB
2020	- Masters in Management Excellent Teaching Award - AMA-Sheth Doctoral Consortium Faculty Fellow
2019	- Dean's PG Teaching Honour List, LKCSB - Nominated for Post Graduate Teaching Excellence Award
2017	Dean's Impact Award
2016	Lee Kong Chian Fellowship
2015	Trustees Teaching Award Finalist, Indiana University
2014	- Trustees Teaching Award Finalist, Indiana University - Harry C. Sauvain Teaching Award Nominee, Kelley School
2013	- Research Methods and Analytics Track Co-Chair, AMA Summer Marketing Educator's Conference, Boston. - Trustees Teaching Award Finalist, Indiana University. - Harry C. Sauvain Teaching Award Nominee, Kelley School.
2012	- Trustees Teaching Award Finalist, Indiana University. - Harry C. Sauvain Teaching Award Nominee, Kelley Business. 3M Junior Faculty Research Grant Award, Kelley School of Business. - Club Sport Advisor of the Year, Student Recreational Sports Association Award winner.

| 2011 | • Trustees Teaching Award Nominee, Indiana University. |
| | • 3M Junior Faculty Research Grant Award, Kelley School of Business. |

2010	• Winner of Innovative Teaching Award, Kelley School of Business.
	• 3M Junior Faculty Research Grant Award, Kelley School of Business, Indiana University.
	• Technology Grant for Teaching and Learning, Kelley School of Business, Indiana University.

| 2008 | • Robert Bartels Marketing Fellowship, The Ohio State University |

| 2007 | • Robert Bartels Marketing Fellowship, The Ohio State University |
| | • AMA Sheth Foundation 42nd Annual Doctoral Consortium Fellow, W.P. Carey School of Business, Arizona State University |

| 2003 – 05 | • William R. Davidson Marketing Fellowship, The Ohio State University, Columbus, OH |

2002 – 03	• Recipient of Academic Excellence Award, Cohort MBA, The University of Texas, Dallas, TX
	• Recipient of Cohort Ambassador Award, Cohort MBA, The University of Texas, Dallas, TX
	• Member of Dean's Scholar list, MBA/MAS, The University of Texas, Dallas, TX

Teaching Experience

Courses Taught

Lee Kong Chian School of Business, SMU, Singapore
- Business Analytics: Executive MBA (Core course), Blended Masters in Management (Core course), MBA (Core course)
- Applied Marketing Research and Analytics: MBA (Elective)
- Consumer Analytics: Masters in Innovation (Core course), Masters in Management (Elective)
- Marketing Models II (PhD. Empirical modeling seminar)
- Marketing Research: Undergraduate (Marketing core course)

Kelley School of Business, Indiana University, Bloomington, IN
- Analysis of Marketing Data: Undergraduate (Marketing core course)
- Database Marketing & Data analysis: Undergraduate (Marketing core course)

Fisher College of Business, The Ohio State University, Columbus, OH
- Marketing Research: Undergraduate (Marketing core course)

<u>Presentations</u>

- Summer AMA Conference, San Francisco, USA, 08/2023, "Augmented Reality in Retail and its Impact on Sales".

- Digital Technologies in Operations and Marketing, TUM, Heilbronn, 06/2023, "Augmented Reality in Retail".

- Department of Marketing, Gies College of Business, University of Illinois, Urbana-Champaign, 11/2022, "New Technologies in Retail and Marketing".

- Asian Retail Leaders Conference, Singapore, 11/2019. "Examining the Role of Augmented Reality in Retail".

- European Marketing Academy Conference, Hamburg, Germany, 05/2019. "Examining the Purchase Conversion Effects of Virtual Product Testing on Mobile Apps: An Application of Augmented Reality in Online Retail".

- Department of Marketing, Vrije Universiteit Amsterdam, Netherlands, 05/2017. "Brand Interaction Management".

- Department of Marketing, Korea University Business School, Seoul, South Korea, 10/2016. "A Model to Capture the Impact of Consumer-Retailer Relationship and Information States for In-Store Displays".

- Retail Seminar, Oslo, Norway, 05/2016. "Measuring and Managing Category and Brand Shoppability. Shelf Interaction Analysis deep dive".

