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

WORKING PAPERS

Using Deep Learning to Overcome Privacy and Scalability Issues in Customer Data Transfer
(with Clarence Lee)
Revise and Resubmit at Marketing Science (minor revision)

Employee Reviews of Sales Practices: Evidence from the US Banking Industry
(with Vrinda Kadiyali and Vishal Narayan)
Reject and Resubmit at Marketing Science

Smoke and Mirrors: Impact of E-Cigarette Taxes on Underage Social Media Posting
(with Vrinda Kadiyali)

SELECT WORK IN PROGRESS

Announcement Effects on Vaccine Perception
(with Dinesh Puranam and Vrinda Kadiyali)

GRANTS AND AWARDS

2020 Vithala R. and Saroj V. Rao ISMS Doctoral Dissertation Award	2020
2019 Shankar-Spiegel Dissertation Proposal Award	2020
AMA-Sheth Foundation Doctoral Consortium Fellow	2020
ISMS Doctoral Consortium Fellow	2020
2020 Dyckman Research Grant, Cornell University	2020
Byron E. Grote, MS '77, Ph.D. '81 Johnson Professional Scholarship	2019
2019 Dyckman Research Grant, Cornell University	2019
Graduate School Conference Travel Grant, Cornell University	2017

INVITED RESEARCH TALKS

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

Using Deep Learning to Overcome Privacy and Scalability Issues in Customer Data Transfer (with Clarence Lee)
- 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*

Employee Reviews of Sales Practices: Evidence from the US Banking Industry (with Vrinda Kadiyali and Vishal Narayan)
- 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*

Smoke and Mirrors: Impact of E-Cigarette Taxes on Underage Social Media Posting (with Vrinda Kadiyali)
- 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

Announcement Effects on Vaccine Perception (with Dinesh Puranam and Vrinda Kadiyali)
- UC Riverside School of Business 2021*

TEACHING EXPERIENCE

Jones Graduate School of Business, Rice University:
- MGMT 679 - Machine Learning for Business I, Fall 2021

S. C. Johnson Graduate School of Management, Cornell University:
- NBA 4920 / 6921 - Machine Learning Applications in Business, Fall 2020
- NBA 4920 - Machine Learning Applications in Business, Fall 2019
- NCC 5530 - Marketing Management, Fall 2018 and Spring 2018 (Co-taught both semesters)

SERVICE

Ad-hoc reviewer for 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 2022-01-03]