

ARKAPRAVO (ARKA) SARKAR

University of South Carolina

Darla Moore School of Business
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Columbia, SC 29208

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EDUCATION

PhD	University of South Carolina, Marketing (GPA 3.95 / 4) Committee: Ram Janakiraman (Chair), Cem Ozturk, Sungsik Park, Orgul Ozturk <i>Dissertation proposal defended</i>	May 2022 (Expected)
MBA	Indian Institute of Management, Bangalore, India Marketing and Strategy emphasis	2012
BE	Vidyasagar University, West Bengal, India Electronics & Communications Engineering	2003

RESEARCH INTERESTS

Substantive	Multichannel Retailing, Digital Marketing, Sustainability
Methodological	Causal Inference, Quasi Experiments, Field Experiments, Applied Econometrics, Applied Machine Learning

DISSERTATION

Title	<i>Essays on Multichannel Retailing</i>
Essay 1	The Effects of Discounted Store Openings on Customer Shopping Behavior: Evidence from a Multichannel Retailer (<i>Job Market Paper</i>)
Essay 2	The Effects of Sustainability Events on Customer Purchase Behavior of Sustainable Brands: Insights from a Multichannel Retailer
Essay 3	Measuring the Effects of a Social Media Enabled Geotargeted Promotion Campaign by a Multichannel Retailer: Evidence from a Field Experiment

WORKS UNDER REVIEW / IN PROGRESS

“The Effects of In-Store Clienteling Technology Implementation on Customer Spending and Product Returns: Evidence from a Multichannel Retailer,” with Rishika Rishika, Ram Janakiraman, Mark Houston and Subodha Kumar, *Under Review, Journal of Marketing*

“Mobile App Launch and Customer Shopping Behavior using the App: Evidence from a Multichannel Retailer,” with Rishika Rishika, Ram Janakiraman and P.K. Kannan, To be submitted to *Production and Operations Management* by end of July, 2021

TEACHING INTERESTS

Marketing Analytics, CRM & Data Mining, Digital and Social Media Marketing, Marketing Strategy and Planning, Marketing Research

TEACHING EXPERIENCE

Marketing Strategy and Planning

Darla Moore School of Business, University of South Carolina

Instructor Rating: **4.51 / 5**

Fall 2020

TEACHING ASSISTANT EXPERIENCE

Marketing Analytics (PMBA)

Instructor: Ram Janakiraman

2021, 2020

CRM and Data Mining (MBA & PMBA)

Instructor: Ram Janakiraman

2021, 2020, 2019, 2018

Principles of Marketing

Instructor: David Crockett

2019, 2018

PROGRAMMING LANGUAGES AND STATISTICAL TOOLS

Programming Languages Python, R, Java, C, C++

Statistical Tools Stata, SAS

Database Query Languages Oracle PL/SQL, MS SQL Server, PROC SQL

Typesetting LATEX

HONORS AND AWARDS

ISMS Doctoral Consortium Fellow

Held virtually

2021

Doctoral Graduate Assistantship

University of South Carolina

2017-Present

CONFERENCES ATTENDED

43rd ISMS Marketing Science Conference

Simon Business School, University of Rochester (virtually)

2021

13th Annual Frank M. Bass UT Dallas Frontiers of Research in Marketing Science (UTD FORMS)

Naveen Jindal School of Management, University of Texas at Dallas

2019

12th Annual Frank M. Bass UT Dallas Frontiers of Research in Marketing Science (UTD FORMS)

Naveen Jindal School of Management, University of Texas at Dallas

2018

PROFESSIONAL EXPERIENCE

- Hughes Communications India Limited** 2012 - 2015
Gurgaon, India
- National Head – Product Management and Corporate Sales
- Wipro Technologies Limited** 2005 - 2010
Kolkata, India, and Houston (TX), US
- Project Manager and Technical Leader
- Infosys Technologies Limited** 2003 - 2005
Bhubaneswar, India
- Software Engineer

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA)
The Institute for Operations Research and the Management Sciences (INFORMS)

RELEVANT PH.D. COURSEWORK

Methods

Econometrics and Regression	Orgul Ozturk
Machine Learning	Jianjun Hu
Longitudinal Data Analysis	Alexander McLain
Advanced SAS Programming	David Hitchcock
Bayesian Data Analysis	Xiaoyan Lin
Survival Analysis	Jiajia Zhang
Econometrics I (Advanced Statistical Methods)	Peter Westfall*
Econometrics II (Regression Analysis)	Peter Westfall*

Marketing

Seminar in Marketing Models	Ram Janakiraman
Seminar in Research Methods and Philosophies in Marketing	Satish Jayachandran
Seminar in Concepts and Theories in Consumer Research	Priyali Rajagopal
Seminar in Marketing Strategy	Satish Jayachandran
Seminar in Advanced Marketing Theory	Shelby Hunt*
Seminar in Marketing Strategy	Dennis Arnett*
Seminar in Consumer Behavior	Debbie Laverie*
Seminar in Advanced Marketing Theory Building	Dale Duhan*

* Texas Tech University, 2016-2017; Transferred to University of South Carolina after first year.

METHODS WORKSHOPS ATTENDED

- 2019 Northwestern-Duke Causal Inference Main Workshop** August 2019
Duke University
- 2019 Northwestern-Duke Causal Inference Advanced Workshop** August 2019
Duke University