Arindam Roy Chowdhury

PhD Candidate, Marketing

Mitch Daniels School of Business, Purdue University
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Citizenship: India | Residence: United States (Permanent Resident) | Languages: English, Bengali, Hindi

Education

Purdue University 2021–2027 (Expected)
PhD in Marketing *West Lafayette, Indiana, USA*
Advisor: Dr. Federico Rossi

XLRI 2017–2018
PGDM (MBA), General Management *Jamshedpur, India*
Focus: Marketing

Bengal Engineering and Science University, Shibpur 2008–2012
Bachelor of Engineering, Electrical Engineering *Shibpur, Kolkata, India*
Undergraduate research advisor: Dr. Prasid Syam

Professional Experience

Purdue University 2021–present
Graduate Research Fellowship *West Lafayette, Indiana, USA*

Tata Steel 2012–2021
Marketing, Sales, Strategy, and Operations *India*

Research

Research Interests

Consumer Mobility, Geo-spatial Analysis, Attention Spillovers, Causal Inference, Public Policy, Entertainment

Job Market Paper

Roy Chowdhury, Arindam, Federico Rossi, and Ting Zhu. *Parking Fees and Retail Shopping: Evidence from the City of Chicago.* *Preparing for Submission*
Recipient: Daniels School of Business Doctoral Research Excellence Award (2023-24)

Working Papers

Roy Chowdhury, Arindam, Franco Berbeglia, and Brett Danaher. *Do New Releases Increase Demand for Older Titles? Evidence from Piracy Downloads.* Preparing for Submission

Roy Chowdhury, Arindam, and Federico Rossi. *Fast and Influential: Measuring the Behavioral Spillovers of High-Octane Cinema through GPS Mobility Data.* In Preparation

Awards, Fellowships, & Grants

Graduate Research Fellowship, Purdue University 2021–2026

Daniels School of Business Doctoral Research Excellence Award, Purdue University 2023–2024

Certificate for Outstanding Teaching, Purdue University Fall 2024

Academic Conference Presentations

Fellow, AMA-Sheth Foundation Doctoral Consortium, New York Summer 2026

Presenter, Haring Symposium, Indiana University Bloomington Spring 2026

Presenter, Marketing Science Conference, Washington, DC Spring 2025

Presenter, KDSA Symposium, Purdue University Fall 2023

Discussant, Mittelstaedt & Gentry Doctoral Symposium, University of Nebraska–Lincoln Spring 2026

Discussant, Haring Symposium, Indiana University Bloomington Spring 2024

Teaching Experience

Management 324: Introduction to Marketing Management Fall 2024
Instructor *Purdue University*

Management 623: Business Marketing Fall 2022, Spring 2024, Spring 2025
Teaching Assistant *Purdue University*

Management 430: Professional Selling Spring 2023; Fall 2023
Teaching Assistant *Purdue University*

Management 324: Introduction to Marketing Management Spring 2022; Fall 2023
Teaching Assistant *Purdue University*

Management 323: Introduction to Marketing Management Fall 2021; Spring 2022; Fall 2022; Fall 2023
Teaching Assistant *Purdue University*

References

Dr. Federico Rossi, Purdue University rossif@purdue.edu
Dr. Ting Zhu, Purdue University zhu640@purdue.edu
Dr. Franco Berbeglia, DeSales University franco.berbeglia@desales.edu

Research Abstract

Parking Fees and Retail Shopping: Evidence from the City of Chicago
with Federico Rossi and Ting Zhu — Job Market Paper

Street parking provides convenient access for customers who drive to retail and dining establishments. However, municipal authorities often increase parking fees as a policy tool to manage traffic congestion and promote urban livability. Such increases may discourage potential customers by raising the cost of access, yet they could also improve traffic circulation and increase parking turnover, thereby facilitating visits. These opposing forces make the net impact of parking fee hikes on local retailers theoretically ambiguous. Using high-frequency geolocation data and a recent parking fee increase in Chicago, we estimate the causal effect of this policy on visits to local restaurants. We use within-day mobility patterns to classify customers as drivers and public transit users. We find that even a modest increase in parking fees reduces visits to restaurants without dedicated customer parking by 5.4%, with the loss coming from fewer driver visits. Although some customers switch from driving to public transportation, this adjustment offsets only part of the loss. The decline in visits is concentrated among customers living farther from the city center, who rely on driving to reach the city center and are often unable to substitute toward public transportation. We discuss implications for businesses and policymakers.

New Releases and Demand Spillovers to Older Titles: Evidence from Piracy Downloads
with Franco Berbeglia and Brett Danaher

Star power has been widely studied in marketing, with most work focusing on its role in driving the success of new releases. This paper instead examines whether star appearances generate backward spillovers to their existing work, and the associated mechanism. While prior research attributes such spillovers primarily to discovery, it remains unclear whether they instead arise from attention-driven reminder effects for already-known artists and contents. Using quasi-experimental variation in the timing of new movie releases and large-scale global piracy download data, We show that new releases by prominent actors increase demand for their older movies by 3%, including titles released up to fifteen years earlier. In contrast, we find no comparable spillover from television appearances. The evidence is consistent with a reminder-based mechanism rather than audience expansion. These findings imply that backward spillovers reflect a revaluation of existing content, linking the value of back catalogs to future release activity. This has implications for contract design between studios and actors, particularly in allocating spillover gains, and for studios' incentives to retain and continue distributing older titles.

Fast and Influential: Measuring the Behavioral Spillovers of High-Octane Cinema through GPS Mobility Data
with Federico Rossi

This paper studies whether media exposure influences real-world risk-taking behavior. While prior research documents media effects primarily in controlled or self-reported settings, it remains unclear whether such exposure translates into consequential real life behaviors such as driving. Exploiting variation in exposure to releases in the Fast & Furious franchise, we use high-frequency geolocation data to compare driving speeds of likely viewers before and after exposure relative to nearby drivers at the same time and location. We find that exposure increases driving speeds by approximately 5%, with effects concentrated among individuals with limited prior history of aggressive driving and negligible effects for habitual high-speed drivers. These findings provide causal evidence that media exposure affects real-world safety-relevant behavior, with implications for road safety discuss potential role of the firms and policymakers evaluation and guidelines to mitigate such risk.