

# VISHAL NARAYAN

Professor of Marketing  
Department of Marketing, School of Business  
University of Connecticut  
2100 Hillside Road Unit 1041  
Storrs, CT 06269-1041

Email: [vishal.narayan@uconn.edu](mailto:vishal.narayan@uconn.edu)  
<https://www.business.uconn.edu/person/vishal-narayan/>

January 2025

## ACADEMIC POSITIONS

- Professor of Marketing, August 2024 to present, University of Connecticut School of Business
- Associate Professor of Marketing, January 2022 to July 2024, University of Connecticut School of Business
- Academic Co-Director, MBA Programs, August 2022 to present, University of Connecticut School of Business
- Deputy Academic Director, MBA Program, January 2021 to December 2021, NUS Business School, National University of Singapore
- Associate Professor of Marketing, January 2017 to December 2021, NUS Business School
- Assistant Professor of Marketing, July 2013 to December 2016, NUS Business School
- Assistant Professor of Marketing, July 2007 to June 2013, Johnson School, Cornell University

## EDITORIAL BOARD MEMBERSHIPS

- Editorial Review Board Member, *Journal of Marketing Research*, 2019 - present
- Editorial Review Board Member, *Journal of Marketing*, 2023 - present
- Editorial Review Board Member, *Marketing Science*, 2016 - 2021

## EDUCATION

- Ph.D., Marketing, 2007, Stern School of Business, New York University
- M. Phil., Marketing, 2004, Stern School of Business, New York University
- Master of Business Administration, 1996, Indian Institute of Management, Lucknow, India
- Bachelor of Engineering (Mechanical), 1994, Delhi College of Engineering, University of Delhi, India

## RESEARCH INTERESTS

- Marketing in developing economies, online consumer opinion, crowdfunding, marketing and health, text analytics.

## TEACHING INTERESTS

- Marketing and Social Impact, Digital Marketing, Marketing Analytics, Marketing Management, Consulting Practicum, Empirical Models in Marketing.

## **PUBLISHED PAPERS**

- Narayan, Vishal, and Ishani Tewari (2024), “How do Consumers Respond to Female Electoral Victories? Evidence from Indian State Elections,” *Marketing Letters*, published online.
- Herd, Kelly, Girish Mallapragada, and Vishal Narayan (2022), “Do Backer Affiliations Help or Hurt Crowdfunding Success?” *Journal of Marketing*, 86(5): 117-134, equal authorship.
- Narayan, Vishal, and Shreya Kankanhalli (2021), “The Economic and Social Impacts of Migration on Brand Expenditure: Evidence from Rural India,” *Journal of Marketing*, 85(6): 63-82.
- Puranam, Dinesh, Vrinda Kadiyali and Vishal Narayan (2021), “The Impact of Minimum Wages on Consumer Perceptions of Service: a Transformer Model of Online Restaurant Reviews,” *Marketing Science*, 40(5): 813-1007.
- Puranam, Dinesh, Vishal Narayan and Vrinda Kadiyali (2017), “The Effect of Calorie Posting Regulation on Consumer Opinion: A Flexible Latent Dirichlet Allocation Model with Informative Priors,” *Marketing Science*, 36(5):726-746.
- Narayan, Vishal, and Vrinda Kadiyali (2016), “Repeated Interactions and Improved Outcomes: An Empirical Analysis of Film Production in the U.S.” *Management Science*, 62(2):591-607.
- Narayan, Vishal, Vithala Rao and K. Sudhir (2015), “Early Adoption of Modern Grocery Retail in an Emerging Market: Evidence from India,” *Marketing Science*, 34(6):825-842.
- Zhao, Yi, Sha Yang, Vishal Narayan and Ying Zhao (2013), “Modeling Consumer Learning from Online Product Reviews,” *Marketing Science*, 32(1), 153-169.
- Narayan, Vishal, Vithala Rao and Carlyne Saunders (2011), “How Peer Influence Affects Attribute Preferences: A Bayesian Updating Mechanism,” *Marketing Science*, 30(2), 368-384.
- Yang, Sha, Vishal Narayan and Henry Assael (2006), “Estimating the Interdependence of Television Program Viewership Between Spouses: A Bayesian Simultaneous Equation Model,” *Marketing Science*, 25(4), 336-349.

