

ARUN GOPALAKRISHNAN

Jones Graduate School of Business
Rice University
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EDUCATION

Ph.D. in Marketing, University of Pennsylvania, Wharton School, 2015

M.S. in Marketing, University of Pennsylvania, Wharton School, 2012

M.B.A., Pennsylvania State University, Smeal College of Business, 2006

B.E. in Electrical and Electronic Engineering, University of Auckland, 2000

EMPLOYMENT

Assistant Professor, Rice University, Houston, TX, 2019 - present

Assistant Professor, Washington University in St Louis, St Louis, MO, 2015 - 2019

Marketing Manager, E.I. du Pont de Nemours, Wilmington, DE, 2006 – 2010

Research Engineer, Motorola Labs, Sydney, Australia, 2001 – 2003

PUBLICATIONS

Gopalakrishnan, A., Jiang, Z., Nevskaya, Y., and Thomadsen, R. (2021). [Can Non-Tiered Customer Loyalty Programs Be Profitable?](#) *Marketing Science*, 40(3), 508-526

Gopalakrishnan, A., and Park, Y-H. (2021). [The Impact of Coupons on the Visit-to-Purchase Funnel.](#) *Marketing Science*, 40(1), 48-61

Gopalakrishnan, A., Bradlow, E.T., and Fader, P.S. (2017). [A Cross-Cohort Changepoint Model for Customer-Base Analysis.](#) *Marketing Science*, 36(2), 195-213

Gopalakrishnan, A., Iyengar, R., and Meyer, R.J. (2015). [Consumer Dynamic Usage Allocation and Learning under Multipart Tariffs.](#) *Marketing Science*, 34(1), 116-133

Ding, M., Dong, S., Eliashberg, J., and **Gopalakrishnan, A.** (2014). Portfolio Management in New Drug Development. *Innovation and Marketing in the Pharmaceutical Industry: Achieving Sustainable Success.* Edited by Ding, M., Eliashberg, J., and Stremersch, S.

Choi, E., Holter, T., Epps, J., and **Gopalakrishnan, A.** (2003). Temporal Structure Constrained

Transformation For Speaker Adaptation. *IEEE International Conference on Acoustic, Speech and Signal Processing*, 1, 564-567

Holter, T., Epps, J., **Gopalakrishnan, A.**, and Choi, E. (2002). Affine Transformations in Speaker Adaptation – Why Simpler is Better. *Proc 9th Aust. Int. Conf. on Speech Science and Tech*, 10-15

Choi, E., Holter, T., Epps, J., and **Gopalakrishnan, A.** (2002). Exploitation of Feature Vector Structure for Speaker Adaptation. *Proc 9th Aust. Int. Conf. on Speech Science and Tech*, 172-177

WORKING PAPERS/UNDER REVIEW

Gopalakrishnan, A., and Bradlow, E.T. (2022). Hidden Markov Models: Backcasting Flexibility Versus Forecasting Limitations. *Revise and Resubmit at Quantitative Marketing and Economics*

Zhao, N., **Gopalakrishnan, A.**, and Narasimhan, C. (2022). The Impact of Co-Branded Credit Cards on Customer Loyalty. *Under Review*

Gopalakrishnan, A., and Park, Y-H. (2021). Recovering Shopping Cart Abandoners using Mobile Retargeting.

WORK IN PROGRESS

With Jung Youn Lee and Young-Hoon Park: The Impact of Call Centers on Customer Loyalty

With Nico Neumann and Andre Bonfrer: The Effect of Multichannel Advertising on Sales

INVITED REPORTS

Gopalakrishnan, A and Park, Y-H. (2021). Retargeting Using Advertising and Promotions. *Marketing Science Institute*, Report 21-133, Cambridge, MA.

Gopalakrishnan, A and Park, Y-H. (2019). The Impact of Coupons in the Search-to-Purchase Funnel: Theory and Empirical Evidence. *Marketing Science Institute*, Report 19-106, Cambridge, MA.

