

Kanishka Misra

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Ann Arbor *E-mail:* kanishka@umich.edu
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Professional Experience **Ross School of Business**, University of Michigan 2012-
Assistant Professor
London Business School, London, UK 2009-2012
Assistant Professor

Education **Kellogg School of Management, Northwestern University**, Evanston, IL
Marketing Department 2010
Ph.D., Marketing
University of Cambridge, St. John's College, UK
Mathematics 2000
B.A., Mathematics

Publications

- “*Channel Pass-Through of Trade Promotions*” (with Eric T. Anderson, Karsten T. Hansen, Vincent R. Nijs and Lakshman Krishnamurthi) *Marketing Science*, 2010
- “*Ideology and Brand Consumption*” (with Romana Khan and Vishal Singh) *Psychological Science*, 2013
- “*Robust Firm Pricing with Panel Data*” (with Benjamin Handel and James Roberts) *Journal of Econometrics*, 2013
- “*Outsourcing retail pricing to a category captain: The role of information firewalls*” (with Karsten T. Hansen and Vincent R. Nijs) *Marketing Science*, 2014
- “*Countercyclical Pricing: A Consumer Heterogeneity Explanation*” (with A. Umut Guler and Naufel Vilcassim) *Economics Letters*, 2014
- “*Consumption, Income Changes and Heterogeneity: Evidence from Two Fiscal Stimulus Programmes*” (with Paolo Surico) *American Economic Journal: Macroeconomics*, 2014
- “*Will a ‘Fat Tax’ Work?*” (with Romana Khan and Vishal Singh) *Marketing Science*, Forthcoming
- “*Robust New Product Pricing*” (with Benjamin Handel) *Marketing Science*, Forthcoming
- “*Fee or Free: When Should Firms Charge for Online Content?*” (with Anja Lambrecht) Accepted, *Management Science*

September 2015

Working Papers and Papers under review	<ul style="list-style-type: none"> • “<i>Estimating Heterogeneity and State Dependence with Aggregate data</i>” (with Eric T. Anderson and Karsten T. Hansen) • “<i>A Tempting Assortment: The Effect of Product Assortment on Multicategory Purchase Incidence</i>” (with Sungtak Hong and Naufel Vilcassim) Revise and Resubmit, Journal of Marketing • “<i>Cost pass-through in the US milk industry</i>” (with Romana Khan and Vishal Singh) • “<i>Understanding Retail Assortments</i>” 														
Invited Talks and Presentation (including scheduled)	Carnegie Mellon, Chicago, Columbia, Cornell, Emory, Koc, Indian School of Business, INSEAD, London Business School, Michigan (x2), Minnesota, NBER, New York University, Ohio State, Pittsburgh, QME (presenter, discussant), Rochester (x2), SICS (presenterx2, discussant), Stanford, Toronto, Toulouse (Economics), UC Berkeley, UC Davis, UC San Diego (x2), USC, Washington University, Yale														
Selected Media Coverage	Cited by the President’s Council of Economic Advisers; referenced in news media including the Wall Street Journal, the Washington Post, Yahoo News, Slate, the AtlanticWire														
Honors, Awards and External Grants	<table border="0" style="width: 100%;"> <tr> <td style="width: 80%;">Sanford R. Robertson Assistant Professorship of Business Administration</td> <td style="text-align: right;">2015</td> </tr> <tr> <td>AMA Sheth Foundation Doctoral Consortium, Faculty</td> <td style="text-align: right;">2013,2014</td> </tr> <tr> <td>ERC grant (Paolo Surico principal investigator)</td> <td style="text-align: right;">2010-2014</td> </tr> <tr> <td>43rd AMA Sheth Foundation Doctoral Consortium, Columbus, MS</td> <td style="text-align: right;">2008</td> </tr> <tr> <td>Haring Symposium Fellow, Bloomington, IN</td> <td style="text-align: right;">2007</td> </tr> <tr> <td>Northwestern University Fellowship</td> <td style="text-align: right;">2004-2009</td> </tr> <tr> <td>Represented India in international computer programming contest, Thailand</td> <td style="text-align: right;">1996</td> </tr> </table>	Sanford R. Robertson Assistant Professorship of Business Administration	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	Represented India in international computer programming contest, Thailand	1996
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Services	<p>Ad-hoc reviewer for American Economic Review, AEJ: Economic Policy, Economics Letters, Information Economics and Policy, International Journal of Industrial Organization, Journal of Economic Behavior and Organization, 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, Quantitative Marketing and Economics, RAND Journal of Economics, PDMA Dissertation Competition, Quantitative Marketing and Economics, Program Committee for ACM Conference on Economics and Computation EC15</p> <p>Faculty Co-Director Sales Certificate Program, Ross School of Business</p>														
Industry Experience	<p>ZS Associates, Evanston, IL</p> <p style="margin-left: 20px;"><i>Consultant</i></p> <p style="text-align: right;">2001 - 2004</p>														