## **SELECT WORKING PAPERS / PAPERS UNDER REVIEW**

- Narayan, Vishal, Sai Chand Chintala, Vrinda Kadiyali, “Does Online Grocery Retailing in Developing Markets Serve the Rich or the Poor? Evidence from India.”
- Anand, Piyush, Vrinda Kadiyali and Vishal Narayan, “Do Online Employee Discussions of Sales Affect Stock Market Returns? Evidence from the US Banking Industry.”

### **SELECT WORK IN PROGRESS**

- Narayan, Vishal, and Vedha Ponnappan, “Who Reduces Sugar Consumption After Brand Reformulation?”
- Narayan, Vishal, Nandini Ramani, and Girish Mallapragada, “The Impact of IPOs on Consumer Opinion in the Restaurant Industry”

### **GRANTS, HONORS AND AWARDS**

- 2024 Outstanding Reviewer Award, *Journal of Marketing Research*.
- Best MBA Teaching Award, National University of Singapore Business School, 2020-21.
- Ministry of Education (Singapore) Research Grant (S\$33,000) for research on emerging markets, 2019
- Sandra Dawson Visiting Professor, Judge Business School, Cambridge University, 2018
- Research grant (\$18,000) from the Emerging Marketing Institute, Cornell University, 2011
- MSI research grant (\$10,000) for research on emerging markets, 2011
- MSI research grant (\$6,500) for research on user generated content, 2009
- 2011 Half Century Faculty Research Fellowship, Cornell University
- Clifford H. Whitcomb Faculty Fellowship, Cornell University, 2010-2011, 2011-2012
- Stern Award for PhD Teaching Excellence, New York University, 2006
- James T. Clifford Memorial Doctoral Fellowship, New York University, 2006-2007
- Dissertation research grant from the Entertainment Media and Technology Program, New York University, 2005-2006
- INFORMS Marketing Science Doctoral Consortium Fellow, 2005
- George Burton Hotchkiss Fellowship, New York University, 2003-2004

### **INVITED RESEARCH TALKS**

- University of Central Florida, December 2023
- Arizona State University, May 2023
- Northeastern University, October 2022
- Indian Institute of Management, Udaipur, August 2022
- University of Connecticut School of Business, February 2021 (online)
- Ohio State University, November 2020 (online)
- Georgetown University, July 2016, May 2019
- University of Cambridge, November 2018
- University of Technology Sydney, September 2017
- INSEAD Singapore, November 2015
- Hong Kong University of Science and Technology, December 2014
- City University of Hong Kong, December 2014
- Kelley School of Business, Indiana University, October 2006, June 2014
- National University of Singapore, November 2012
- Singapore Management University, November 2012
- Nanyang Technological University, November 2012
- Indian School of Business, February 2012
- Booth School of Business, University of Chicago, March 2010
- Graduate School of Management, University of California, Riverside, November 2006
- Johnson Graduate School of Management, Cornell University, November 2006

#### **INVITED RESEARCH TALKS (CONTD.)**

- R. H. Smith School of Business, University of Maryland at College Park, October 2006
- Yale School of Management, Yale University, October 2006
- School of Management, University of Texas at Dallas, October 2006
- Kenan-Flagler Business School, University of North Carolina at Chapel Hill, October 2006
- Tippie School of Management, University of Iowa, October 2006
- Marshall School of Business, University of Southern California, September 2006
- Graduate School of Management, University of California, Davis, September 2006

#### **TEACHING EXPERIENCE (EXECUTIVE EDUCATION / EMBA)**

- Managing Brand Value, EMBA program, University of Connecticut School of Business, Fall 2024
- Digital Marketing, NUS Executive Education, 2019-20, 2020-21
- Marketing Analytics, NUS Executive Education, 2019-20, 2020-21
- Digital Marketing Workshop, Johnson & Johnson Singapore, 2021
- Management Consulting Practicum, UCLA-NUS EMBA Program, 2017-18, 2018-19
- Marketing Management, EMBA Program, Cornell University, 2010-11, 2011-2012
- Marketing Management, Emerging Leaders Management Acceleration Online Program India, NUS Executive Education, 2017-18
- “How Big Data is Changing Marketing” in Leading with Big Data Analytics and Machine Learning, September 2018, December 2018, March 2019 (NUS Executive Education)
- Marketing Analytics, in General Management Programme 2017, 2018 (NUS Executive Education)

