

# Piyush Anand

247 McNair Hall, Rice University, Houston, TX - 77005, USA  
Email: piyushanand349@gmail.com | Website: www.piyushanand.com  
May 2023

<b>EMPLOYMENT</b>	<b>Rice University</b> , Houston, TX Assistant Professor of Marketing, Jones Graduate School of Business	2021 - Present
<b>EDUCATION</b>	<b>Cornell University</b> , Ithaca, NY Ph.D. in Marketing, S. C. Johnson Graduate School of Management <b>Indian Institute of Management Ahmedabad</b> , Ahmedabad, India Post Graduate Diploma in Management <b>Indian Institute of Technology Guwahati</b> , Guwahati, India B.Tech in Mechanical Engineering	2015 – 2021 2012 – 2014 2006 – 2010
<b>PUBLICATIONS</b>	<i>*Indicates equal authorship</i> Anand, Piyush* and Lee, Clarence* (2022). Using Deep Learning to Overcome Privacy and Scalability Issues in Customer Data Transfer. <i>Marketing Science</i> 42(1):189-207	
<b>WORKING PAPERS</b>	Smoke and Mirrors: Impact of E-cigarette Taxes on Underage Social Media Posting (with Vrinda Kadiyali) – <i>Revise and Resubmit at Marketing Science</i> – <i>Recipient of 2020 ISMS Dissertation Award and 2019 Shankar-Spiegel Dissertation Proposal Award</i> Making Online Consumer Activism More Equitable: A Text-Based Intervention Approach (with Yanqing Gui and Vrinda Kadiyali) – <i>Revise and Resubmit at Marketing Science</i> Did the Pandemic Politically Polarize Vaccine Discussions on Twitter: A Causal Information Monitoring Study (with Dinesh Puranam and Vrinda Kadiyali) Do Online Employee Discussions of Sales Affect Stock Market Returns? Evidence from the U.S. Banking Industry (with Vrinda Kadiyali and Vishal Narayan)	
<b>SELECT WORKS IN PROGRESS</b>	Improving Job Satisfaction of Marketing Managers: A Text-Based Approach Based on Employee Reviews (with Yanqing Gui and Vrinda Kadiyali)	
<b>GRANTS AND AWARDS</b>	2022 ISMS Early Career Scholars Camp Fellow 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	2022 2020 2020 2020 2020 2020 2019 2019 2017

**INVITED  
RESEARCH  
TALKS**

IIM Ahmedabad - Center for Data Science and AI	2022
Temple University - AIBA Workshop Speaker Series	2022
HKU Business School, University of Hong Kong	2021
Jones Graduate School of Business, Rice University	2020
NUS Business School, National University of Singapore	2020
Fischer College of Business, Ohio State University	2020
Mendoza College of Business, University of Notre Dame	2020

**PRESENTATIONS** \* *Indicates presentation by co-author*

- Improving Job Satisfaction of Marketing Managers: A Text-Based Approach Based on Employee Reviews
- Marketing Science Conference 2023\* (scheduled)
- Making Online Consumer Activism More Equitable: A Text-Based Intervention Approach
- Marketing Science Conference 2023 (scheduled), Marketing Science DEI Conference 2023, Rice University 2022, Cornell University 2022\*
- Did the Pandemic Politically Polarize Vaccine Discussions on Twitter: A Causal Information Monitoring Study
- AI in Health Conference 2022, 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 Online Employee Discussions of Sales Affect Stock Market Returns? Evidence from the U.S. 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\*

**SERVICE**

Ad-hoc reviewer:

- Journal of Marketing Research
- Marketing Science
- Management Science

Rice University:

- Organizer: Marketing Brown Bags (Fall 2022, Spring 2023)

Other Service:

- Ad-hoc reviewer: Shankar-Speigel Dissertation Proposal Competition

**COURSES  
TAUGHT**

Jones Graduate School of Business, Rice University  
*Average ratings across sections (scale of 1-5, 1 is highest)*

Fall 2022:

- Machine Learning for Marketing Analytics - Course Rating: 1.2, Teaching Effectiveness: 1.1
- Machine Learning for Business Analytics - Course Rating: 1.5, Teaching Effectiveness: 1.4

Spring 2022:

- Machine Learning for Business II - Course Rating: 1.1, Teaching Effectiveness: 1.3

Fall 2021:

- Machine Learning for Business I - Course Rating: 2, Teaching Effectiveness: 2

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

- Fall 2020: Machine Learning Applications in Business
- Fall 2019: Machine Learning Applications in Business
- Fall and Spring 2018: Marketing Management (Co-taught both semesters)

**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