

Piyush Anand

247 McNair Hall, Rice University, Houston, TX - 77005, USA
Email: piyushanand349@gmail.com | Website: www.piyushanand.com
July 2024

| | | |
|---------------------------------|--|--|
| 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). Frontiers: Smoke and Mirrors: Impact of E-cigarette Taxes on Underage Social Media Posting. <i>Marketing Science</i> 43(3):479-487. – Recipient of 2020 ISMS Dissertation Award and 2019 Shankar-Spiegel Dissertation Proposal Award 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 | Can LLM Adoption Promote Greater Equity? Evidence from Online Consumer Activism Petitions (with Yanqing Gui and Vrinda Kadiyali) Predicting Counterfactuals in the Presence of Protected Attributes using Adversarial Convolutional Neural Networks An Explainable AI Recommendation System for Product Recommendations with Sensitive Consumer Attributes Shifts in Vaccine Perceptions Across Product Development Milestones: Quasi-Experimental Evidence from X (with Dinesh Puranam and Vrinda Kadiyali) Do Employee Discussions About Sales Contain Pertinent Information for Managers? Evidence from the US Banking Industry (with Vrinda Kadiyali and Vishal Narayan) | |
| SELECT WORKS IN PROGRESS | Improving Job Satisfaction of Marketing Managers: A Text-Based Approach Based on Employee Reviews (with 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 | 2022 2020 2020 2020 2020 2020 2019 2019 |

Graduate School Conference Travel Grant, Cornell University 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*

Predicting Counterfactuals in the Presence of Protected Attributes using Adversarial Convolutional Neural Networks

- Junior Faculty Camp (Rice University) 2024

Improving Job Satisfaction of Marketing Managers: A Text-Based Approach Based on Employee Reviews

- Marketing Science Conference 2023*

Can LLM Adoption Promote Greater Equity? Evidence from Online Consumer Activism Petitions

- UTD Biz AI Conference 2024, USC AI in Management 2024, UC Davis 2024*, 2024 Hopkins Conference on Societal Impact Driven Marketing*, Marketing Science Conference 2023, Marketing Science DEI Conference 2023, Rice University 2022, Cornell University 2022*

Shifts in Vaccine Perceptions Across Product Development Milestones: Quasi-Experimental Evidence from X

- UC Davis 2024*, 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*

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*

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

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-Spiegel 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