

PRASHANT RAJARAM

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ACADEMIC POSITIONS

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

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

RESEARCH INTERESTS

Substantive: Experiential Consumption – Digital Media & Advertising
Methodological: Interpretable Machine Learning – Deep Learning, Tree-based Learning & Causal Inference

WORKING PAPERS

“Video Influencers: Unboxing the Mystique,” Prashant Rajaram and Puneet Manchanda. [PDF on SSRN](#). Preparing for resubmission to *Marketing Science*

- *Marketing Science Institute* Working Paper 20-147

“Finding the Sweet Spot: Ad Targeting on Streaming Media,” Prashant Rajaram, Puneet Manchanda and Eric Schwartz. [PDF on SSRN](#). *Under review*

- *Marketing Science Institute* Working Paper 20-116
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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. [PDF](#)

HONORS & AWARDS

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

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| Curriculum Vitae | May 2022 |
| 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 |
| Award for Early Candidacy, Ross School of Business (USD 1,000) | 2017 |
| First Prize, 3 Minute Thesis Competition, Ross School of Business | 2016 |
| Ross School of Business PhD Fellowship, University of Michigan | 2015–21 |

INVITED TALKS & CONFERENCE PRESENTATIONS

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| ISMS Marketing Science Conference, University of Chicago Booth School of Business (<i>Expected</i>) | 2022 |
| Artificial Intelligence in Management Conference, USC Marshall (<i>Expected</i>) | 2022 |
| Machine Learning for Consumers and Markets Workshop, KDD | 2021 |
| Joint Statistical Meeting | 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 th 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 |

TEACHING EXPERIENCE

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| Ivey Business School, Western University | |
| Marketing Management (HBA - Undergraduate Junior) | 2021-22 |
| Ross School of Business, University of Michigan | |
| Marketing Management (Business Minor - Undergraduate Junior and Senior) | 2017-18 |

SERVICE

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| Ad hoc reviewer for <i>Marketing Science</i> | 2021-present |
| Marketing PhD Recruitment Committee, Ivey Business School | 2021-22 |

MEDIA COVERAGE

[U-M researchers study role of advertising in influencer industry](#)

The Michigan Daily, 2021

[Social influencers can boost attention paid to brands yet erode sentiment toward video, research finds](#)

Michigan News, 2021

[Michigan Ross PhD Student's Award-Winning Paper Could Impact The Way YouTube Shows You Ads](#)

Ross News Blog, 2019

INDUSTRY POSITIONS

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| 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 |