- Ninth Annual UT Dallas FORMS, Naveen Jindal School of Management, University of Texas at Dallas, 02/2015. Yang Li, "Variational Bayesian Inference for Big Data Marketing Models". (Discussant).

- Department of Marketing, SDA Bocconi, Universita Bocconi, Milan, 09/2014. "A Hidden Markov Model of Consumers Information States for In-store Displays".

- Department of Marketing, NUS Business School, National University of Singapore, Singapore, 08/2014. "A Hidden Markov Model of Consumers Information States for In-store Displays".

- Department of Marketing, Lee Kong Chian School of Business, SMU, Singapore, 09/2014. "A Hidden Markov Model of Consumers Information States for In-store Displays".

- Department of Marketing, Nanyang Business School, NTU, Singapore, 09/2014. "A Hidden Markov Model of Consumers Information States for In-store Displays".

- Department of Marketing, Kelley School of Business, Indiana University, Bloomington, 11/2012. "Maximizing the Short and Long Term Impact of In-Store Sampling".

- 8th Global Marketing Dynamics Conference, Jaipur, India, 07/2011. "Demand Creation or Purchase Acceleration? Identifying the Dynamic Role of Advertising through Online Search and Offline Sales".

- Advanced Research Techniques Forum, AMA Conference, Palm Springs, CA, 06/2011. "Identifying Unmet Demand".

- Bayes Summit, The Modellers, LLC, Salt Lake City, UT, 03/2011. "Investigating the Dynamic Impact of Advertising on Online Search and Offline Sales".

- SPAM seminar series, Department of Statistics, The Ohio State University, Columbus, 05/2008. "Bayesian Analysis of Hierarchical Effects".

- Department of Marketing, Indian School of Business, 09/2007. "Intermediate Effects of Advertising".

- Department of Marketing, J. Mack Robinson College of Business, Georgia State University, Atlanta, 09/2007. "Intermediate Effects of Advertising".
- Department of Marketing, Pamplin College of Business, Virginia Tech, Blacksburg, 09/2007. "Intermediate Effects of Advertising".

- Department of Marketing, College of Business Administration, Northeastern University, Boston, 09/2007. "Intermediate Effects of Advertising" (*Invited Talk*).

- Department of Marketing, School of Management, HEC, Paris, 09/2007. "Intermediate Effects of Advertising".

- Department of Marketing, Desautels Faculty of Management, McGill University, Montreal, 10/2007. "Intermediate Effects of Advertising".

- Department of Marketing, College of Business Administration, University of Rhode Island, Kingston, 10/2007. "Intermediate Effects of Advertising".

- Department of Marketing, Kelley School of Business, Indiana University, Bloomington, 10/2007. "Intermediate Effects of Advertising".

- Advanced Research Techniques Forum, AMA Conference, Santa Fe, NM, 06/2007. "Hierarchical Memory Network and Advertising: Linking Needs, Attributes and Brands".

- Haring Symposium, Kelley School of Business, Indiana University, 04/2007. "The Role of Motivating Wants in a Hierarchical Network Model of Advertising".

- SPAM seminar series, Department of Marketing, The Ohio State University, Columbus, 10/2004. "Hierarchical Memory Organization and Advertising Effectiveness".

- Haring Symposium, Kelley School of Business, Indiana University, 03/2005. B. Ghosh, "Strategic Price Competition and Product Bundling". (Discussant).

- SPAM seminar series, Department of Statistics, The Ohio State University, Columbus, 10/2004. "Hierarchical Memory Organization and Advertising Effectiveness".

- Bayes Conference, School of Management, The University of Texas, Dallas, 11/2003. "Bayesian Statistics and Marketing" with Greg M. Allenby and Peter E. Rossi.

- Dell Architecture Review Board, Marketing Division, Dell Computer Corporation, Austin, 05/2000. "Design and Analysis of OpenManage Software using new Java based Architecture".

