

Kanishka Misra

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Professional Experience

Boston College	
Professor	2024-
Rady School of Management, University of California, San Diego	
Professor	2022-2024
Associate Professor (with tenure)	2016-2022
Ross School of Business, University of Michigan	2012-2016
London Business School, London, UK	2009-2012
ZS Associates, Evanston, IL	2001 - 2004

Education

Kellogg School of Management, Northwestern University	
Ph.D., Marketing	2010
University of Cambridge, St. John's College, UK	
B.A., Mathematics	2000

Publications

- *"Local Market Reaction to Brand Acquisitions: Evidence From the Craft Beer Industry"* (with A. Umut Guller and Vishal Singh), Accepted, Marketing Science
- *"Consumer (In)attention to Expiration Dates: A Field Study"* (with Karsten Hansen and Robert Sanders), Accepted, Marketing Science
- *"Artificial Intelligence and Pricing"* (with Diego Aparicio), Sudhir, K. and Toubia, O. (Ed.) Artificial Intelligence in Marketing (Review of Marketing Research, Vol. 20), Emerald Publishing Limited, Bingley, pp. 103-124. [solicited]
- *"The Impact of Commodity Taxation on Product Variety: A Multi-category Investigation"* (with Sungtak Hong), Accepted, Marketing Letters, 2023
- *"Frontiers: Impact of Stay-at-home-orders and Cost-of-living on Stimulus Response: Evidence from the Cares Act"* (with Vishal Singh and Qianyun Zhang), Marketing Science, 2022
- *"Economist's Note: Collusive Outcomes via Pricing Algorithms."* (with Karsten T. Hansen and Mallesh Pai) Journal of European Competition Law & Practice, 2021 [solicited]
- *"Frontiers: Algorithmic Collusion: Supra-competitive Prices via Independent Algorithms"* (with Karsten T. Hansen and Mallesh Pai) Marketing Science, 2021, AMA Retail & Pricing SIG's Best Pricing Paper 2023
- *"Heterogeneous Price Effects of Consolidation: Evidence from the Car Rental Industry"* (with A. Umut Guler and Vishal Singh), Marketing Science, 2020
- *"Soul and machine (learning)"* (with Proserpio, Hauser, Liu, Amano, Burnap, Guo, Lee, Lewis, Schwarz, Timoshenko, Xu and Yoganarasimhan) Marketing Letters, 2020

- “Dynamic Online Pricing with Incomplete Information Using Multi-Armed Bandit Experiments” (with Eric Schwartz and Jacob Abernethy), *Marketing Science*, 2019 [Finalist for Best Paper]
- “Fee or Free: When Should Firms Charge for Online Content?” (with Anja Lambrecht) *Management Science*, 2017
- “The Perils of Category Management: The Effect of Product Assortment on Multicategory Purchase Incidence” (with Sungtak Hong and Naufel Vilcassim) *Journal of Marketing*, 2016
- “Will a ‘Fat Tax’ Work?” (with Romana Khan and Vishal Singh) *Marketing Science*, 2016 [Finalist for Best Paper]. Short version: “Even a 14-Cent Food Tax Could Lead to Healthier Choices” *Harvard Business Review* <https://hbr.org/2016/09/even-a-14-cent-food-tax-could-lead-to-healthier-choices>
- “Robust New Product Pricing” (with Benjamin Handel) *Marketing Science*, 2015
- “Consumption, Income Changes and Heterogeneity: Evidence from Two Fiscal Stimulus Programmes” (with Paolo Surico) *American Economic Journal: Macroeconomics*, 2014 [cited in President’s Council of Economic Advisers]. Short version: “Another look at the 2001 income tax rebates”, *VoxEU* <https://voxeu.org/article/another-look-2001-income-tax-rebates>
- “Countercyclical Pricing: A Consumer Heterogeneity Explanation” (with A. Umut Guler and Naufel Vilcassim) *Economics Letters*, 2014
- “Outsourcing retail pricing to a category captain: The role of information firewalls” (with Karsten T. Hansen and Vincent R. Nijs) *Marketing Science*, 2014
- “Robust Firm Pricing with Panel Data” (with Benjamin Handel and James Roberts) *Journal of Econometrics*, 2013
- “Ideology and Brand Consumption” (with Romana Khan and Vishal Singh) *Psychological Science*, 2013
- “Channel Pass-Through of Trade Promotions” (with Eric T. Anderson, Karsten T. Hansen, Vincent R. Nijs and Lakshman Krishnamurthi) *Marketing Science*, 2010

