

Piyush Anand

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EMPLOYMENT	Rice University , Houston, TX Assistant Professor of Marketing, Jones Graduate School of Business	2021 - Present
EDUCATION	Cornell University , Ithaca, NY Ph.D. in Marketing, S. C. Johnson Graduate School of Management	2015 – 2021
	Indian Institute of Management Ahmedabad , Ahmedabad, India Post Graduate Diploma in Management	2012 – 2014
	Indian Institute of Technology Guwahati , Guwahati, India B.Tech in Mechanical Engineering	2006 – 2010
PUBLICATIONS	<i>*Indicates equal authorship</i> Anand, Piyush* and Lee, Clarence*. Using Deep Learning to Overcome Privacy and Scalability Issues in Customer Data Transfer. <i>Forthcoming at Marketing Science</i>	
WORKING PAPERS	Smoke and Mirrors: Impact of E-Cigarette Taxes on Underage Social Media Posting (with Vrinda Kadiyali) <i>Revise and Resubmit at Marketing Science</i> Do Employee Opinions About Sales Practices Contain Pertinent Information? Evidence from the US Banking Industry (with Vrinda Kadiyali and Vishal Narayan)	
SELECT WORK IN PROGRESS	Polarization in Covid Vaccine Discussions on Twitter (with Dinesh Puranam and Vrinda Kadiyali)	
GRANTS AND AWARDS	2020 Vithala R. and Saroj V. Rao ISMS Doctoral Dissertation Award 2019 Shankar-Spiegel Dissertation Proposal Award AMA-Sheth Foundation Doctoral Consortium Fellow ISMS Doctoral Consortium Fellow 2020 Dyckman Research Grant, Cornell University Byron E. Grote, MS '77, Ph.D. '81 Johnson Professional Scholarship 2019 Dyckman Research Grant, Cornell University Graduate School Conference Travel Grant, Cornell University	2020 2020 2020 2020 2020 2019 2019 2017
INVITED RESEARCH TALKS	IIM Ahmedabad - Center for Data Science and AI Temple University - AIBA Workshop Speaker Series HKU Business School, University of Hong Kong Jones Graduate School of Business, Rice University NUS Business School, National University of Singapore Fischer College of Business, Ohio State University Mendoza College of Business, University of Notre Dame	2022 2022 2021 2020 2020 2020 2020

PRESENTATIONS * *Indicates presentation by co-author*

Polarization in Covid Vaccine Discussions on Twitter

- IIM Ahmedabad - Center for Data Science and AI, Marketing Science Conference 2022*, Temple University - AIBA Workshop Speaker Series 2022*, UC Riverside School of Business 2021*

Smoke and Mirrors: Impact of E-Cigarette Taxes on Underage Social Media Posting

- HKU Business School 2021, 2020 Artificial Intelligence, Machine Learning and Business Analytics Conference, University of Washington - Foster 2020*, Rice University - Jones 2020, NUS Business School 2020, Ohio State University - Fischer 2020, University of Notre Dame - Mendoza 2020, Computer Graphics and Vision Seminar - Cornell 2020

Do Employee Opinions About Sales Practices Contain Pertinent Information? Evidence from the US Banking Industry

- Temple University - AIBA Workshop Speaker Series 2022, University of Connecticut 2022*, Northeast Marketing Conference 2019*, CS NLP Seminar at Cornell 2019, Machine Learning Interest Group Seminar at Johnson 2019, AEP Seminar at Dyson Cornell 2019*, Marketing Science Conference 2018*

Using Deep Learning to Overcome Privacy and Scalability Issues in Customer Data Transfer

- Marketing Area Working Paper Seminar Cornell 2019*, Machine Learning Interest Group Seminar at Johnson 2019*, Frontiers of Empirical Marketing Conference 2018*, Marketing Science Conference 2018*

TEACHING EXPERIENCE

Jones Graduate School of Business, Rice University:

- Spring 2022: MGMT 769 - Machine Learning for Business II
- Fall 2021: MGMT 679 - Machine Learning for Business I

S. C. Johnson Graduate School of Management, Cornell University:

- Fall 2020: MBA 4920 / 6921 - Machine Learning Applications in Business
- Fall 2019: MBA 4920 - Machine Learning Applications in Business
- Fall and Spring 2018: MGT 5530 - Marketing Management (Co-taught both semesters)

SERVICE

Ad-hoc reviewer:

- Marketing Science
- Management Science

INDUSTRY EXPERIENCE

Amazon, Bangalore, India

Category Manager

Apr 2014 – May 2015

Wipro Technologies, Bangalore, India

Business Analyst, STAR Program Recruit

Jul 2010 – May 2012

SKILLS

Software: Python, R, Stata, MATLAB, JAVA

Languages: Hindi (Native), Spanish (Basic)

[CV compiled on 2022-08-15]