#### **TEACHING EXPERIENCE (MBA / MSc)**

- Global Issues in Marketing for Social Impact, MBA program, University of Connecticut School of Business, Spring 2025 (scheduled)
- Marketing with Search Engines and Social Media Platforms, MBA program, University of Connecticut School of Business, 2022-23
- Digital Marketing, MBA and MSc programs, NUS Business School, 2019-20, 2020-21
- Marketing Management
  - University of Connecticut School of Business, Spring 2022, Spring 2023, Spring 2024
  - Johnson Cornell Tech MBA Program, Summer 2019
  - Full Time MBA Program, NUS Business School (2016-2019)
  - Part Time MBA Program, NUS Business School (2013-2016, 2020)
  - Two Year Full Time MBA Program, Cornell University (2008-2012)
  - One Year Full Time MBA Program, Cornell University (2008-2011, 2019)

#### **TEACHING EXPERIENCE (OTHERS)**

- Global Issues in Marketing for Social Impact, Undergraduate program, University of Connecticut School of Business, Spring 2025 (scheduled)
- Asian Markets and Marketing Management, NUS Business School, BBA (2013-2015)
- Bayesian Methods in Marketing, PhD Level Course, NUS Business School (2016, 2017)
- Co-instructor, Doctoral Pro-seminar in Marketing, Cornell University (2009, 2011)
- Introduction to Marketing, Undergraduate Program, NYU Stern, Summer 2006.

### **CONFERENCE PRESENTATIONS**

- China India Consumer Insights Conference, University of Southern California, 2022 (discussant).
- Marketing Science Conference, Italy, 2019.
- POMS Conference on Supply Chain Challenges and Research Opportunities in Emerging Economies, Indian School of Business, 2013.
- China India Consumer Insights Conference, CKGSB New York, 2013 (discussant).
- Marketing Science Conference, Istanbul, 2013.
- Marketing Science Emerging Markets Conference, Wharton School, 2012.
- China India Consumer Insights Conference, Yale University, 2012.
- Marketing Science Conference, Boston, 2012.
- China India Consumer Insights Conference, India, 2011.
- UTD-FORMS Conference, University of Texas at Dallas, 2011.
- Marketing Science Conference, Vancouver, 2008.
- North East Marketing Colloquium, Harvard University, 2008.
- 18<sup>th</sup> Advanced Research Techniques Forum, Santa Fe, 2007.
- Collaborative and Multidisciplinary Research Conference, Yale University, 2007.
- Marketing Science Conference, Atlanta, 2005.

### **SERVICE TO THE SCHOOL**

- Co-chair, MBA Redesign Committee, UConn School of Business, 2022-23
  - Media coverage of MBA Redesign in Poets & Quants, 2024:  
<https://poetsandquants.com/2024/11/02/anatomy-of-an-mba-makeover-uconn-flex-omba-programs/>
  - Media coverage of MBA Redesign in the Hartford Business Journal, 2023:  
<https://www.hartfordbusiness.com/article/in-effort-to-boost-enrollment-uconn-mba-program-redesign-aims-for-quicker-more-flexible>
- Member, faculty committee for launching Master of Science in Social Responsibility and Impact, University of Connecticut School of Business, 2023-present
- MBA curriculum review committee member, NUS Business School (2017-18)
- Faculty evaluation committee member, NUS Business School (2020-21)
- MBA course approval committee member, Johnson School, Cornell University, 2011-2013

### **SERVICE TO THE DEPARTMENT AND FIELD**

- Co-chair, Dissertation Committee: Dinesh Puranam, Assistant Professor, University of Southern California
- Ad-hoc reviewer, Management Science
- Academic committee member
  - Sungho Park, Associate Professor, Arizona State University (first placement)
  - Ping Zhao, Assistant Professor, Wilfrid Laurier University (first placement)
- Chair, Qualifying Paper Committee, Gawtam Bhat, University of Connecticut, 2022
- Chair, Qualifying Paper Committee, Ziyuan Li, University of Connecticut, 2023
- PhD committee, NUS Business School (2017-2019), University of Connecticut (2022-2024)
- Chair / Co-Chair / member of faculty recruitment committee, NUS Business School (2019-2022)
- Co-organizer, Marketing Workshop, Johnson School, Cornell University, 2010-2013

**INDUSTRY EXPERIENCE**

- Consultant, Accenture, India, 2001-2002
- Business Development Manager, eGurucool.com, India, 2000-2001
- Consultant, KSA Technopak (the Indian arm of Kurt Salmon Associates), 1998-2000
- Area Sales Manager, Asian Paints, India, 1996-1998

**LEGAL STATUS**

- Permanent Resident of the US
- Citizen of India