

# Kanishka Misra

Carroll School of Management  
Boston College

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## Professional Experience

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



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)

<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)	