

## **VRINDA KADIYALI**

Johnson Graduate School of Management, Cornell University, Ithaca, NY 14853-6201

kadiyali@cornell.edu

607-255-1985 (O) 607-254-4590 (fax)

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### **EDUCATIONAL BACKGROUND**

Ph.D (Economics), 1994 Dept. of Economics, Northwestern University (Advisor: Rob Porter)

M.A.(Economics), 1987 Delhi School of Economics, Delhi, India

B.A. (Economics), 1985 Lady Shri Ram College, New Delhi, India

### **EMPLOYMENT BACKGROUND**

2013-2016 Associate Dean for Academic Affairs, Johnson at Cornell

2014-2015 Associate Dean for Cornell-Tsinghua Dual Degree Program, Johnson at Cornell

2013-2015 Associate Dean for CU@Johnson Program, Johnson at Cornell

1993-now Johnson at Cornell University

Nicholas H. Noyes Professor of Management, Professor of Marketing & Economics- 2010 on;

Professor of Marketing and Economics, 2008;

Associate of Marketing and Economics, Professor 2000;

Assistant of Marketing and Economics, Professor 1994;

Acting Assistant Professor of Marketing and Economics, 1993

2000-now Member, Graduate Field of Economics, Cornell University

1991-1993 Research Assistant, Northwestern University

1991 Summer College Lecturer, University College, Northwestern University

1989-1991 Teaching Assistant, Northwestern University

1987-1988 Lecturer, University of Delhi, Delhi, India

### **HONORS AND AWARDS**

2014 Stephen Russell Award for best professor awarded from returning alumni (class of '09)

2012 Core Teaching Award (class of '12) awarded to best core professor

2009 Dean's Research Excellence Award awarded to best researcher

2003-11: Dean's "4.5 Club" (getting more than 4.5/5), Teaching Honor Roll (obtaining more than 4.5/5), various nominations for Apple Award for Teaching Excellence and Core Teaching Award

2006 *Marketing Science Institute* Young Scholars Reunion Consortium

2002 Honorable mention, Best paper, *International Journal of Research in Marketing*

2002 *American Marketing Association* Doctoral Consortium Faculty Fellow, Emory

2001 *Marketing Science Institute* Young Scholars Consortium

1999 *American Marketing Association* Doctoral Consortium Faculty Fellow, USC

1998 *Business Week* list of best faculty at JGSM, Cornell University

1997-1998 Whitcomb Faculty Fellowship, JGSM, Cornell University  
1992-1993 Center for Urban Affairs & Policy Research Fellowship, Northwestern University  
1988-89 University Fellowship, Northwestern University

## **RESEARCH**

### **A. Primary Research Interests**

Empirical industrial organization/marketing and public policy  
Empirical applied microeconomics and public policy

### **B. Refereed Publications**

“The Impact of Calorie Posting on Consumer Opinions: A Flexible Latent Dirichlet Allocation Model with Informative Priors” (with Dinesh Puranam and Vishal Narayan). Forthcoming at *Marketing Science*

“The Competitive Dynamics of DVD Release Timing and Pricing” (with Anirban Mukherjee). Forthcoming at *Management Science*

“Repeated Interactions and Improved Outcomes: An Empirical Analysis of Movie Production in the United States” (with Vishal Narayan), *Management Science*, 62(2), 591-607, 2016

“The Impact of Dual Agency on Residential Real Estate Price and Time-on-Market” (with Daniel Simon and Jeffrey Prince), *Journal of Real Estate Finance and Economics*, 48(1), 164-195, 2014.

