

Kanishka Misra

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Professional Experience

Rady School of Management, University of California, San Diego	
Associate Professor (with tenure)	2016-
Ross School of Business, University of Michigan	
Assistant Professor	2012-2016
London Business School, London, UK	
Assistant Professor	2009-2012
ZS Associates, Evanston, IL	
Consultant	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

1. "Channel Pass-Through of Trade Promotions" (with Eric T. Anderson, Karsten T. Hansen, Vincent R. Nijs and Lakshman Krishnamurthi) *Marketing Science*, 2010
2. "Ideology and Brand Consumption" (with Romana Khan and Vishal Singh) *Psychological Science*, 2013
3. "Robust Firm Pricing with Panel Data" (with Benjamin Handel and James Roberts) *Journal of Econometrics*, 2013
4. "Outsourcing retail pricing to a category captain: The role of information firewalls" (with Karsten T. Hansen and Vincent R. Nijs) *Marketing Science*, 2014
5. "Countercyclical Pricing: A Consumer Heterogeneity Explanation" (with A. Umut Guler and Naufel Vilcassim) *Economics Letters*, 2014
6. "Consumption, Income Changes and Heterogeneity: Evidence from Two Fiscal Stimulus Programmes" (with Paolo Surico) *American Economic Journal: Macroeconomics*, 2014
7. "Robust New Product Pricing" (with Benjamin Handel) *Marketing Science*, 2015
8. "Will a 'Fat Tax' Work?" (with Romana Khan and Vishal Singh) *Marketing Science*, 2016
9. "The Perils of Category Management: The Effect of Product Assortment on Multicategory Purchase Incidence" (with Sungtak Hong and Naufel Vilcassim) *Journal of Marketing*, 2016

10. *"Fee or Free: When Should Firms Charge for Online Content?"* (with Anja Lambrecht) Management Science, 2017
11. *"Heterogeneous Price Effects of Consolidation: Evidence from the Car Rental Industry"* (with A. Umut Guler and Vishal Singh), Marketing Science, Forthcoming
12. *"Dynamic Online Pricing with Incomplete Information Using Multi-Armed Bandit Experiments"* (with Eric Schwartz and Jacob Abernethy), Marketing Science, Forthcoming

Invited Talks and Presentation (including scheduled)

Boconni, Carnegie Mellon, Chicago, Choice Symposium, Columbia (x2), Cornell, Emory, Erasmus, John Hopkins, Koc, Harvard, 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, Ohio State, Pittsburgh, QME (presenter x2, discussant), Rochester (x2), SICS (presenter x2, discussant), Stanford (x2), Toronto, Toulouse (Economics), UC Berkeley, UC Davis, UC San Diego (x2), USC, 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

Finalist, John D. C. Little Award, Best Paper in Marketing Science and Management Science (Marketing)	2017
Recognized as a top 25 reviewer, Marketing Science	2017
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

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, RAND Journal of Economics, Shankar-Spiegel Dissertation

Marketing Science, Editorial Review Board	2017-18
Journal of Retailing, Editorial Review Board	2017
Program Committee for ACM Conference on Economics and Computation	2015
Faculty Co-Director Sales Certificate Program, Ross School of Business	2013-2015

Teaching (audience)

<i>London Business School</i>	2009-2012
Markstrat (MBA core, EMBA core)	
<i>Ross School of Business</i>	2012-2016
Marketing Strategy (MBA core)	
Empirical Method (PhD)	
<i>Rady School of Management</i>	2016-2018
Pricing (MBA, Flex MBA, MSBA)	