

# Sai Chand Chintala

Assistant Professor of Marketing

Lee Kong Chian School of Business

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## EMPLOYMENT

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Assistant Professor of Marketing,  
Lee Kong Chian School of Business, SMU

07/2025 -

## EDUCATION

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**Cornell University**

Ph.D. in Marketing

**Indian Institute of Management Lucknow**

MBA

**National Institute of Technology Warangal**

B.Tech. in Electrical & Electronics Engineering

## PUBLICATIONS

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**Browsing the Aisles or Browsing the App? How Online Grocery Shopping is Changing What We Buy** <sup>†</sup>

with Jūra Liaukonytė, and Nathan Yang *Marketing Science*, 2023, Vol. 43(5), p.506-522

## WORKING PAPERS

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**Local Bias in Global Platforms: Evidence from a Cross-Market Merger**

with Jūra Liaukonytė, Tommaso Bondi, Dominykas Šeputis

**Adoption of Online Grocery Shopping in a Market Dominated by Unorganized Retail: Evidence from India**

with Vishal Narayan and Vrinda Kadiyali

## WORK IN PROGRESS

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**Effect of a Local Regulation on Business Revenues and Customer Visits**

with Muzeeb Shaik

**Enhanced Market Access to Small-Scale Farmers: Evidence from a Field Experiment in India**

with Muzeeb Shaik

## BOOK CHAPTERS

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**Pricing Objectives and Strategies**

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

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<sup>†</sup>indicates equal co-authorship

## AWARDS, HONORS AND GRANTS

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Honorable Mention, Retail & Pricing SIG's Best Paper Award	2025
AMA Marketing Strategy SIG Doctoral Student Research Award	2024
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

## INVITED TALKS

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Indian Institute of Management Udaipur	January 2025
University of Georgia <i>Terry College of Business</i>	September 2024
TCU <i>Neeley School of Business</i>	September 2024
HKU <i>HKU School of Business</i>	September 2024
Indian School of Business	September 2024
NUS <i>NUS School of Business</i>	September 2024
SMU <i>Lee Kong Chian School of Business</i>	September 2024
Imperial College London	Could not attend
UCSD <i>Rady School of Management</i>	Could not attend

## CONFERENCE PRESENTATIONS

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

## TEACHING

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*Instructor*

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

## SERVICE

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Reviewer, Management Science Reproducibility Project	2023
Conference Reviewer, Winter AMA	2023
Author, L <sup>A</sup> T <sub>E</sub> X Template for AMA journals	2022
Mentor, First Year Quant Ph.D. Students, Cornell University	

## PROFESSIONAL EXPERIENCE

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Program Manager, Society for Social Audit, Accountability, and Transparency (Non-Profit)

Senior Consultant, Cognizant

Consultant, Deloitte Consulting (Technology)

Software Engineer, Infosys