“Inter-Industry Employment Spillovers From Inbound Tourism” (with Renata Kosova), *Regional Science and Urban Economics*, 43(2), 272-281, 2013

“Racial Bias in Quality Assessment: A Study of Newspaper Movie Reviews” (with Lona Fowdur and Jeffrey Prince), *Journal of Economic Behavior and Organization*, 84(1), 292-307, 2012

“Putting Grades in Context” (with Talia Bar and Asaf Zussman), *Journal of Labor Economics*, 30(2), 2012

“Modeling Multichannel Home Video Demand in the U.S. Motion Picture Industry” (with Anirban Mukherjee), (previously titled “Forecasting in Rapidly Changing Environments: An Application to the Movie Industry”), *Journal of Marketing Research*, 48(6), 2011

“Does Price Precision Affect Magnitude Judgment? Evidence from Laboratory and Market Data” (with Manoj Thomas and Daniel Simon), *Marketing Science*, 29(1), 2010. (This paper is featured in the Science-to-Practice Initiative of the Journal).

“Grade Information and Grade Inflation: The Cornell Experiment” (with Talia Bar and Asaf Zussman), *Journal of Economic Perspectives*, 2009, 23(3)

“Channel Responses to Brand Entry: An Empirical Investigation” (with S. Sriram), *International Journal of Research in Marketing*, 26(4), 2009.

“The Impact of 9/11 on Road Fatalities: The Other Lives Lost to Terrorism” (with Garrick Blalock and Daniel Simon), *Applied Economics*, 41(14), 2009.

“The Impact of post-9/11 Security Enhancements on Demand for Air Travel”, (with Garrick Blalock and Daniel Simon), *Journal of Law and Economics*, 50(November), 2007.

“Print Magazine and Website Magazine Content: Cannibalization or Complementarity?” (with Daniel Simon), *Information Economics and Policy, Special Issue on Media*, 19(October), 2007

“Willingness-to-bid and Competition in Online Auctions” (with Tat Chan and Young-Hoon Park), *Journal of Marketing Research*, 44(2), 2007.

“Endogeneity and Simultaneity in Competitive Pricing and Advertising: A Logit Demand Analysis” (with P. Chintagunta and N. Vilcassim), *Journal of Business*, vol. 79(6), 2006

“Entry Detering Capacity in the Texas Lodging Industry”, with M. Conlin, *Journal of Economics and Management Strategy*, vol. 15(1), 2006

“Exaggeration, Understatement and Truth in Advertising Claims: An Experimental Game-theoretic Study”, with R. Bloomfield, *Quantitative Marketing and Economics*, vol 3 (4), 2005

"Time-Varying Competition" (with Sudhir Karunakaran, and Pradeep Chintagunta), *Marketing Science*, vol. 24(1), 2005.

“Structural Analysis of Competitive Behavior: New Empirical Industrial Organization Methods in Marketing” (with K.Sudhir and V.Rao), *International Journal of Research in Marketing*, Special Issue on Competition, 2001.

“Power in Manufacturer-retailer Interactions: An Empirical Investigation of Pricing in a Local Market” (with P. Chintagunta and N. Vilcassim), *Marketing Science*, 2000

"Investigating Dynamic Multifirm Market Interactions in Pricing and Advertising" (with N. Vilcassim and P. Chintagunta), *Management Science*, April 1999.

"Product Line Extensions and Competitive Market Interactions: An Empirical Analysis" (with N. Vilcassim and P. Chintagunta), *Journal of Econometrics*, 1999 (Vol 89, Number 2), 339-369

"Exchange Rate Pass-through and Market Structure: The Case of the U.S. Photographic Film Industry," *Journal of International Economics*, Dec 96, Volume 43, issue 3-4, pages 437-461

"Empirical Analysis of Intertemporal Competitive Product Line Pricing Decisions: Lead, Follow or Move Together?" (with N. Vilcassim and P. Chintagunta), *Journal of Business*, October 1996.

"Entry, Its Deterrence and Its Accommodation: A Study of the U.S. Photographic Film Industry," *Rand Journal of Economics*, Fall 1996. Reprinted in *The Economics of Advertising*, ed. by K. Bagwell, Edward Elgar Publications, UK.

