

Sandeep R. Chandukala

Associate Professor of Marketing
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

07/2025 – Now	Area Coordinator Marketing, Lee Kong Chian School of Business, SMU.
07/2017 – 06/2025	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
New Technologies in Marketing
Retail Analytics
Digital Transformation
Field Experiments

Publications

- Han, Yoonju, Ernst C. Osinga, Sandeep R. Chandukala, and Jaehwan Kim (2025), “Not All Sales Bumps are Created Equal: Examining the Sales Bump Decomposition of Different Types of Price Promotions”, *Journal of Retailing*, Forthcoming.
- Burke, R. R., Chandukala, S. R., and Christensen, O. (2024), “Using Shelf Interaction Analysis to Manage Category and Brand Shopping Effort in Retail Stores,” *Marketing Science Institute Working Paper Series*, 24-112.
- Hagtvedt, Henrik and Sandeep R. Chandukala (2023), “Immersive Retailing: The In-Store Experience”, *Journal of Retailing*, 99(4), 505-517.
- 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).
 - 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 (PI)
- Examining the Role of Augmented Reality in Physical Retail, Retail Center of Excellence (RCoE), 2018, S\$38,260 (PI)
- Understanding and Recovering Abandoned Online Shopping Carts, SMU Internal Grant, Ministry of Education (MOE) Tier 1, 2016, S\$16,890.86 (PI)
- To display or not to display?: An online retailer’s dilemma, SMU Internal Grant, Ministry of Education (MOE) Tier 1, 2016, S\$20,811 (Co-PI)

Teaching Cases (*Available through Harvard Business Publishing Website*)

- *Timperio Experiments with Generative AI in Advertising: New Frontiers in Creative Campaigns*, by Yu, Qi; Chandukala, Sandeep R.; Osinga, Ernst C.; Joshi, Havovi; Mittal, Sheetal; Bhattacharya, Lipika. (2025). SMU-25-0007.
- *Nike's Consumer Direct Offence Strategy: A Hit Or A Miss?*, by Osinga, Ernst C.; Chandukala, Sandeep R.; Mittal, Sheetal. (2025). SMU-24-0037.
- *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

2025	• Dean's PG Teaching Honour List, LKCSB
2024	• Dean's PG Teaching Honour List, LKCSB
2023	• 2022 AMA/Marketing Science Institute/H. Paul Root Award • Winner Best in Track Paper 2023 AMA Winter Academic Conference
2022	• Winner of Outstanding Reviewer Award for the <i>Journal of Marketing</i>, 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: MBA (Core course), Executive MBA (Core course),

- Blended Masters in Management (Core course)
- Marketing Analytics: Masters in Management (Elective - Industry project based course)
- Applied Marketing Research and Analytics: MBA (Elective)
- Consumer Analytics: Masters in Innovation (Core course), Masters in Management (Elective)
- Marketing Models II (PhD. Empirical Bayesian modeling seminar)
- Marketing Strategy (PhD. General Management)
- Marketing Research: Undergraduate (Marketing core course)

Ex-Ed, SMU & Emeritus, Singapore

- Data Science and Analytics for Strategic Decisions Programme
- Professional Certificate in Digital Transformation Programme

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)

Presentations

- ESSEC Marketing Research camp, Singapore, 12/2024, “Exploring the Role of Image Distinctiveness in Online Consumer Search Behavior.”
- 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

- June 2024 – INFORMS Marketing Science Conference, Sydney, Australia
- August 2023 – AMA Summer Educator’s conference, SFO, USA
- June 2023 – Digital Technologies in Operations & Marketing, 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 - 2025)

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

Editorial Review Board Member: *Journal of Marketing* (2018 - 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: Hebrew University (Visiting position)

Dissertation Committee Chair (Singapore Management University):

Student: Yichen Wang

Major and Degree sought: Marketing, Ph.D.

Dissertation Co-Supervisor (Singapore Management University):

Student: Rahul Narnindi

Major and Degree sought: Marketing, Ph.D.

Current Position: BITSoM (Assistant Professor)

Dissertation Committee Chair (Singapore Management University):

Student: Yi Peng
Major and Degree sought: Marketing, Ph.D.
Initial Placement: Macau Univ. of Science & Technology (Assistant Professor)

Dissertation Committee Member (Singapore Management University):

Student: Koh Peng Yam
Major and Degree sought: Marketing, Ph.D.
Initial Placement: Industry

Dissertation Committee Member (Singapore Management University):

Student: Yong Chin Tan
Major and Degree sought: Marketing, Ph.D.
Initial Placement: City University of Hong Kong (Assistant Professor)

Dissertation Committee Member (Indiana University):

Student: Yoonju Han
Major and Degree sought: Marketing, Ph.D.
Initial Placement: Lehigh University (Assistant Professor)

Dissertation Committee Member, 2014 (Indiana University):

Student: Mitchell Olsen
Major and Degree sought: Marketing, Ph.D.
Initial Placement: University of Notre Dame (Assistant Professor)

Dissertation Committee Member, 2012 (Indiana University):

Student: Yuna Kim
Major and Degree sought: Marketing, Ph.D.
Initial Placement: Cal State University, Fullerton (Associate Professor)