Conference Participation

- August 2023 – AMA Summer Educators Conference, SFO, USA.
- June 2023 – DTOM, Heilbronn, Germany.
- Nov 2019 – RCoE conference, Singapore.
- June 2019 – Marketing Science Conference, Rome, Italy.
- May 2019 – EMAC Conference, Hamburg, Germany.
- May 2018 – LVMH-SMU luxury conference, Singapore.
- May 2016 – EMAC Conference, Oslo, Norway.
- June 2016 – Marketing Science Conference, Shanghai, China.
- Feb 2015 – Ninth Annual UT Dallas FORMS Conference, Dallas, TX.
- June 2014 – Marketing Science Conference, Atlanta, GA.
- Feb 2014 – Product and Service Innovation Conference, Park City, UT.
- Aug 2013 – AMA Summer Educator's Conference, Boston, MA.
- June 2012 – Marketing Science Conference, Boston, MA.
- July 2011 – 8th Global Marketing Dynamics Conference, Jaipur, India.
- June 2011 – Advanced Research Techniques Forum, AMA, Palm Springs, CA.
- Mar 2011 – Bayes Summit, The Modellers, LLC, Salt Lake City, Utah.
- Oct 2010 – Product Dev. & Management Association Conference, Orlando, FL.
- June 2009 – Marketing Science Conference, Univ. of Michigan, Ann Arbor, MI.
- Feb 2009 – Bayes Summit, The Modellers, LLC, Salt Lake City, Utah.

Developmental Editor: *Journal of Marketing (2023 – current)*

Editorial Review Board Member: *Journal of Marketing (2018 – current)*

Associate Editor: *Journal of Retailing (2022 – current)*

Ad Hoc Reviewer

Marketing Science
Management Science
Journal of Marketing Research
Journal of Academy of Marketing Science
Journal of Retailing
Journal of Business & Economic Statistics
Marketing Letters
Journal of Business Research
Hong Kong Research Grant Commission
AMA Summer Marketing Educators Conference
AMA Winter Marketing Educators Conference

Services

PGR Coordinator, Marketing, LKCSB, SMU, 2017 - 2021
Research Methods and Analytics Track Co-Chair, AMA Summer Marketing Educator's Conference, Boston, 2013.
Kelley School Research and Instructional Software/Database Committee 2010 – 2014
Department Doctoral Program Committee, Indiana University, 2008 - 2015
Department Recruiting Committee, Indiana University, 2008 – 2014
Department Undergraduate Program Committee, Indiana University, 2008 – 2011
Faculty Advisor, IU Badminton club, 2011 - 2013

Doctoral Dissertation Committees

Dissertation Committee Chair (Singapore Management University):
    Student: Qingli Zeng
    Major and Degree sought: Marketing, Ph.D.
    Current Position: 4th year Doctoral Candidate

Dissertation Committee Chair (Singapore Management University):
    Student: Yichen Wang
    Major and Degree sought: Marketing, Ph.D.
    Current Position: 4th year Doctoral Candidate

Dissertation Co-Supervisor (Singapore Management University):
    Student: Rahul Narnindi

Major and Degree sought: Marketing, Ph.D.
Current Position: 4th year Doctoral Candidate

Dissertation Committee Chair (Singapore Management University):
     Student: Yi Peng
     Major and Degree sought: Marketing, Ph.D.
     Current Position: Macau Univ. of Science & Technology (Assistant Professor)

Dissertation Committee Member (Singapore Management University):
     Student: Koh Peng Yam
     Major and Degree sought: Marketing, Ph.D.
     Current Position: Industry

Dissertation Committee Member (Singapore Management University):
     Student: Yong Chin Tan
     Major and Degree sought: Marketing, Ph.D.
     Current Position: City University of Hong Kong (Assistant Professor)

Dissertation Committee Member (Indiana University):
     Student: Yoonju Han
     Major and Degree sought: Marketing, Ph.D.
     Current Position: Lehigh University (Assistant Professor)

Dissertation Committee Member, 2014 (Indiana University):
     Student: Mitchell Olsen
     Major and Degree sought: Marketing, Ph.D.
     Current Position: University of Notre Dame (Assistant Professor)

Dissertation Committee Member, 2012 (Indiana University):
     Student: Yuna Kim
     Major and Degree sought: Marketing, Ph.D.
     Current Position: Cal State University, Fullerton (Associate Professor)