### **C. Other Publications**

"Structural Models of Pricing" (with Tat Chan and Ping Xiao), *Handbook of Pricing*, edited by V. Rao, 2009

"Structural Models of Competition: A Marketing Strategy Perspective" (with P.Chintagunta and N.Vilcassim), in "*Cool Tools for Marketing Strategy*", ed. D. Lehman, American Marketing Association, 2004

"Eastman Kodak in the Photographic Film Industry: Picture Imperfect?" in "*Market Dominance: How Firms Gain, Hold or Lose it and the Impact on Economic Performance*," ed. by D. Rosenbaum. Greenwood Publishing Group, June 1998.

### **D. Working papers**

"The Impact of Market Disruption on Consumer Experience: When Uber Comes to Town" (with Dinesh Puranam and Vishal Narayan)

### **E. Other papers not under active review**

"Online Posting of Teaching Evaluations" (with Talia Bar and Asaf Zussman)

"Modeling Endogenous Social Effects: A Study of MBA Student Summer Internship Application Choices" (with Tony Bao and Sachin Gupta)

"Are Online User-generated Product Ratings Informative?" (with Tony Bao and Jiwoong Shin)

"The Impact of Emotional Product Attributes on Consumer Demand: An Application to the U.S. Motion Picture Industry (with Lona Fowdur and Vishal Narayan)

"Capacity and Collusion in the Texas Lodging Industry" (with M. Conlin)

"Accounting for Horizontal and Vertical Competition in Market Power Measurement" (with S. Sriram)

"The Exercise of Buy-It-Now Pricing in Auctions: Seller Revenue Implications" (with Tat Chan and Young Hoon Park)

“Preannouncement Behavior and Release Timing in the U.S. Movie Industry” (with Natasha Foutz)

“Price-Location Links in Consumer and Competitive Choices: An Application of the Generalized Nested Logit” (with Sriram Venkataraman)

“Determinants and Effects of Price Expectations in Retail Competition: An Econometric Analysis” (with Ramya Neelamegham and S. Srinivasaraghavan)

“Competitive Pricing and Advertising in the Photo Film Industry 1987-98: An Empirical Study of the Implications of Strategic Marketing Decisions for Public Policy”

## **F. Invited Presentations**

CSIO Conference in honor of Rob Porter, Northwestern University, April 2016

Washington University, St. Louis, April 2010

Indian Institute of Management, Bangalore, August 2009

Dean’s Research Lunch Series, Johnson School of Management, February 2008

NYU Stern Marketing Summer Camp, May 2007

Rottman School, Marketing Department, University of Toronto, February 2007

Marketing Science Institute, Young Scholars’ Reunion, Santa Fe, May 2006

Binghamton University TIAA-CREF Speaker Series, April 2005

Fuqua, Duke University, February 2005

Summer Institute in Competitive Strategy, UC Berkeley, July 2004

Stern School, New York University, May 2003

Kellogg, Northwestern University, April 2003

Anderson, University of California, Los Angeles, April 2003

University of California, Irvine, April 2003

GSB, Columbia University, Summer Marketing Camp, June 2002

American Marketing Association (AMA) Doctoral Consortium, Emory University, June 2002

