**Dinesh Puranam**

Marshall School of Business | University of Southern California

Room 615, 701 Exposition Blvd., HOH 615 | Los Angeles, CA 90089

Email: puranam@usc.edu | Tel: +1-607-339-3345

**ACADEMIC EXPERIENCE**

Assistant Professor of Marketing, June 2016 to present, Marshall School of Business

**EDUCATION**

Ph.D., Marketing, Cornell University, 2016

M.S., Management, 2016

M.A., Economics, Delhi School of Economics, India, 2002

B.A. Economics (with Honors), Delhi University, India, 2000

**AWARDS AND HONORS**

2015 AMA Sheth Consortium Fellow

2014 Marketing Science Consortium Fellow

2011-15 Doctoral Fellowship in Marketing

**RESEARCH INTERESTS**

Customer Satisfaction, Social Media, Big Data, Bayesian Econometrics, Machine Learning

**PUBLICATIONS**

Puranam, Dinesh, Vishal Narayan, and Vrinda Kadiyali, “The Effect of Calorie Posting Regulation on Consumer Opinion: A Flexible Latent Dirichlet Allocation Model with Informative Priors,” M*arketing Science*  [*http://pubsonline.informs.org/doi/pdf/10.1287/mksc.2017.1048*](http://pubsonline.informs.org/doi/pdf/10.1287/mksc.2017.1048)

Puranam, Dinesh, and Claire Cardie (2014), “The Enrollment Effect: A Study of

Amazon's Vine Program,” *Proceedings of the Joint Workshop on Social Dynamics and Personal Attributes in Social Media 17–27, ACL 2014*.

**RESEARCH IN PROGRESS**

Puranam, D., V. Narayan and V. Kadiyali (2018), “The Impact of Increase in Minimum Wages on Consumer Perceptions of Service: A Deep Learning Analysis of Online Restaurant Reviews,” Marketing Science: Revise and Resubmit

Puranam, D., V. Narayan and V. Kadiyali (2017), “Consumer Experiences and Attribute Competition in Entry: A Factorial LDA Model for Consumer Reviews of Uber and Traditional Taxis,” being revised for resubmission to Journal of Marketing Research

Puranam, Dinesh, David Mimno, “In Search of U- Curves: Identifying Optimal Number of Topics,” manuscript under preparation, target *Journal of Applied Statistical Association*.

Hong, J., D. Puranam, and G. J. Tellis (2018) “Novelty in Crowdfunding: Prototypicality as a Success Predictor”, data analysis in progress.

**PRESS**

Calorie postings on menus spill into increased health mentions in online restaurant reviews

<https://www.informs.org/About-INFORMS/News-Room/Press-Releases/Calorie-postings-on-menus-spill-into-increased-health-mentions-in-online-restaurant-reviews>

Calorie Postings on Menus Spill into Increased Health Mentions in Online Restaurant Reviews, QSR State of the Industry Report, QSRWeb.com 2017

Commentary on “The Effect of Calorie Posting Regulation on Consumer Opinion” Article

https://blog.ams-insights.com/puranam-narayan-kadiyali

**INVITED RESEARCH TALKS**

* School of Hotel Administration, Cornell University, September 2015
* College of Business and Economics, Lehigh University, September 2015
* National University of Singapore Business School, October 2015
* London Business School, October 2015
* Mays Business School, Texas A&M University, October 2015
* Kelley School of Business, Indiana University, October 2015
* Naveen Jindal School of Management, University of Texas at Dallas, October 2015
* Marshall School of Business, University of Southern California, October 2015
* Scheller College of Business, Georgia Tech, November 2015
* Singapore Management University, November 2015

**CONFERENCE PRESENTATIONS AND WORKSHOPS** (presenter highlighted in bold)

**Puranam, Dinesh, “**Drawing Causal Inferences from User Generated Content: Applications in Marketing”, Business Reasearch Applications Needing Data Science (BRANDS workshop), USC, 2018

**Puranam, Dinesh**, Vrinda Kadiyali, and Vishal Narayan, “The Impact of Increase in Minimum Wages on Consumer Perceptions of Service: A Deep Learning Analysis of Online Restaurant Reviews,” *Marketing Science Conference*, Philadelphia, 2018

**Puranam, Dinesh**, Vishal Narayan, and Vrinda Kadiyali, “The Effect of Calorie Posting Regulation on Consumer Opinion: A Flexible Latent Dirichlet Allocation Model with Informative Priors”

* *Quantitative Marketing and Economics Conference*, Los Angeles, 2014
* *Marketing Science Conference*, Atlanta, 2014

**Puranam, Dinesh**, and Claire Cardie (2014), “The Enrollment Effect: A Study of Amazon's Vine Program”

* *ACL Joint Workshop on Social Dynamics and Personal Attributes in Social Media,* Baltimore, 2014.

**TEACHING**

Spring 2019 Research Skills for Marketing Insights (MKT 402)

Spring 2019 Marketing Metrics for Business Decisions (MKT 599)

Spring 2018 Research Skills for Marketing Insights (MKT 402)

Spring 2018 Marketing Metrics for Business Decisions (MKT 599)

Spring 2018 Applied Text Analysis (MKT 699), USC

Spring 2017 Research Skills for Marketing Insights (MKT 402), USC

Spring 2014 Marketing Management (NCC 5530), Cornell University

**SERVICE**

* Ad hoc reviewer Marketing Science, Management Science, Journal of Marketing Research and Review of Marketing Science
* Jihoon Hong, Dissertation Committee

**INDUSTRY EXPERIENCE *(Select)***

*Independent Consultant* Boston/New York, Feb ’11 to Aug ’11

* + Advisor, office of Chief Customer Officer of a leading New England utility.

*Business Leader, Analytics, Genpact China* Ithaca/Dalian, Apr ’10 to Feb’11

* + Responsible for the establishment of Genpact’s Analytics Practice in China

*Assistant Vice President, Genpact LLC* Ithaca/Durham, Apr ’10 to Feb’11

* + Lead Analytics Solutions for strategic accounts such as Discover Financial, Fingerhut and Procter and Gamble using text mining, social media and web analytics
  + Lead globally distributed project teams to develop analytical solutions for marketing, risk and collections functions of multiple credit organizations.