Ankit Sisodia

Purdue University

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Academic Appointments

Mitch Daniels School of Business, Purdue University
    Assistant Professor, Marketing   2024-onwards
    Visiting Appointment in Marketing   2023-2024

Education

Yale School of Management
    Ph.D. in Management (Quantitative Marketing)   2023
    M.A. & M.Phil. in Marketing   2020
Indian Institute of Management, Ahmedabad, India
    Post Graduate Diploma in Management   2014
Indian Institute of Technology, Banaras Hindu University, India
    Bachelor of Technology (Electrical Engineering)   2008

Research Interests

- Applying generative deep learning methods to conduct visual conjoint analysis, create market structure maps, estimate demand and design brand personalities
- Empirical methods to study consumer privacy, illicit economic behavior, and personalization effectiveness

Publications

Ankit Sisodia, Alex Burnap and Vineet Kumar (2025), "Generative Interpretable Visual Design: Using Disentanglement for Visual Conjoint Analysis"[1] (*Journal of Marketing Research*) [PDF]

- Finalist, 2023 ASA Statistics in Marketing Doctoral Research Award
- Podcast Appearance: How I Wrote This, hosted by Brett Gordon and Karen Winterich (Co-Editors of Journal of Marketing Research) [Apple] [Spotify]

Working Papers

Ankit Sisodia and Vineet Kumar (2025), "Market Structure Mapping with Visual Characteristics" (*Marketing Science Institute Working Paper Series*) [PDF]

Raghuram Iyengar, Young-Hoon Park and Ankit Sisodia (2026), "Customer Prototypicality and Segment-Level Personalization Effectiveness: Evidence from a Field Experiment" (*SSRN*) [PDF]

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[1]previously circulated as "Automatically Discovering Unknown Product Attributes Impacting Consumer Preferences" in the Marketing Science Institute Working Paper Series 2022 [PDF] and as "Automatic Discovery and Generation of Visual Design Characteristics: Application to Visual Conjoint"

Ankit Sisodia, K. Sudhir and Nitish Jain (2026), "Consumer Adaptation to a Currency Reform: Illicit Cash and Digital Payments" (*SSRN*) [PDF]

Works in Progress

"Economic Value of Visual Product Characteristics," with Vineet Kumar
- Winner, 2023 ISMS Doctoral Dissertation Proposal Competition

"Designing Personality Through Audio" with Hortense Fong and Jingyi Zhang

"Consumer Value of Privacy: Evidence from an Online Retailer," with Mimansa Bairathi and Mayur Choudhary

Awards & Honors

Winner, ISMS Doctoral Dissertation Proposal Competition	2023
Finalist, ASA Statistics in Marketing Doctoral Research Award	2023
Yale GSAS Doctoral Fellowship	2017-2023
ISMS Doctoral Consortium Fellow	2020 & 2021
National Talent Search Examination (NTSE) Undergraduate Scholarship	2004-2008

Invited Talks

University of Houston, C.T. Bauer College of Business	Apr 2026
Washington University in St. Louis, Olin Business School	Oct 2022
Purdue University, Krannert School of Management	Oct 2022
Santa Clara University, Leavey School of Business	Oct 2022
Nanyang Technological University, Nanyang Business School	Aug 2022
National University of Singapore, NUS Business School	Aug 2022

Conference Presentations

2026: FTC Conference on Marketing and Public Policy (Washington DC); Frank M. Bass UTD-FORMS Conference (Dallas)

2025: AI and Marketing: New Methods and New Risks Conference (Stanford University); Marketing Science Conference (Washington DC); New Data for Consumer Insights Conference (University of Chicago); Marketing Dynamics Conference (Goa, India)

2024: Conference on Artificial Intelligence, Machine Learning and Business Analytics (Yale University); Symposium on AI in Marketing (University of Wisconsin, Madison); AI in Management (University of Southern California); Frank M. Bass UTD-FORMS Conference (Dallas); AI and Machine Creativity (AI at Wharton Webinar); GenAI Lab Seminar Series (TU Munich, Virtual)

2023: INFORMS (Phoenix); China India Insights Conference (Stanford University); Wharton Business & Generative AI Workshop (Wharton @ San Francisco); ASA Joint Statistical Meetings (Toronto); Marketing Science Conference (Miami); AI in Management (University of Southern California)

2021-2022: Marketing Science Conference (Virtual, x2); AI in Management (Virtual)

Teaching Experience

Instructor *Purdue University*

New Product Development (undergraduate and graduate)	Fall 2025, Fall 2026
Marketing Management (undergraduate)	Fall 2023, Fall 2024

Teaching Assistant *Yale School of Management*

Big Data & Customer Analytics (MBA)	Kosuke Uetake (Spring 2020-22)
Digital Strategy (MBA)	Vineet Kumar (Fall 2021)
Marketing Strategy (MBA)	Jiwoong Shin (Fall 2020)
Customer (EMBA)	K. Sudhir (Fall 2020)
Competitive Strategy (MBA)	Florian Ederer & Kevin Williams (Spring 2019)
Pricing Strategy (MBA)	Soheil Ghili (Fall 2018)

Professional Service

Ad Hoc Reviewer: International Journal of Research in Marketing, Journal of Marketing Research, Management Science, Marketing Science, MSI Doctoral Dissertation Proposal Competition, Production and Operations Management

Conference Organization: Co-chair for New Products and Innovation Track at 2026 AMA Winter Academic Conference at Madrid, Spain

Conference Service: Faculty Representative, 2026 Haring Symposium (Indiana University)

Industry Experience

Myntra, Bangalore, India	
Manager, Brand Engagement	2016-2017
Star India, Mumbai, India	
Assistant Manager, Product & Revenue Strategy (Ad Sales)	2014-2016
Tata Consultancy Services, Mumbai, India	
Software Developer	2009-2012

Updated: 3/2026