

# SUMON DATTA

(203) 606-9205 || [sdatta@purdue.edu](mailto:sdatta@purdue.edu) || [www.linkedin.com/in/drsumondatta/](http://www.linkedin.com/in/drsumondatta/)

## ACADEMIC EMPLOYMENT

---

- *Purdue University, Krannert School of Management*  
Clinical Assistant Professor of Marketing 2020 – Present
- *University of Washington, Foster School of Business*  
Associate Teaching Professor of Marketing 2018 – 2020
- *Purdue University, Krannert School of Management*  
Visiting Assistant Professor of Marketing 2017 – 2018  
Assistant Professor of Marketing 2009 – 2017

## EDUCATION

---

- *Yale School of Management*  
**Ph.D., M.Phil, and MA in Marketing** 2009  
Dissertation Title: *Retail Entry and Location Choice: Retail Zoning, Unobserved Location Characteristics and the Agglomeration-Differentiation Trade-off*
  - Among the top 25 Most-Accessed Dissertations and Theses across all subjects, *ProQuest*, January 2019
- *Indian Institute of Technology Madras*  
**M.Tech and B.Tech in Chemical Engineering** 2004

## EXPERTISE

---

- Marketing Analytics, Machine Learning, Adaptive Computation
- Competitive Marketing Strategy, Market Structure, Social Networks
- Econometrics, Empirical Industrial Organization Methods
- Data Science / Programming (R, Python, MATLAB, SAS, SAS Enterprise Miner, SQL)

## PUBLICATIONS

---

- “The Agglomeration-Differentiation Tradeoff in Retail Location Choice” (with K. Sudhir), *Customer Needs and Solutions*, Forthcoming
- “Does Reducing Spatial Differentiation Increase Product Differentiation? Effects of Zoning on Retail Entry and Format Variety”, with K. Sudhir, *Quantitative Marketing and Economics* (2013) 11(1), pp 83-116
- “Pricing Across the Channel”, with K. Sudhir, *Handbook of Pricing Research in Marketing* (Editor: Vithala Rao), E. Elgar Publishers (2009)
- “Towards Sustainable Manufacturing Superiority: A Comprehensive Manufacturing Policy Framework for India”, with Thenmozhi, M., M. Nair, R. Kumar and A. Jain, *India’s Manufacturing Sector: Policy Framework*, Academic Foundation Publishers (2003)

## WORK IN PROGRESS

---

- “On the Timing & Depth of Manufacturers’ Sales Promotion Decisions with Forward-Looking Consumers” (with Yan Liu & S. Balachander), *Marketing Science*, Invited for Resubmission
- “An Analysis of Incentive Structures in Collaborative Economy: an Application to Crowdfunding Platform”, with Na Zhang and Karthik Kannan
- “Is Online Content Worth Paying for? A Two-Sided Market Approach”, with Jinsuh Lee and Manohar U. Kalwani
- “The Impact of Retail Tenant Mix Variety on Competition between Shopping Malls in India”

## REFEREED CONFERENCE PROCEEDINGS

---

- 33rd INFORMS Marketing Science Conference, Houston, Texas, 2011 – Special Session on Measuring the Impact of Competition on Retail Markets
- SICS 2011 - Summer Institute in Competitive Strategy, UC Berkeley
- 2011 Marketing-Industrial Organization Conference, Yale Center for Customer Insights and Cowles Foundation, Yale University
- UTD-FORMS 2011 – fifth annual Frank M. Bass UT Dallas - Frontiers of Research in Marketing Science Conference
- Institute for Operations Research and the Management Sciences (INFORMS), 29<sup>th</sup> Marketing Science Conference, Singapore Management University, 2007

## INVITED PRESENTATIONS AND WORKSHOPS

---

- “*Structural Models of Games with Strategic Interactions between Firms*,” Marketing Workshop, Stephen M. Ross School of Business, University of Michigan, 2011
- “*The Agglomeration-Differentiation Tradeoff in Retail Location Choice*”
  - The University of Texas at Dallas
  - Kellogg School of Management, Northwestern University
  - Harvard Business School
  - Olin Business School, Washington University
  - Haas School of Business, University of California Berkeley
  - Tippie College of Business, University of Iowa
  - HKUST (Hong Kong), Department of Marketing

