

SHARMISTHA SIKDAR

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Current Position

Assistant Professor, Tuck School of Business, Dartmouth College

July 2019 - Present

Education

SC Johnson Graduate School of Management, Cornell University

Master of Science, Marketing

PhD in Marketing (Major, Chair: Vrinda Kadiyali), Statistics (Minor, Advisor: Giles Hooker)

2013 – 2019

2018

2019

Indian Statistical Institute, Calcutta

MSc in Quantitative Economics (First Class)

2000- 2002

Scottish Church College, Calcutta University

BSc in Economics (Honours, First Class)

1997-2000

Research Interests

Pricing, Platforms, Customer Journeys, Multichannel Marketing, Market Governance and Policy, Statistical Modeling, Machine Learning and AI, Markov Models, Bayesian Methods

Current Teaching

Marketing Research and Analytics for Data Driven Growth (Tuck elective), Thayer MEM Marketing (Core)

Publications (peer-reviewed journal articles)

(*denotes equal authorship)

- **Sikdar, Sharmistha**, Vrinda Kadiyali and Giles Hooker, “Does Amazon’s Dual Role Weaken Marketplace Competition?”, *Journal of Marketing*, 2026, <https://doi.org/10.1177/00222429261417677>
- **Sikdar, Sharmistha***, Ishita Chakraborty* and Nika Dogonadze*, “Neither a Picasso nor a da Vinci: An Examination of Novice Artwork Pricing with Multi-Modal Data”, *Journal of Marketing*, 2025, <https://doi.org/10.1177/00222429251408346>
- **Sikdar, Sharmistha**, Giles Hooker and Vrinda Kadiyali, “Variable Importance Measures for Multivariate Random Forests”, *Journal of Data Science*, 2025, Vol 23, Issue 1, p243, 10.6339/24-JDS1152
 - Includes publicly available R-package for researchers working on multivariate models using multivariate random forests
<https://cran.r-project.org/web/packages/MulvariateRandomForestVarImp/index.html>

Working Papers

- **Sikdar, Sharmistha** and Giles Hooker, “Duration Modeling in Multichannel Customer Journeys: A Multivariate Hidden semi-Markov Framework” Tuck School of Business Working Paper No. 3518678, Available at SSRN: <https://ssrn.com/abstract=3518678>
 - Status: Revising for resubmission (reject & resubmit) at *Quantitative Marketing and Economics*
- Vana, Prasad*, **Sharmistha Sikdar*** and Vrinda Kadiyali*, “Does Amazon Have Pricing Power? Evidence from Pricing during the Covid-19 Pandemic”
 - Status: Revising for resubmission (reject & resubmit) at *Journal of Marketing*
- **Sikdar, Sharmistha***, Muskan Chawla* and Luminita Enache*, “Innovations in Healthcare for Seniors: Global Trends and Impact of Medical Regulation”
 - Status: Under review at *Journal of Marketing*

Work in Progress

- **Sikdar, Sharmistha**, Scott Neslin, Wayne Taylor, and Nikita Borale, “Learning to Nudge: Reinforcement Learning-based Customer Journey Management”
 - Status: Manuscript in progress, Target: *Journal of Marketing Research*
- **Sikdar, Sharmistha**, Mansur Khamitov, Andrés Cuneo, and Matthew Paronto, “Understanding Brand Spillovers: Positioning Mismatches and Transgressions from Product Brands to Corporate Brands”
 - Status: Manuscript in progress, Target: *International Journal of Research in Marketing*
- **Sikdar, Sharmistha**, Max Schnidman and Ishita Chakraborty, “The Art of Selling Art: Modeling Demand to Optimize Listings for Emerging Artists”
 - Status: Ongoing framework development, Conjoint Analysis Studies in progress
- With Unnati Narang, and Manfred Krafft, “The Impact of Food Promotion Policies on Consumer Demand: Evidence from India’s Millet Initiatives”
 - Status: Data acquired from AiMark for sample data. Preliminary data analysis in progress
- With Eckel, Nadine, Stijn Maesen, Manfred Krafft, “From One Label to Another: The Impact of Front-of-Pack Nutrition Label Transition on Supermarket Food Sales”
 - Status: This research proposal won the AiMark Data Contest. Preliminary NDA signed with AiMark for sample data. Additional data needs to be collected for label information. Post collection of the second data, we will proceed with the full data contract.

