

# Piyush Anand

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|----------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>EMPLOYMENT</b>                      | <b>Rice University</b> , Houston, TX<br>Assistant Professor of Marketing, Jones Graduate School of Business<br>2021 - Present                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>EDUCATION</b>                       | <b>Cornell University</b> , Ithaca, NY<br>Ph.D. in Marketing, S. C. Johnson Graduate School of Management<br>2015 – 2021<br><b>Indian Institute of Management Ahmedabad</b> , Ahmedabad, India<br>Post Graduate Diploma in Management<br>2012 – 2014<br><b>Indian Institute of Technology Guwahati</b> , Guwahati, India<br>B.Tech in Mechanical Engineering<br>2006 – 2010                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>RESEARCH INTERESTS</b>              | Substantive: Consumer Health, Protected Attributes, Policy Impact, Data Privacy<br>Methodological: AI Methods, Causal Inference, Natural Language Processing, Computer Vision                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>PUBLICATIONS</b>                    | 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.<br><br>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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>WORKING PAPERS</b>                  | An Adversarial AI Approach to Address Protected Attributes in Treatment Effects Estimation<br>- <i>Reject with Resubmit at Journal of Marketing Research</i><br><br>An Explainable AI Recommendation System for Product Recommendations with Sensitive Consumer Attributes<br>- <i>Reject and Resubmit at Marketing Science</i><br><br>Does Going Public Affect Consumer Evaluations of a Firm? Evidence from the Restaurant Industry (with Nandini Ramini, Vishal Narayan, and Girish Mallapragda)<br>- <i>Revise and Resubmit (Risky Revision) at Journal of Marketing Research</i><br><br>Impact of LLM Adoption on Consumer Activism: A Surrogate Index Approach (with Yanqing Gui and Vrinda Kadiyali)<br>- <i>Reject with Resubmit at Journal of Marketing Research</i><br><br>A Synthetic Topic Approach for Measuring Causal Shifts in Online Perceptions: A Study of Vaccines (with Dinesh Puranam and Vrinda Kadiyali)<br><br>Do Employee Discussions About Sales Contain Pertinent Information for Managers? Evidence from the US Banking Industry (with Vrinda Kadiyali and Vishal Narayan) |
| <b>PRESENTATIONS AND INVITED TALKS</b> | 2025: USC Marshall School of Business - Quant Marketing Brown Bag, Ohio State University AI in Business Conference, UT Dallas Bass FORMS Conference, Marketing Science Conference, USC AI in Management Conference, UT Dallas Biz AI Conference<br><br>2024: Artificial Intelligence Machine Learning and Business Analytics Conference, Wharton Gen AI Conference, Marketing Junior Faculty Camp (Rice University), UT Dallas Biz AI Conference, USC AI in Management Conference<br><br>2023: Marketing Science Conference, Marketing Science DEI Conference                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

2022: IIM Ahmedabad - Center for Data Science and AI, Temple University - AIBA Workshop Speaker Series, AI in Health Conference

2021: HKU Business School - University of Hong Kong

2020: Fischer College of Business - Ohio State University, NUS Business School - National University of Singapore, Jones Graduate School of Business - Rice University, Mendoza College of Business - University of Notre Dame, Artificial Intelligence Machine Learning and Business Analytics Conference, Marketing Science Conference, Computer Graphics and Vision Seminar (Cornell), CS NLP Seminar (Cornell)

2019: Machine Learning Interest Group Seminar (Johnson - Cornell), CS NLP Seminar (Cornell)

2017: Marketing Science Conference

## GRANTS AND AWARDS

|                                                                    |      |
|--------------------------------------------------------------------|------|
| 2022 ISMS Early Career Scholars Camp Fellow                        | 2022 |
| 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 |

## SERVICE

Editorial Review Board Member: Marketing Science (2025 - Present)

Ad-hoc reviewer:

- Journal of Marketing Research
- 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, Fall 2024:

- 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

|                                                                     |                     |
|---------------------------------------------------------------------|---------------------|
| Category Manager, Amazon (India)                                    | Apr 2014 – May 2015 |
| Business Analyst (STAR Program Recruit), Wipro Technologies (India) | Jul 2010 – May 2012 |

## REFERENCES

### **Vrinda Kadiyali**

Nicholas H. Noyes Professor of Management and Professor of Marketing and Economics  
S.C. Johnson Graduate School of Management  
Cornell University  
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### **Vishal Narayan**

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### **Dinesh Puranam**

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University of South Florida  
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