

# Laxminarayana Yashaswy (Yash) Akella

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(Last Updated: December 2023)

## *Academic Positions*

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**Tuck School of Business at Dartmouth**  
Postdoctoral Research Fellow in Marketing

**August 2023 -  
present**

## *Education*

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**Indian Institute of Management Ahmedabad**  
Ph.D. Marketing  
*Winner of Prof. Tirath Gupta Memorial Award for Best Thesis*

**2018-23**

**Birla Institute of Technology and Science Pilani**  
B.E. (Hons.) Electrical and Electronics Engineering  
*25% tuition scholarship for 2012-16*

**2012-16**

## *Research Interests*

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**Focus areas:** Retailing, Consumer Journeys, Pricing, Digital Marketing, Top Management Teams

**Methodology:** Econometrics, Machine Learning, Causal Inference

## *Journal Publications*

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Kopalle, P. K., Pauwels, K., **Akella, L. Y.**, & Gangwar, M. (2023). Dynamic pricing: Definition, implications for managers, and future research directions. *Journal of Retailing*. (Equal Contribution of all authors)

Sharma, A., **Akella, L. Y.**, & Borah, S. B. (2022). Knowledge structure of Chief Marketing Officers (CMOs): A review, bibliometric analysis, and research agenda. *Journal of Business Research*, 151, 448-462. (Equal Contribution of all authors)

Kumar, V., Borah, S. B., Sharma, A., & **Akella, L. Y.** (2021). Chief marketing officers' discretion and firms' internationalization: An empirical investigation. *Journal of International Business Studies*, 52, 363-387.

## *Working Papers*

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The impact of inter-department proximity on joint sales in retail stores (preparing for resubmission at *Journal of Marketing*)

Customer Online Browsing and Purchase Decisions: A Network Perspective (Working paper)

Chief Sustainability Officer and firm transparency (data collection)

## *Awards/Grants*

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Prof. Tirath Gupta Memorial Award for Best Thesis 2023

Raj Sethuraman research Grant 2022 at NASMEI (*Won Rs.75000 ~ US\$920*)

Indian Institute of Management Ahmedabad Doctoral Scholarship (2018-23)

Merit-cum-need Scholarship at BITS Pilani for 2012-16 (*waived 25% of tuition fee*)

## *Cases*

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- WeSkill: Sustainability Challenges of a Platform Start-up in an Emerging Market with Sourav Borah and Ambrish Dongre (case published by IIMA case centre)  
<https://cases.iima.ac.in/index.php/catalogsearch/result/?attr=0&q=MAR0539>
- Growth and sustainability of a pre-loved Luxury platform (Case under preparation)

## *Conference Presentations*

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- CMO Discretion and Firms' Internationalization, Winter AMA 2020, San Diego.
- Expert Workshop on Addressing Endogeneity in Behavioural Research (*with Praveen Kopalle*) Summer AMA 2022
- The impact of inter-department proximity on joint sales in retail stores
  - Theory Practice in Marketing (TPM), Emory University, 2022
  - IIM Ahmedabad Brown Bag Seminar Series, 2022
  - ISMS Marketing Science Conference, Chicago Booth (online), 2022
  - Summer AMA 2022
  - ANZMAC 2022
  - NASMEI 2022
- Customer Online Browsing and Purchase Decisions: A Network Perspective, International Conference on Network Science in Management, 2022
- Dynamic Pricing: JR-Babson conference on Reinvigorating the store, 2023
- Ranking product reviews (*with Shanthan Kandula*): AI-ML-BA conference at Temple Fox 2023

## *Media*

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[How to Help Your CMO Boost Global Growth](#), **Harvard Business Review**, November-December 2021

[Covid-19 and the rise of digital identity](#), **Forbes India**, 2020

[How luxury brands can create hedonistic experiences, virtually](#), **Forbes India**, 2020

### *Reviewing Activities*

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- Ad-hoc Reviewer: Research Policy (FT 50), Journal of Business Research (ABDC A)
- Conference Reviewer: ANZMAC 2022, Winter AMA 2023

### *Professional societies/Affiliations*

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- Member, American Marketing Association
- Member, Production and Operations Management Society

### *Discussant*

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JPIM-Babson conference, 2023

JR-Babson conference on Reinvigorating the store, 2023

Marketing Dynamics Conference, 2023

ISMS Marketing Science Conference Doctoral Consortium, July 2022

AIM-AMA Sheth Foundation Doctoral Consortium, June 2021

Quantitative Marketing and Economics Conference on Zoom, October 2020

Chicago Booth-India Quantitative Marketing Conference at ISB Hyderabad, December 2019

Asia Pacific Association for Consumer Research, Doctoral Consortium at IIM Ahmedabad, January 2019

Strategic Management Society New Doctoral Workshop at ISB, December 2018

NASMEI Doctoral Workshop at Great Lakes, Chennai, December 2018

Chicago Booth-India Quantitative Marketing Conference at IIM Bangalore, December 2018

### *Academic/Teaching Assistance*

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Marketing Management II (MBA core course at IIMA) in October – December, 2021

People Analytics (MBA Elective course at IIMA) in October – December, 2021

### *Work Experience*

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2016 - 18

Associate Consultant, Capgemini India, Hyderabad.