Patents

- **Customer Analytics Solution for Enterprises**, <https://patents.google.com/patent/US8504408B2/en>

Professional Service

- **Associate Editor**, *Decision Sciences* (Jan 2026 through Dec 2029).
- **Editorial Review Board Member**, *Journal of Retailing* (Feb 2026 - present).
- **Board Member**, AMA Artificial Intelligence SIG (since Nov 2023)

Conference Presentations and Invited Talks

- **Sikdar, Sharmistha**, Wayne Taylor, Scott Neslin and Nikita Borale, “Learning to Nudge: Reinforcement Learning-based Customer Journey Management” (*previous title*: “Managing the Customer Journey to Generate Purchase at Maximum Profitability”)

- Conference on AI, ML, and Business Analytics, Columbia University, Dec 2025
- Tuck Marketing Camp, May 2025
- **Sikdar, Sharmistha**, Ishita Chakraborty and Nika Dogonadze, “Neither a Picasso nor a da Vinci: An Examination of Novice Artwork Pricing with Multi-Modal Data”
 - *Invited talk* at Technical University of Munich, GenAI Lab Webinar, Nov 2025
 - *Invited talk* at IIM-Bangalore, CSITM Webinar, Mar 2025, (*invited talk*)
- **Sikdar, Sharmistha**, Ishita Chakraborty and Nika Dogonadze, “Neither a Picasso nor a da Vinci: A Multi-modal Model for Pricing of Novice Artwork” at EMAC, Bucharest, Romania, May 2024
- **Sikdar, Sharmistha**, Ishita Chakraborty and Nika Dogonadze, “Neither a Picasso nor a da Vinci: A Multi-modal Model for Pricing of Novice Artwork” at Marketing Science, Sydney, Australia, June 2024
- **Sikdar, Sharmistha** and Giles Hooker “A Hidden Semi-Markov Model of Multi-channel Customer Engagement”, Marketing Analytics Symposium Sydney, UNSW, Feb 2023
- Vana, Prasad, **Sharmistha Sikdar** and Vrinda Kadiyali, “Does Amazon Have Pricing Power? Evidence from Pricing during the Covid-19 Pandemic”, Northeast Marketing Consortium, Tuck School of Business at Dartmouth, Oct 2023
- **Sikdar, Sharmistha**, Ishita Chakraborty and Nika Dogonadze, “Neither a Picasso nor a da Vinci: A Multi-modal Model for Pricing of Novice Artwork”, Conference on AI, ML, and Business Analytics, Fox School of Business, Temple University, Dec 2023.
- **Sikdar, Sharmistha** and Giles Hooker “A Hidden Semi-Markov Model of Multi-channel Customer Engagement”, Marketing Camp, Tuck School of Business at Dartmouth, May 2022
- **Sikdar, Sharmistha**, Wayne Taylor, Scott Neslin and Wenyu Jiao, “Creating More Successful Customer Journeys by Managing Holidays and Abandonment”, Marketing Science Virtual Conference, Chicago Booth School of Business, U. Chicago, June 2022
- **Sikdar, Sharmistha**, Vrinda Kadiyali and Giles Hooker, “Price Dynamics on Amazon Marketplace: A Multivariate Random Forest Variable Selection Approach”, *Invited talk* at A. Gary Anderson Graduate School of Business, University of California, Riverside, February 2022
- **Sikdar, Sharmistha**, and Giles Hooker, “A Hidden Semi-Markov Model of Multi-channel Customer Engagement”, *Invited talk* at *Customer Journeys in a Digital World*, Bocconi University, June 2022
- **Sikdar, Sharmistha**, Giles Hooker and Vrinda Kadiyali, “Variable Importance Measures for Variable Selection and Statistical Inference in Multivariate Random Forests”, Marketing Science Virtual Conference, U. Rochester, June 2021
- **Sikdar Sharmistha**, Vrinda Kadiyali and Giles Hooker, “Price Dynamics on Amazon Marketplace: A Multivariate Random Forest Variable Selection Approach”
 - Marketing Analytics Symposium Sydney, UNSW, February 2020
 - Marketing Seminar, Tuck School of Business at Dartmouth, August 2019

