

# L YASHASWY AKELLA

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## ACADEMIC POSITIONS

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**Tuck School of Business at Dartmouth**  
Postdoctoral Research Fellow in Marketing

**August 2023 -  
present**

## EDUCATION

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**Indian Institute of Management Ahmedabad**  
Ph.D. Marketing  
*Winner of Prof. Tirath Gupta Memorial Award for Best Thesis*

**2018-23**

**Birla Institute of Technology and Science Pilani**  
B.E. (Hons.) Electrical and Electronics Engineering  
*25% tuition scholarship for 2012-16*

**2012-16**

## RESEARCH INTERESTS

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**Focus areas:** Retailing, Consumer Journeys, Digital Marketing, Top Management Teams

**Methodology:** Econometrics, Machine Learning, Causal Inference

## MANUSCRIPTS UNDER REVIEW

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*(Job market paper)* The impact of inter-department proximity on joint sales in retail stores  
**(Revise and Resubmit** at the *Journal of Marketing*)

## JOURNAL PUBLICATIONS

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Kopalle, P. K., Pauwels, K., **Akella, L. Y.**, & Gangwar, M. (2023). Dynamic pricing: Definition, implications for managers, and future research directions. *Journal of Retailing*.  
*(Equal Contribution of all authors)*

Sharma, A., **Akella, L. Y.**, & Borah, S. B. (2022). Knowledge structure of Chief Marketing Officers (CMOs): A review, bibliometric analysis, and research agenda. *Journal of Business Research*, 151, 448-462. *(Equal Contribution of all authors)*

Kumar, V., Borah, S. B., Sharma, A., & **Akella, L. Y.** (2021). Chief marketing officers' discretion and firms' internationalization: An empirical investigation. *Journal of International Business Studies*, 52, 363-387.

## WORKING PAPERS

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Customer Online Browsing and Purchase Decisions: A Network Perspective (Working paper to be submitted to IJRM)

## WORKS IN PROGRESS

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Are minority-owned businesses more responsive to funding shocks? Evidence from the restaurant revitalization fund (with Prasad Vana)

Chief Sustainability Officer's background and firm transparency (with Sourav Borah)

## AWARDS/GRANTS

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Inaugural IIMA Endowment Fund Case Award Winner 2024

Prof. Tirath Gupta Memorial Award for Best Thesis 2023

Raj Sethuraman research Grant 2022 at NASMEI (*Won Rs.100000 ~ US\$1200*)

Indian Institute of Management Ahmedabad Doctoral Scholarship (2018-23)

Merit-cum-need Scholarship at BITS Pilani for 2012-16 (*waived 25% of tuition fee*)

## TEACHING

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Teaching Assistance

1. Marketing Management II (MBA core course at IIMA) in October – December, 2021
2. People Analytics (MBA Elective course at IIMA) in October – December, 2021

Cases

1. WeSkill: Sustainability Challenges of a Platform Start-up in an Emerging Market (with Sourav Borah and Ambrish Dongre) <https://hbsp.harvard.edu/product/A00492-PDF-ENG>
2. Growth and sustainability of a pre-loved Luxury platform (Case under preparation)

## CONFERENCE PRESENTATIONS

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- 2024 – Winter AMA, Interactive Marketing Conference, Theory + Practice in Marketing, ISBM B2B conference
- 2023 - JR-Babson conference, AI-ML-BA conference, Marketing Dynamics Conference
- 2022 - Theory + Practice in Marketing, IIM Ahmedabad Brown Bag Seminar Series, ISMS Marketing Science Conference, Summer AMA, ANZMAC, NASMEI

## PROFESSIONAL SERVICE

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- Ad-hoc Reviewer: Research Policy (FT 50), Journal of Retailing, Journal of Business Research
- Conference Reviewer: ANZMAC 2022, Winter AMA 2023
- Expert Workshop on Addressing Endogeneity in Behavioural Research (with Praveen Kopalle) @ Summer AMA 2022

## MEDIA

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[How to Help Your CMO Boost Global Growth](#), **Harvard Business Review**, November-December 2021

[Covid-19 and the rise of digital identity](#), **Forbes India**, 2020

[How luxury brands can create hedonistic experiences, virtually](#), **Forbes India**, 2020

## WORK EXPERIENCE

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2016 - 18                      Associate Consultant, Capgemini India, Hyderabad.