University of Florida-Gainesville Winter Marketing Camp, March 2001

Marketing Science Institute (MSI) Young Scholars Program, Utah, January 2001

American Marketing Association (AMA) Doctoral Consortium, August 1999

National Bureau of Economic Search (NBER) Summer I.O Conference, August 1999

Wharton School, April 1999

Department of Economics, Cornell University, December 1998

University of Rochester, November, 1998

Tuck School, Dartmouth College, February 1998

GSB, University of Chicago, March 1997

Olin, Washington University at St. Louis, February 1997

Carnegie-Mellon University, October 1996

Department of Economics, Stern School of Business, NYU, May 1995

Department of Economics, Cornell University, October 1994

Department of Economics, University of California-Santa Cruz, October 1994

Department of Economics, University of Rochester, September 1994

## **G. Conference Presentations**

BBCRST Marketing Conference, April 2010  
Northeast Marketing Conference, Boston, September 2009  
Northeast Marketing Symposium, Ithaca, October 2004  
INFORMS Pricing Conference, Ithaca, Fall 2002  
INFORMS, Philadelphia, November 1999  
Cornell-Rochester Applied Micro Summer Camp, June 1997  
Marketing Science Conference, Berkeley, March 1997  
Northeast Marketing Symposium, MIT, September 1996  
BCRST Annual Marketing Conference, Cornell University, May 1996  
Marketing Science Conference, Gainesville, March 1996  
Discussant at the American Economic Association Meetings, San Francisco, January 1996  
American Economic Association Annual Meeting, San Francisco, January 1996  
Discussant for a paper at the Northeast Marketing Symposium, Yale University, October 1995  
Northeast Marketing Symposium, Cornell University, October 1994  
ORSA-TIMS Conference, Anchorage, June 1994  
MSI Conference on Pricing Decision Models, Boston, April 1994  
Marketing Science Conference, Tucson, March 1994  
ORSA-TIMS Conference, Phoenix, November 1993  
Scanner Panel Data Conference, Toronto, September 1993

## **H. Media coverage**

Various papers covered in multiple outlets, including *Atlantic Monthly*, *Business Week*, *Economist*, *Huffington Post*, *International Herald and Tribune*, *Fortune*, *National Public Radio*, *Science*, *Wall Street Journal*, *Washington Post*

## **TEACHING**

### **A. Primary Areas of Interest**

Competitive strategy (Core)  
Marketing models

### **B. Courses Taught**

Analytical Thinking Thread (Orientation 2003, 2005, 2006, LSP October 2003)  
“Crack the case”, co-taught with Randy Allen, LSP November 2004, October and November 2005, July, September and November 2006, June, October and November 2007.  
Executive Education: Strategies for E-Commerce (2000) and Competitive Strategy (1999, 2000, 2002, 2003; for EDS Product Management Camp Summer 2004-October 2005, Genesis September 2006, Osram November 2006, HANYS Fall 2008-2010, Nanjing 2011-12)  
Executive MBA, Strategy Core (2000, Spring 2007, Spring 2008)  
MBA, Strategy Core (1999-2012)  
MBA, Internet Marketing (1998-2000) (co-taught with V.Rao and D.Stayman)

MBA, E-Business Intensive (2000) (co-taught with V. Rao and D. Stayman)  
MBA, Competitive Decision Making (1994-1999)  
MBA, Channels of Distribution (1994-1998)  
MBA, Marketing Models (1996)  
Ph.D., Empirical Industrial Organization Methods for Marketing (1994)  
Ph.D. proseminar, co-taught with all Marketing faculty- various years, including most recently Spring 2013

## **PROFESSIONAL SERVICE**

### **A. Editorial**

Editorial Board Member of:

*Journal of Marketing Research* (current)  
*Quantitative Marketing and Economics* (Associate Editor till 2014)  
*Management Science* (Associate Editor, 2012-14)  
*Marketing Science* (till 2011; 2016 onwards)

Ad-hoc Reviewer for:

*American Marketing Association* (competition proposals)  
*International Journal of Industrial Organization*  
*Journal of Business*  
*Journal of Business and Economic Statistics*  
*Journal of Economics and Management Strategy*  
*Journal of Econometrics*  
*Journal of Industrial Economics*  
*Journal of International Economics*  
*Journal of Marketing*  
*Management Science*  
*Marketing Science Institute* (proposals for grants and awards)  
*Marketing Letters*  
*National Science Foundation* (proposals for grants)  
*Rand Journal of Economics*  
*Review of Economic Studies*  
*United States-Israel Binational Science Foundation*

