

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 Indian Institute of Management Ahmedabad , Ahmedabad, India Post Graduate Diploma in Management Indian Institute of Technology Guwahati , Guwahati, India B.Tech in Mechanical Engineering	2015 – 2021 2012 – 2014 2006 – 2010
PUBLICATIONS	Anand, Piyush and Kadiyali, Vrinda (2024). Smoke and Mirrors: Impact of E-cigarette Taxes on Underage Social Media Posting. Forthcoming - Marketing Science (Frontiers). – <i>Recipient of 2020 ISMS Dissertation Award and 2019 Shankar-Spiegel Dissertation Proposal Award</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. *Equal authorship	
WORKING PAPERS	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> Predicting Intervention Effects in the Presence of Protected Attributes using Adversarial Convolutional Neural Networks Do Employee Discussions About Sales Contain Pertinent Information for Managers? Evidence from the US Banking Industry (with Vrinda Kadiyali and Vishal Narayan) Did the Pandemic Politically Polarize Vaccine Discussions on Twitter: A Causal Information Monitoring Study (with Dinesh Puranam and Vrinda Kadiyali)	
SELECT WORKS IN PROGRESS	Improving Job Satisfaction of Marketing Managers: A Text-Based Approach Based on Employee Reviews (with Yanqing Gui and Vrinda Kadiyali)	
GRANTS AND AWARDS	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*
- Making Online Consumer Activism More Equitable: A Text-Based Intervention Approach
- AI in Management Conference 2024 (scheduled), AI Applications in Business Research Conference 2024 (scheduled), Marketing Science Conference 2023, 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 Employee Discussions About Sales Contain Pertinent Information for Managers? 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*

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

Fall 2023:

- AI Tools for Business Decision Making
- AI for Customer Analytics

Fall 2022:

- Machine Learning for Marketing Analytics
- Machine Learning for Business Analytics

Spring 2022:

- Machine Learning for Business II

Fall 2021:

- Machine Learning for Business I

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

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

**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