ARUN GOPALAKRISHNAN

Jones Graduate School of Business
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EDUCATION

Ph.D. in Marketing, University of Pennsylvania, Wharton School, 2015

M.S. in Marketing, University of Pennsylvania, Wharton School, 2012

M.B.A., Pennsylvania State University, Smeal College of Business, 2006

B.E. in Electrical and Electronic Engineering, University of Auckland, 2000

EMPLOYMENT

Assistant Professor, Rice University, Houston, TX, 2019 -

Assistant Professor, Washington University in St Louis, St Louis, MO, 2015 - 2019

Marketing Manager, E.I. du Pont de Nemours, Wilmington, DE, 2006 – 2010

Research Engineer, Motorola Labs, Sydney, Australia, 2001 – 2003

RESEARCH INTERESTS

Substantive: Customer Relationship Management, Healthcare management
Methodological: Bayesian analysis, Econometrics, Field experiments

PUBLICATIONS

Gopalakrishnan, A., Bradlow, E.T., and Fader, P.S. (2017). A Cross-Cohort Changepoint Model for Customer-Base Analysis. *Marketing Science*, 36(2), 195-213

Gopalakrishnan, A., Iyengar, R., and Meyer, R.J. (2015). Consumer Dynamic Usage Allocation and Learning under Multipart Tariffs. *Marketing Science*, 34(1), 116-133

Ding, M., Dong, S., Eliashberg, J., and **Gopalakrishnan, A.** (2014). Portfolio Management in New Drug Development. *Innovation and Marketing in the Pharmaceutical Industry: Achieving Sustainable Success.* Edited by Ding, M., Eliashberg, J., and Stremersch, S.

Choi, E., Holter, T., Epps, J., and **Gopalakrishnan, A.** (2003). Temporal Structure Constrained

Transformation For Speaker Adaptation. *IEEE International Conference on Acoustic, Speech and Signal Processing*, 1, 564-567

Holter, T., Epps, J., **Gopalakrishnan, A.**, and Choi, E. (2002). Affine Transformations in Speaker Adaptation – Why Simpler is Better. *Proc 9th Aust. Int. Conf. on Speech Science and Tech*, 10-15

Choi, E., Holter, T., Epps, J., and **Gopalakrishnan, A.** (2002). Exploitation of Feature Vector Structure for Speaker Adaptation. *Proc 9th Aust. Int. Conf. on Speech Science and Tech*, 172-177

WORKING PAPERS/UNDER REVIEW

Gopalakrishnan, A., Jiang, Z., Nevskaya, Y., and Thomadsen, R. (2019). Can Non-Tiered Customer Loyalty Programs Be Profitable? *Minor revision* at Marketing Science

Gopalakrishnan, A., and Park, Y-H. (2018). The Impact of Coupons on the Visit-to-Purchase Funnel: Theory and Empirical Evidence. *Under review* at Marketing Science

Cai, C.J., and **Gopalakrishnan, A.** (2018). When Should Biopharmaceutical Rivals Form an R&D Alliance? *Revise and Resubmit* at Journal of Marketing

Gopalakrishnan, A., Bradlow, E.T., and Fader, P.S. (2018). Limited Dynamic Forecasting of Hidden Markov Models. *Revising for Resubmission* at Management Science

Chen, J., **Gopalakrishnan, A.,** and Park, Y-H. (2019). Coupons Along the Conversion Funnel: A Structural Approach. Working Paper

INVITED REPORTS

Gopalakrishnan, A and Park, Y-H. (2019). The Impact of Coupons in the Search-to-Purchase Funnel: Theory and Empirical Evidence. *Marketing Science Institute*, Report 19-106, Cambridge, MA.

HONORS AND AWARDS

- Olin Award Winner, 2017 for Research that impacts business
- ISMS Doctoral Dissertation Competition Winner, 2014
- Shankar-Spiegel Dissertation Competition Winner, 2014
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2014
- Amazon Web Services in Education Grant, 2013
- Ackoff Fellowship, 2013
- Winkelman Fellowship, 2012 – 2014
- Joint Statistical Meetings Student Travel Award, 2012
- Ackoff Fellowship, 2011

PRESENTATIONS

The Impact of Coupons on the Search-to-Purchase Funnel: Theory and Empirical Evidence:
Rice University (Houston, TX – 2018), eBay Analytics Group Webinar (2018), Marketing Science (Philadelphia, PA – 2018), University of Virginia - Darden (Charlottesville, VA - 2018), Marketing Dynamics (Hong Kong - 2017), Mizzou-Wash U Marketing Camp (Columbia, MO - 2017)

When Do Consumers Prefer to Resolve Uncertainty?
Marketing Science (Los Angeles, CA - 2017), 10th Choice Symposium (Canada - 2016).

When Should Biopharmaceutical Rivals Form an R&D Alliance?
Chile Management Science Conference (Chile - 2018), INFORMS International Conference (Hawai'i, HI - 2016).

Which Curve Are You On? A Latent Relationship Trajectory Model of Customer Behavior:
University of Texas at Dallas (Richardson, TX - 2014), Washington University in St Louis (St Louis, MO - 2014), Northwestern University (Evanston, IL - 2014), University of Texas at Austin (Austin, TX - 2014), Harvard Business School (Boston, MA - 2014), London Business School (UK - 2014), Singapore Management University (Singapore - 2014), Marketing Science (Baltimore, MD - 2014).

A Cross-Cohort Changepoint Model for Customer-Base Analysis:
Ohio State University (Columbus, OH - 2017), Joint Statistical Meetings (San Diego, CA - 2012), Marketing Science (Boston, MA - 2012).

Consumer Dynamic Usage Allocation and Learning under Multipart Tariffs:
Theory and Practice in Marketing (UK - 2013), UT Dallas FORMS (Richardson, TX - 2013).

Invited Tutorial (8 hour session)-
An Introduction to Probability Models for Marketing Research:
ART Forum (Seattle, WA - 2017).

Discussant:
- For *Heterogeneity in HMMs: Allowing for heterogeneity in the Number of states* by Nicholas Padilla, Ricardo Montoya, and Oded Netzer at Marketing Dynamics Conference 2018

REVIEWING

Ad hoc reviewer for *Management Science, Marketing Science, Journal of Marketing Research, Journal of Retailing, International Journal of Research in Marketing, International Journal of Artificial Intelligence and Soft Computing*

TEACHING EXPERIENCE

Jones Graduate School of Business, Rice University
- MGMT 680: Customer Lifetime Value (Fall 2019)
- MGMT 707: Advanced Marketing Research (Fall 2019) - *upcoming*

Olin Business School, Washington University in St Louis
- Customer Analytics using Probability Models (Spring 2016, 2017, 2018, 2019)
- Marketing Research (Spring 2016, 2017, 2018, 2019)
- Advanced Marketing Research (Spring 2017, 2018)

PROFESSIONAL AFFILIATIONS

American Marketing Association, INFORMS

COMPUTER AND NATURAL LANGUAGES
Fluent: Tamil, C, C++, R, Matlab