### **B. Academic Committees:**

Piyush Anand (chair), Marketing, Ph.D. expected 2019  
Dinesh Puranam (Co-chair), Marketing, Ph.D. 2016 (USC)  
Saisandeep Satyavolu, Marketing, Ph.d. 2016 (P&G)  
Tony Bao (Co-chair), Marketing, Ph.D., 2010 (Long Island University)  
Lona Fowdur (Chair), Economics, Ph.D. 2009 (Economists Inc.)  
Anirban Mukherjee (Chair), Marketing, Ph.D. 2009 (Singapore Management University)  
Qiang Liu, Marketing, Ph.D. 2008

Sarah Hoda, Policy Analysis and Management, Ph.D. 2007  
Hae Kyung Yang, Policy Analysis and Management, Ph.D. 2007  
Meng Su, Marketing, Ph.D. Marketing 2006  
Ben Kartono, Marketing, Ph.D. Marketing 2006  
Sriram Venkataraman (Co-chair), Ph.D. Marketing, 2005 (Emory University)  
Michelle Steinberg, Policy Analysis and Management, undergraduate honors thesis, 2002.  
Abigail Wheeler, Policy Analysis and Management, Ph.D. 2000  
Ed Rogers, Industrial and Labor Relations, Ph.D., 2000  
Sudhir Karunakaran, Marketing, Ph.D., 1998  
Cristi Gleason, Accounting, Ph.D., 1998  
Medinah Ali, Agricultural and Resource Management and Economics, Masters degree, 1997

### **C. Administrative Committees:**

College Faculty Advisory Committee 2017-2020  
Johnson Cornell-Tech Joint Recruiting Committee 2017  
College of Business Faculty Governance Committee Spring 2016  
NYC Tech MBA Program Design (co-chair), Spring 2013  
Ithaca AMBA Review Committee (co-chair), Spring 2013  
Faculty Governance Review Group, Fall 2012  
Faculty Policy Committee 2005-2007, 2009-2011 (including Chair in 2011)  
Dean Search Committee, 2006-8, 2011  
Grading Task Force, 2011 (Chair)  
Sustainable Enterprise Chair Search Committee, 2011, 2012  
Leadership Director Search Committee, 2011  
Emerging Markets Institute Steering Committee 2011 onwards  
Management Library Task Force, Spring 2010- Spring 2011  
Teaching Evaluation Committee, from 2009  
Economics Field Doctoral Admissions Committee, 2010 onwards  
Steering Committee, Emerging Markets Institute, 2011  
Marketing Search Committee, 2009-2010  
Ph.D. coordinator for Marketing, 2009-2010  
Economics Field Tenure Evaluation Committee, 2009-2010  
Strategy Concentration Coordinator, 2009-2010  
NEMC organizer, Fall 2009  
Search Committee for PAM, 2008-9  
Global Search Committee 2007-8, 2008-9  
Fall Core Integrative Case Group, 2006-2010  
Global Strategy Committee, 2006-7  
Consulting Curriculum Committee, 2007-2008  
Marketing Search Committee, Fall 2006, 2005, '99, '98  
AACSB Accreditation Learning Objective Committee 2005-2006  
Economics Search Committee, Spring '97 and Spring '98, Fall '99-Spring '00, Spring '01, '05  
Global Strategy Group, 2005  
Various tenure, promotion and review committees at JGSM and other departments at Cornell  
Core Coordination Committee, Fall 2002



Marketing Search for AEM, Fall 2000  
Technology Club, Faculty Advisor, 2000-2002  
Diversity Task Force, Fall '98 and Spring '99  
TMO Case Workshop for Consulting, Summer '98  
Applied Microeconomics Workshop Administration, Fall '97 and Spring '98  
Faculty Advisor, Marketing Association, 1996-97 Academic Year  
Consulting Club "How to do a Case" Workshop, Fall '97  
Faculty leader for Student intersession trip to Japan and Hong Kong, January '97