

# Kanishka Misra

Carroll School of Management  
Boston College

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## Professional Experience

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|--|-------------|
| Boston College   |             |
| Professor  | 2024-       |
| Rady School of Management, University of California, San Diego |             |
| Professor  | 2022-2024   |
| Associate Professor (with tenure)                              | 2016-2022   |
| Ross School of Business, University of Michigan                | 2012-2016   |
| London Business School, London, UK                             | 2009-2012   |
| ZS Associates, Evanston, IL                                    | 2001 - 2004 |

## Education

|   |      |
|---|------|
| Kellogg School of Management, Northwestern University |      |
| Ph.D., Marketing                                      | 2010 |
| University of Cambridge, St. John's College, UK       |      |
| B.A., Mathematics                                     | 2000 |

## Publications

- "Local Market Reaction to Brand Acquisitions: Evidence From the Craft Beer Industry"* (with A. Umut Guller and Vishal Singh), Accepted, Marketing Science
- "Consumer (In)attention to Expiration Dates: A Field Study"* (with Karsten Hansen and Robert Sanders), Accepted, Marketing Science
- "Artificial Intelligence and Pricing"* (with Diego Aparicio), Sudhir, K. and Toubia, O. (Ed.) Artificial Intelligence in Marketing (Review of Marketing Research, Vol. 20), Emerald Publishing Limited, Bingley, pp. 103-124. [solicited]
- "The Impact of Commodity Taxation on Product Variety: A Multi-category Investigation"* (with Sungtak Hong), Accepted, Marketing Letters, 2023
- "Frontiers: Impact of Stay-at-home-orders and Cost-of-living on Stimulus Response: Evidence from the Cares Act"* (with Vishal Singh and Qianyun Zhang), Marketing Science, 2022
- "Economist's Note: Collusive Outcomes via Pricing Algorithms."* (with Karsten T. Hansen and Mallesh Pai) Journal of European Competition Law & Practice, 2021 [solicited]
- "Frontiers: Algorithmic Collusion: Supra-competitive Prices via Independent Algorithms"* (with Karsten T. Hansen and Mallesh Pai) Marketing Science, 2021, AMA Retail & Pricing SIG's Best Pricing Paper 2023
- "Heterogeneous Price Effects of Consolidation: Evidence from the Car Rental Industry"* (with A. Umut Guler and Vishal Singh), Marketing Science, 2020
- "Soul and machine (learning)"* (with Proserpio, Hauser, Liu, Amano, Burnap, Guo, Lee, Lewis, Schwarz, Timoshenko, Xu and Yoganarasimhan) Marketing Letters, 2020



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|---|-----------|
| Sanford R. Robertson Assistant Professorship of Business Administration | 2015-16   |
| Journal of Economic Behavior and Organization, Outstanding Reviewer     | 2015      |
| AMA Sheth Foundation Doctoral Consortium, Faculty                       | 2013,2014 |
| ERC grant (Paolo Surico principal investigator)                         | 2010-2014 |
| 43rd AMA Sheth Foundation Doctoral Consortium, Columbus, MS             | 2008      |
| Haring Symposium Fellow, Bloomington, IN                                | 2007      |
| Northwestern University Fellowship                                      | 2004-2009 |
| Cambridge Commonwealth Trust Award                                      | 1997-2000 |

## Services

|   |            |
|---|------------|
| SICS, co-chair  | 2023       |
| Marketing Letters, Editor-in-Chief  | 2024-      |
| Management Science, Associate Editor  | 2023-      |
| Management Science, Guest Associate Editor  | 2022       |
| Marketing Science, Editorial Review Board   | 2017-      |
| Quantative Marketing and Economics, AE  | 2021-      |
| Ad-hoc reviewer for American Economic Review, AEJ: Macro, B.E. Journal of Economic Analysis and Policy, Communications of the ACM, Economic Journal, Economics Letters, Frank Bass Conference, UT Dallas (discussant x2), Information Economics and Policy, International Journal of Industrial Organization, Journal of Economic Behavior and Organization, Journal of Economics and Management Strategy, Journal of the European Economic Association, Journal of Industrial Economics, Journal of Marketing Research, Journal of Retailing, Mathematical Scientist, Management Science, Marketing Science, Operations Research, PDMA Dissertation Competition, Quantitative Marketing and Economics, Quarterly Journal of Economics, RAND Journal of Economics, Review of Economics and Statistics, Shankar-Spiegel Dissertation |            |
| Journal of Retailing, Editorial Review Board  | 2017       |
| Program Committee for ACM Conference on Economics and Computation   | 2015, 2020 |
| Faculty Co-Director Sales Certificate Program, Ross School of Business  | 2013-2015  |
| PhD Director, Rady School of Management   | 2019-      |
| UCSD General Assemble Elected Alternative Representative  | 2019-2021  |

## Teaching (audience, most recent mean rating)

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| <i>London Business School</i>          | 2009-2012 |
| Markstrat (MBA core, EMBA core, 4.5/5) |           |
| <i>Ross School of Business</i>         | 2012-2016 |
| Marketing Strategy (MBA core, 4.6/5)   |           |
| Empirical Method (PhD, 5/5)            |           |
| <i>Rady School of Management</i>       | 2016-     |
| Pricing (MBA, Flex MBA, MSBA 4.9/5)    |           |
| Empirical Method (PhD, 5/5)            |           |