## INVITED PRESENTATIONS BY CO-AUTHORS

---

- “*Does Reducing Spatial Differentiation Increase Product Differentiation? Effects of Zoning on Retail Entry and Format Variety*,” (Presenter: K. Sudhir)
  - Fudan University, Shanghai
  - Texas A&M Marketing Camp
  - University of Connecticut
  - Marketing in Israel Conference, 2011
- “*The Agglomeration-Differentiation Tradeoff in Retail Location Choice*,” (Presenter: K. Sudhir)
  - University of Southern California
  - Johns Hopkins University
  - Marketing Science Conference, 2011
  - Four Schools (Columbia, NYU, Wharton, Yale) Conference, 2011
- “An Analysis of Incentive Structures in Collaborative Economy: an Application to Crowdfunding Platform,” Workshop on Information Systems and Economics, WISE 2014, University of Auckland, New Zealand (Presenter: Karthik Kannan)

## PROFESSIONAL ACTIVITIES

---

- Reviewer for *Marketing Science*, *Quantitative Marketing and Economics*, *Journal of Marketing Research*, *Management Science*, *International Journal of Research in Marketing*, *Journal of Business*, *Journal of Marketing*, *Journal of Retailing*
- Member of INFORMS, American Marketing Association (AMA), American Economic Association (AEA)
- **Doctoral Student Advising** (Dissertation Committee Member; *Purdue University*):
  - Tianfu Wang – Marketing; Initial Placement: *Montclair State University*, 2017
  - Wenshu Zhang – Marketing; Initial Placement: *Fairleigh Dickinson University*, 2016
  - SunAh Kim – Marketing; Initial Placement: *Concordia University*, 2015
  - Ho Jung Yoon – Marketing; Initial Placement: *Sejong University*, 2015
  - Na Zhang – MIS; Initial Placement: *Amazon*, 2015
  - Jinsuh Li – Marketing; Initial Placement: *Samsung Electronics*, 2012
  - Mahmood Pedram – Marketing; Initial Placement: *American University of Dubai*, 2010
  - Yan Liu – Marketing; Initial Placement: *Texas A&M University*, 2010

## HONORS & AWARDS

---

- Purdue University, Krannert School of Management, **Outstanding and Distinguished Teacher**, Master's program, 2014 – 2018
- Purdue University, Krannert School of Management, **Outstanding and Distinguished Teacher**, Ph.D. program, 2014 – 2018
- Purdue University, **2009 John and Mary Willis Young Faculty Scholar Award** in recognition of scholarly accomplishments in research and future potential. The award includes a \$10,000 prize, with a \$5,000 monetary reward and \$5,000 for research expenses.
- Winner of Marketing Science Institute's **2008 Alden G. Clayton Award** - an international competition that is open to qualified doctoral students worldwide who are working on research questions with important marketing, societal, and policy implications. Experienced marketing academics judge submissions for the competition on their potential contribution to business and academia, quality of the conceptual development, feasibility, and appropriateness of methodology, and creativity. Winner receives a cash prize of \$5,000.
- **2007 Doctoral Consortium Fellow**, INFORMS, 29<sup>th</sup> Marketing Science Conference, Singapore Management University
- **Yale University Graduate Fellowship, 2004 - 2009**
- **National Award Winner** from the honorable Prime Minister of India, Shri. Atal Bihari Vajpayee, for developing the *Best Manufacturing Policy Draft for India, National Manufacturing Sector Policy Competition, 2003* - organized by the Federation of Indian Chambers of Commerce and Industry (FICCI) and the forum, We Think for India (WTI), which was chaired by former Chief Justice of India, Mr. Ranganath Misra. Submissions were judged by a 10-member jury headed by the former Cabinet Secretary of India, Mr. Prabhat Kumar. The award included a cash prize of INR 100,000.

## PROFESSIONAL SERVICE

---

- Member – Data Analytics Research and Teaching Committee (2022 - Present)
- Committee Member – University Sustainability Committee (2022 - Present)
- Member, Taskforce for Assessing Coverage of Analytical Material in the MS in Marketing Program, Purdue University (2021)
- Member, Teaching Excellence Taskforce, Purdue University (2021)
- Member, Undergraduate Scholarship Review Committee, *University of Washington, Undergraduate Programs* (2019 - 2020)
- Member, Campus Appeals Board, *Purdue University* (2014 - 2018)
- Marketing Area Doctoral Student Admissions Committee, Purdue University (2009 - 2017)
- Marketing Area Recruiting Committee, Purdue University (2009 - 2015)