

Sai Chand Chintala

Assistant Professor of Marketing

Lee Kong Chian School of Business

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EMPLOYMENT

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

07/2025 -

EDUCATION

Cornell University

Ph.D. in Marketing

Indian Institute of Management Lucknow

MBA

National Institute of Technology Warangal

B.Tech. in Electrical & Electronics Engineering

PUBLICATIONS

Browsing the Aisles or Browsing the App? How Online Grocery Shopping is Changing What We Buy [†]

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

WORKING PAPERS

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

Firm Stance and Consumer Response

with Raja Subramanian and Gautham Vadakkepatt

Partisan Identity and Product Demand

with Raja Subramanian and Gautham Vadakkepatt

WORK IN PROGRESS

BOOK CHAPTERS

Pricing Objectives and Strategies

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

[†]indicates equal co-authorship

AWARDS AND HONORS

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
Byron E. Grote Johnson Professional Scholarship	2022

GRANTS

Singapore Ministry of Education, Academic Research Fund Tier 1 Grant (SGD 39,850) with Muzeeb Shaik & Elham Yazdani	2025
Marketing Science Institute Research Grant (\$5,000) with Muzeeb Shaik	2022

INVITED TALKS

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

* – 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

Instructor

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

SERVICE

Reviewer, Management Science Reproducibility Project	2023
Conference Reviewer, Winter AMA	2023
Author, L ^A T _E X Template for AMA journals	2022
Mentor, First Year Quant Ph.D. Students, Cornell University	

PROFESSIONAL EXPERIENCE

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

Senior Consultant, Cognizant

Consultant, Deloitte Consulting (Technology)

Software Engineer, Infosys