

## Dinesh Puranam

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### ACADEMIC EXPERIENCE

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Assistant Professor of Marketing, June 2016 to present, Marshall School of Business

### EDUCATION

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Ph.D., Marketing, Cornell University, 2016  
M.S., Management, 2016  
M.A., Economics, Delhi School of Economics, India, 2002  
B.A. Economics (with Honors), Delhi University, India, 2000

### AWARDS AND HONORS

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2015	AMA Sheth Consortium Fellow
2014	Marketing Science Consortium Fellow
2011-15	Doctoral Fellowship in Marketing

### RESEARCH INTERESTS

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Customer Satisfaction, Social Media, Big Data, Bayesian Econometrics, Machine Learning

### PUBLICATIONS

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Puranam, Dinesh, Vrinda Kadiyali, and Vishal Narayan, "The Impact of Increase in Minimum Wages on Consumer Perceptions of Service: A Transformer Model of Online Restaurant Reviews," *Marketing Science*: <https://pubsonline.informs.org/doi/10.1287/mksc.2021.1294>

Puranam, Dinesh, Vishal Narayan, and Vrinda Kadiyali, "The Effect of Calorie Posting Regulation on Consumer Opinion: A Flexible Latent Dirichlet Allocation Model with Informative Priors," *Marketing Science* <http://pubsonline.informs.org/doi/pdf/10.1287/mksc.2017.1048>

Puranam, Dinesh, and Claire Cardie (2014), "The Enrollment Effect: A Study of Amazon's Vine Program," *Proceedings of the Joint Workshop on Social Dynamics and Personal Attributes in Social Media 17–27, ACL 2014*.

### RESEARCH IN PROGRESS

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With Mehdi Nezami, Shantanu Dutta, and Sina Aghie, "Valuation Effect of Target Firms' Customer Satisfaction in the Pre-Deal Phase of M&As", *Revise and Resubmit Journal of Marketing*

With Hong, J., and G. J. Tellis, “Does Equity Crowdfunding Hurt or Help Reward-based Crowdfunding? Analysis of a Natural Experiment in the U.S. Market”, working paper

With Jihoon Hong, Sungjin Kim, and Hai Che, “The Unintended Consequences from Repealing a Green Nudge: Evidence from Single-Use Bag Policies”, working paper

With Piyush Anand and Vrinda Kadiyali, “Announcement Effects on Vaccine Discussion”, extended abstract.

With Gourab Mukherjee, Shantanu Dutta, and Reetabrata Mookherjee, “The Short and Medium Term effects of Covid-19 Shelter-in-Place orders on Prescription Drug Claims”, work in progress

With Botao Yang and Gerry Tellis, “The Relative Effects of Mass Shootings and Gun Laws on Gun Registrations: A Case Study Approach”, work in progress

## PRESS

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What Happens to Service When You Raise the Minimum Wage? [https://www.wsj.com/articles/what-happens-service-raise-minimum-wage-11637113198?mod=Searchresults\\_pos1&page=1&mc\\_cid=0101b25643&mc\\_eid=387f0ff020](https://www.wsj.com/articles/what-happens-service-raise-minimum-wage-11637113198?mod=Searchresults_pos1&page=1&mc_cid=0101b25643&mc_eid=387f0ff020)

Do Increased Minimum Wages Matter to Consumers? <https://www.informs.org/About-INFORMS/News-Room/Press-Releases/Do-Increased-Minimum-WagesMatter-to-Consumers>

Calorie postings on menus spill into increased health mentions in online restaurant reviews <https://www.informs.org/About-INFORMS/News-Room/Press-Releases/Calorie-postings-on-menus-spillinto-increased-health-mentions-in-online-restaurant-reviews>

Calorie Postings on Menus Spill into Increased Health Mentions in Online Restaurant Reviews, QSR State of the Industry Report, QSRWeb.com 2017

Commentary on “The Effect of Calorie Posting Regulation on Consumer Opinion” Article <https://blog.ams-insights.com/puranam-narayan-kadiyali>

## INVITED RESEARCH TALKS

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- ✦ University of California (Riverside), December 2021
- ✦ School of Hotel Administration, Cornell University, September 2015
- ✦ College of Business and Economics, Lehigh University, September 2015
- ✦ National University of Singapore Business School, October 2015
- ✦ London Business School, October 2015
- ✦ Mays Business School, Texas A&M University, October 2015
- ✦ Kelley School of Business, Indiana University, October 2015
- ✦ Naveen Jindal School of Management, University of Texas at Dallas, October 2015
- ✦ Marshall School of Business, University of Southern California, October 2015
- ✦ Scheller College of Business, Georgia Tech, November 2015 ✦ Singapore Management University, November 2015

