

# PRASHANT RAJARAM

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## ACADEMIC POSITIONS

**Assistant Professor of Marketing** 2021–present  
Ivey Business School, Western University, Canada

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## EDUCATION

**Ph.D. in Marketing** 2015–21  
Ross School of Business, University of Michigan, USA  
Dissertation: Modeling viewer and influencer behavior on streaming platforms (Chair: Puneet Manchanda)

**M.B.A. in Marketing** (Dean’s Honor List) 2011–13  
Schulich School of Business, York University, Canada

**B.Eng. in Electronics** (First Class with Distinction) 2004–08  
Faculty of Technology & Engineering, M.S. University of Baroda, India

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## RESEARCH INTERESTS

Substantive: Digital Media, Social Media, Ad Avoidance, Influencer Marketing  
Methodological: Causal Inference, Machine Learning, Deep Learning, Unstructured Data Analysis

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## WORKING PAPERS

“When do you Zap: The Effects of Ad Delivery in Streaming Media,” **Prashant Rajaram**, Puneet Manchanda and Eric Schwartz, 2024 [PDF on SSRN](#).

- *Marketing Science Institute* Working Paper 20-116.

“Unboxing Engagement in YouTube Influencer Videos: An Attention-Based Approach,” **Prashant Rajaram** and Puneet Manchanda, 2024

- *Marketing Science Institute* Working Paper 20-147.
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## WORK IN PROGRESS

“The Impact of Realism: A Study of Virtual vs Real Influencers on Instagram,” with Mengxia Zhang

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## CONFERENCE PROCEEDINGS

**Rajaram, Prashant**, Puneet Manchanda, and Eric M. Schwartz (2018), “Bingeability and Ad Tolerance: New Metrics for the Streaming Media Age,” *Workshops of the 32nd AAAI Conference on Artificial Intelligence*, pp. 93-99.

**HONORS & AWARDS**

ISMS Early Career Scholars Camp Fellow, Duke University	2023
Finalist, ASA Statistics in Marketing, Best Doctoral Dissertation Proposal Competition	2021
AMA-Sheth Foundation Doctoral Consortium Fellow, Indiana University	2020
Best Paper Award, 49th Annual Haring Symposium, Indiana University	2019
Stark Research Award for Academic Excellence, Ross School of Business	2019–20
Most Likely Transformative Scientific Impact Award, 4th Annual Symposium Poster Competition, Michigan Institute for Data Science (MIDAS), University of Michigan.	2018
Leabo Scholarship for Academic & Teaching Achievement, Ross School of Business (USD 15,813)	2018–19
ISMS Marketing Science Doctoral Consortium Fellow, Temple University	2018
Kendrick Award for Academic Achievement, Ross School of Business (USD 10,000)	2017–20

**INVITED TALKS & CONFERENCE PRESENTATIONS**

Symposium on AI in Marketing, University of Wisconsin-Madison	2024
Panel at Micro-influencers Workshop, University of Pittsburgh	2024
Bank of Canada, Ottawa	2023
Joint Statistical Meeting, American Statistical Association, Toronto	2023
Global Institute for AI and Business Analytics, Temple University	2023
Language and Information Technology Research Lab, FIMS, Western University	2023
University of Manitoba	2022
ISMS Marketing Science Conference, University of Chicago Booth School of Business	2022
Artificial Intelligence in Management Conference, USC Marshall	2022
Machine Learning for Consumers and Markets Workshop, KDD Singapore	2021
Joint Statistical Meeting, American Statistical Association, Seattle	2021
Association of Consumer Research Conference, Seattle	2021
ISMS Marketing Science Conference, University of Rochester	2021
Artificial Intelligence in Management Conference, USC Marshall	2021
Bass FORMS Conference, UT Dallas	2021
Conference on AI, ML & Business Analytics, NYU-CMU-Temple	2020
Western University	2020
University of Wisconsin-Madison	2020
Singapore Management University	2020
Bocconi University	2020
National University of Singapore	2020
ISMS Marketing Science Conference, University of Roma Tre	2019
49 <sup>th</sup> Annual Haring Symposium, Indiana University	2019
Michigan Institute for Data Science (MIDAS), University of Michigan	2018
ISMS Marketing Science Conference, Temple University	2018
ISMS Marketing Science Doctoral Consortium, Temple University	2018
Artificial Intelligence and Marketing Science Workshop, New Orleans	2018

SERVICE

Editorial Review Board Member	
Marketing Science	2024-present
Ad hoc reviewer	
Management Science	
Journal of Consumer Research	
Journal of Marketing	
International Journal of Research in Marketing	
California Management Review	
Marketing PhD Recruitment Committee, Ivey Business School	2021-23

TEACHING EXPERIENCE

Ivey Business School, Western University	
Digital Marketing Analytics (MBA, MSc, MMA)	2023-24-present
AI for Managers (MMA)	2023-24-present
Marketing Management (HBA)	2021-2022
Ross School of Business, University of Michigan	
Marketing Management (Business Minor)	2017-18

GRADUATE SUPERVISION AND COMMITTEES

PhD Examination Committee: Annie Ding, 2024

INDUSTRY POSITIONS

Market Strategy Analyst and Consultant; ventureLAB, Capgemini & HWY1 Ventures; Toronto, Canada	2013–15
Sales Strategy Analyst; PepsiCo; Toronto, Canada	2012
Executive Operations; Bharat Petroleum Corporation Ltd; Vadodara, India	2010–11
Manager–Trucker and Tourist Shop; Bharat Petroleum Corporation Ltd; Ahmedabad, India	2008–10