HONORS AND AWARDS

- Marketing Science Institute Young Scholar, 2021
- Olin Award Winner, 2017 for Research that impacts business
- ISMS Doctoral Dissertation Competition Winner, 2014
- Shankar-Spiegel Dissertation Competition Winner, 2014
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2014
- Amazon Web Services in Education Grant, 2013

- Ackoff Fellowship, 2013
- Winkelman Fellowship, 2012 – 2014
- Joint Statistical Meetings Student Travel Award, 2012
- Ackoff Fellowship, 2011

DISSERTATION COMMITTEES

Xunjie Zheng (Rice Economics, advisor Jeremy Fox), 2022. *Placement: Bates White (industry)*

Rajarshi Bhowal (Rice Economics, advisor Jeremy Fox), 2022. *Placement: Nazarbayev University*

Nan Zhao (Olin Business School, Wash U, advisor Raphael Thomadsen)

Shinjae Jang (Rice Economics, advisor Xun Tang)

Xiaoyu (Fisher) Yu (Rice Economics, advisor Xun Tang)

MEDIA COVERAGE

[Can Non-Tiered Customer Loyalty Programs Be Profitable?](https://www.retailwire.com/discussion/is-simpler-better-for-rewards-programs/)

<https://www.retailwire.com/discussion/is-simpler-better-for-rewards-programs/>

Chosen by Marketing Science Editor for press release.

<https://www.informs.org/About-INFORMS/News-Room/Press-Releases/Do-Customer-Loyalty-Programs-Really-Help-Sellers-Make-Money>

<https://www.thinkwithgoogle.com/marketing-strategies/data-and-measurement/neil-hoyne-marketing-measurement-strategy/>

PRESENTATIONS

Recovering Cart Abandoners using Shopping Cart Retargeting:

Marketing Science (Virtual Conference – 2021), Theory and Practice in Marketing (Virtual Conference – 2021), Deakin University (Australia – 2022)

The Impact of Coupons on the Visit-to-Purchase Funnel:

Marketing Science (Virtual Conference -2020), Rice University (Houston, TX – 2018), eBay Analytics Group Webinar (2018), Marketing Science (Philadelphia, PA – 2018), University of Virginia - Darden (Charlottesville, VA - 2018), Marketing Dynamics (Hong Kong - 2017), Mizzou-Wash U Marketing Camp (Columbia, MO - 2017)

Which Curve Are You On? A Latent Relationship Trajectory Model of Customer Behavior:

University of Texas at Dallas (Richardson, TX - 2014), Washington University in St Louis (St Louis, MO - 2014), Northwestern University (Evanston, IL - 2014), University of Texas at Austin (Austin, TX - 2014), Harvard Business School (Boston, MA - 2014), London Business School (UK - 2014), Singapore Management University (Singapore - 2014), Marketing Science (Baltimore, MD - 2014).

A Cross-Cohort Changepoint Model for Customer-Base Analysis:
Ohio State University (Columbus, OH - 2017), Joint Statistical Meetings (San Diego, CA - 2012), Marketing Science (Boston, MA - 2012).

Consumer Dynamic Usage Allocation and Learning under Multipart Tariffs:
Theory and Practice in Marketing (UK - 2013), UT Dallas FORMS (Richardson, TX - 2013).

Invited Tutorial (8 hour session)-
An Introduction to Probability Models for Marketing Research:
ART Forum (Seattle, WA - 2017).

Discussant:

- For *Controlling for Retailer Synergies when Evaluating Coalition Loyalty Programs: A Bayesian Additive Regression Tree Approach* by Wayne Taylor and Xiaojing Dong at UTD Bass FORMS conference 2022
- For *Heterogeneity in HMMs: Allowing for heterogeneity in the Number of states* by Nicholas Padilla, Ricardo Montoya, and Oded Netzer at Marketing Dynamics Conference 2018

REVIEWING

Ad hoc reviewer for *Management Science*, *Marketing Science*, *Journal of Marketing Research*, *Journal of Retailing*, *International Journal of Research in Marketing*, *Journal of the Academy of Marketing Science*, *International Journal of Artificial Intelligence and Soft Computing*

TEACHING EXPERIENCE

Jones Graduate School of Business, Rice University

- MGMT 680: Customer Lifetime Value (Fall 2019, Fall 2020, Fall 2021)
- MGMT 707: Advanced Marketing Research (Fall 2019, Fall 2020, Fall 2021)
- BUSI 711: Foundations of Marketing (Fall 2020, Fall 2021)
- BUSI 712: Data-Driven Marketing (Summer 2021, Fall 2021)

Olin Business School, Washington University in St Louis

- Customer Analytics using Probability Models (Spring 2016, 2017, 2018, 2019)
- Marketing Research (Spring 2016, 2017, 2018, 2019)
- Advanced Marketing Research (Spring 2017, 2018)

PROFESSIONAL AFFILIATIONS

INFORMS, American Statistical Association

PROGRAMMING LANGUAGES

C, C++, R, STAN