## CONFERENCE PRESENTATIONS AND WORKSHOPS (presenter highlighted in bold)

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**Puranam, Dinesh**, “Announcement Effects on Vaccine Discussion”, University of California (Riverside), 2021

**Puranam, Dinesh**, “Applications in Text Analysis”, Artificial Intelligence in Management (2021)

**Jihoon Hong**, Puranam, Dinesh, and Gerard J. Tellis, “Does Equity Crowdfunding Hurt or Help Reward based Crowdfunding? Analysis of two Natural Experiment in the U.S. and Canadian Markets”, *Marketing Science Conference*, 2020

**Jihoon Hong**, Puranam, Dinesh, and Gerard J. Tellis, “Does Equity Crowdfunding Hurt or Help Rewardbased Crowdfunding? Analysis of a Natural Experiment in the Canadian Market”, *Marketing Science Conference*, Rome, 2019

**Puranam, Dinesh**, “Drawing Causal Inferences from User Generated Content: Applications in Marketing”, Business Research Applications Needing Data Science (BRANDS workshop), USC, 2018

**Puranam, Dinesh**, Vrinda Kadiyali, and Vishal Narayan, “The Impact of Increase in Minimum Wages on Consumer Perceptions of Service: A Deep Learning Analysis of Online Restaurant Reviews,” *Marketing Science Conference*, Philadelphia, 2018

**Puranam, Dinesh**, Vishal Narayan, and Vrinda Kadiyali, “The Effect of Calorie Posting Regulation on Consumer Opinion: A Flexible Latent Dirichlet Allocation Model with Informative Priors”

- ✦ *Quantitative Marketing and Economics Conference*, Los Angeles, 2014 ✦
- Marketing Science Conference*, Atlanta, 2014

**Puranam, Dinesh**, and Claire Cardie (2014), “The Enrollment Effect: A Study of Amazon's Vine Program”

- ✦ *ACL Joint Workshop on Social Dynamics and Personal Attributes in Social Media*, Baltimore, 2014.

## TEACHING

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Fall 2021	PhD Seminar (MKT 615), half term
Spring 2021	Introduction to Marketing Analytics (MKT 402)
Spring 2021	Marketing Metrics for Business Decisions (MKT 567)
Spring 2020	Research Skills for Marketing Insights (MKT 402)
Spring 2020	Marketing Metrics for Business Decisions (MKT 567)
Spring 2019	Research Skills for Marketing Insights (MKT 402)
Spring 2019	Marketing Metrics for Business Decisions (MKT 599)
Spring 2018	Research Skills for Marketing Insights (MKT 402)
Spring 2018	Marketing Metrics for Business Decisions (MKT 599)
Spring 2018	Applied Text Analysis (MKT 699), USC
Spring 2017	Research Skills for Marketing Insights (MKT 402), USC
Spring 2014	Marketing Management (NCC 5530), Cornell University

## SERVICE

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- Discussant, Bass Conference, 2021
- Ad hoc reviewer Marketing Science, Management Science, Journal of Marketing Research, Journal of Interactive Marketing, and Review of Marketing Science
- Reviewer Alden G. Clayton Doctoral Dissertation Proposal competition
- Jihoon Hong, Dissertation Committee
- Sajeev Kumar, Dissertation Committee
- Yanyan Li, Qualifying Committee
- Faculty Recruiting committee member, 2020.
- Faculty Recruiting committee member, 2019.
- Member, Committee for Customer Analytics Minor development ,2019/2020

## INDUSTRY EXPERIENCE (*Select*)

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- Independent Consultant* Boston/New York, Feb '11 to Aug '11
- ✦ Advisor, office of Chief Customer Officer of a leading New England utility.
- Business Leader, Analytics, Genpact China* Ithaca/Dalian, Apr '10 to Feb'11
- ✦ Responsible for the establishment of Genpact's Analytics Practice in China
- Assistant Vice President, Genpact LLC* Ithaca/Durham, Apr '10 to Feb'11
- ✦ Lead Analytics Solutions for strategic accounts such as Discover Financial, Fingerhut and Procter and Gamble using text mining, social media and web analytics
  - ✦ Lead globally distributed project teams to develop analytical solutions for marketing, risk and collections functions of multiple credit organizations.