2017-2018 (During doctoral studies)

- **Sikdar, Sharmistha**, and Giles Hooker, “A Hidden Semi-Markov Model of Multi-channel Customer Engagement”
 - Digital Marketing and Machine Learning Conference, Tepper School, CMU, December 2018
 - Marketing Brown Bag Series, SC Johnson College of Business, Cornell University, November 2017
 - Marketing Science Conference, University of Southern California, June 2017
- **Sikdar Sharmistha**, Vrinda Kadiyali and Giles Hooker, “Price Dynamics on Amazon Marketplace: A Multivariate Random Forest Variable Selection Approach”
 - Marketing Brown Bag Series, SC Johnson College of Business, Cornell University, December 2017; May 2018
- **Sikdar, Sharmistha**, Vrinda Kadiyali and Giles Hooker, “Price Dynamics on Amazon Marketplace: A Multivariate Random Forest Variable Selection Approach”

- Tuck School of Business, Dartmouth College, September 2018
- Terry College of Business, University of Georgia, September 2018
- Mays Business School, Texas A&M, October 2018
- UC Davis Graduate School of Management, University of California Davis, October 2018
- The Kenan-Flagler Business School, University of North Carolina, Chapel Hill, October 2018
- Belk College of Business, University of North Carolina, Charlotte, October 2018

Teaching Experience (before start of tenure-track position)

1. **Spring 2019** Instructor for AEM 4410 Marketing Research, Dyson School, Cornell University
2. **Spring 2017** Instructor for NCC 5530 Marketing Management, Johnson School, Cornell University
3. **Fall 2016** Co-Instructor (with Jialie Chen) for NCC 5530 Marketing Management, Johnson School, Cornell University
4. **Fall 2012, Spring 2013** Visiting Faculty, Ramaiah Institute of Management Studies, Mysore University
5. **May 2012 – May 2013** Visiting Faculty, Laqsh Job Skills Academy

Software Development

- **R package: MulvariateRandomForestVarImp:** Variable Importance Measures for Multivariate Random Forests, **Author:** Sikdar, Sharmistha, Giles Hooker, Contributor: Vrinda Kadiyali, Maintainer: Nika Dogonadze

Professional Experience

1. **August 2009 – August 2010** Practice Lead, Analytics Center of Excellence, Infosys Ltd., Bangalore, India
2. **June 2006 – May 2009** Manager, Advanced Analytical Solutions, Citigroup, Bangalore, India
3. **May 2005 – May 2006** Senior Analyst, Short Term International Rotation, GE, Alpharetta, GA, USA
4. **June 2002 – April 2005** Senior Analyst, Analytics Center of Excellence, GE Capital, Bangalore and Gurgaon, India

Professional Achievements

1. **2007** Super Stars Team Award from Citigroup Global Decision Management
2. **2006** Super Stars Team Award from Citigroup Global Decision Management
3. **2005** “Build, Lead, Imagine & Solve” Award from GE Consumer Finance, North America
4. **2005** Imagination Breakthrough Award from GE Consumer Finance, North America
5. **2005** Partnership Award from GE Consumer Finance, North America
6. **2004** Customer Award from GE Consumer Finance, North America
7. **2003** Six-Sigma Green Belt Certification from GE Capital
8. **2003** Customer Award from GE Consumer Finance, North America

Other Information

Technical/Programing Skills SAS, R, SAS Enterprise Miner, Knowledge Seeker, Python

Executive Education (3-Tier Program) in Middle Management 2012, Indian Institute of Management, Ahmedabad

Citizenship United States Naturalized Citizen