Invited Talks and Presentation (including scheduled)

Arizona, Boconni, Boston University (x2), Carnegie Mellon, Chicago (x2), Choice Symposium (x2), Columbia (x2), Cornell, Emory, Erasmus, John Hopkins, Koc, Harvard (x2), Houston, Indian School of Business, INSEAD, London Business School, Marketing Science and FTC (discussant), Marketing Science and Health (discussant), Big Data and Marketing Science, Michigan (x2), Minnesota, NBER, New York University, Northeastern, Northwestern - Kellogg (x2), Ohio State (x2), Pittsburgh, QME (presenter x2, discussant x3), Rochester (x3), SICS (presenter x2, discussant x3), South Korea, Stanford (x3), Toronto (x2), Toulouse (Economics), UC Berkeley (x2), UC Davis, UCL, UCLA (brownbag), UC San Diego (x2), USC (x2), University of Washington, Washington University, Wharton, Yale (x2)

Selected Media Coverage

Cited by the President’s Council of Economic Advisers; referenced in news media including the Wall Street Journal, the Washington Post, Yahoo News, Slate, the AtlanticWire, NDTV

Honors, Awards and External Grants

AMA Retail & Pricing SIG’s Best Pricing Paper Award	2022
MSI Scholar	2021
Jerome Katzin Fellowship	2020-
Finalist, John D. C. Little Award, Best Paper	2017, 2020
MSI Young Scholar	2017

Sanford R. Robertson Assistant Professorship of Business Administration	2015-16
Journal of Economic Behavior and Organization, Outstanding Reviewer	2015
AMA Sheth Foundation Doctoral Consortium, Faculty	2013,2014
ERC grant (Paolo Surico principal investigator)	2010-2014
43rd AMA Sheth Foundation Doctoral Consortium, Columbus, MS	2008
Haring Symposium Fellow, Bloomington, IN	2007
Northwestern University Fellowship	2004-2009
Cambridge Commonwealth Trust Award	1997-2000

Services

SICS, co-chair	2023
Marketing Letters, Editor-in-Chief	2024-
Management Science, Associate Editor	2023-
Management Science, Guest Associate Editor	2022
Marketing Science, Editorial Review Board	2017-
Quantative Marketing and Economics, AE	2021-
Ad-hoc reviewer for American Economic Review, AEJ: Macro, B.E. Journal of Economic Analysis and Policy, Communications of the ACM, Economic Journal, Economics Letters, Frank Bass Conference, UT Dallas (discussant x2), Information Economics and Policy, International Journal of Industrial Organization, Journal of Economic Behavior and Organization, Journal of Economics and Management Strategy, Journal of the European Economic Association, Journal of Industrial Economics, Journal of Marketing Research, Journal of Retailing, Mathematical Scientist, Management Science, Marketing Science, Operations Research, PDMA Dissertation Competition, Quantitative Marketing and Economics, Quarterly Journal of Economics, RAND Journal of Economics, Review of Economics and Statistics, Shankar-Spiegel Dissertation	
Journal of Retailing, Editorial Review Board	2017
Program Committee for ACM Conference on Economics and Computation	2015, 2020
Faculty Co-Director Sales Certificate Program, Ross School of Business	2013-2015
PhD Director, Rady School of Management	2019-
UCSD General Assemble Elected Alternative Representative	2019-2021

Teaching (audience, most recent mean rating)

<i>London Business School</i>	2009-2012
Markstrat (MBA core, EMBA core, 4.5/5)	
<i>Ross School of Business</i>	2012-2016
Marketing Strategy (MBA core, 4.6/5)	
Empirical Method (PhD, 5/5)	
<i>Rady School of Management</i>	2016-
Pricing (MBA, Flex MBA, MSBA 4.9/5)	
Empirical Method (PhD, 5/5)	