SHARMISTHA SIKDAR

210 Tuck Hall
Tuck School of Business,
Dartmouth College
Hanover, NH 03755
Tel: 603-646-0386
Email: sharmistha.sikdar@tuck.dartmouth.edu

Current Position

Assistant Professor, Tuck School of Business, Dartmouth College   **July 2019 - Present**

Current Teaching

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

Education

SC Johnson Graduate School of Management, Cornell University   **2013 – 2019**
Master of Science, Marketing   **2018**
PhD in Marketing (Major, Chair: Vrinda Kadiyali), Statistics (Minor, Advisor: Giles Hooker)   **2019**

Indian Statistical Institute, Calcutta   **2000- 2002**
MSc in Quantitative Economics (First Class)

Scottish Church College, Calcutta University   **1997-2000**
BSc in Economics (Honours, First Class)

Research Interests

Multivariate Modeling Problems, Ecommerce, Customer Relationship Management, Customer Analytics, Multichannel Marketing, Statistical Modeling, Machine Learning, Markov Models, Bayesian Methods

Publications

- **Sikdar**, **Sharmistha,** Giles Hooker and Vrinda Kadiyali, "Variable Importance Measures for Multivariate Random Forests", Forthcoming, *Journal of Data Science*.
    - o R-package developed for the prescribed variable importance measures (***MulvariateRandomForestVarImp:*** CRAN - Package MulvariateRandomForestVarImp (r-project.org))

Manuscripts under Review or Revision

- **Sikdar, Sharmistha**, Vrinda Kadiyali and Giles Hooker, "Characterizing Price Dynamics on Amazon Marketplace"
- **Sikdar, Sharmistha**, Ishita Chakraborty and Nika Dogonadze, "Neither a Picasso nor a da Vinci: A Multi-modal Model for Pricing of Novice Artwork"
- Vana, Prasad, **Sharmistha Sikdar** and Vrinda Kadiyali, "Does Amazon Have Pricing Power? Evidence from Pricing during the Covid-19 Pandemic"

- **Sikdar, Sharmistha** and Giles Hooker, "A Hidden Semi-Markov Model of Multi-channel Customer Engagement Dynamics"

Research in Progress
- With Wayne Taylor and Scott Neslin, "Creating More Successful Customer Journeys by Managing Holidays and Abandonment"
- With Mansur Khamitov and Andrés Cuneo, "Brand Positioning Mismatch: Effects on Own, Sibling and Parent Brands"
- With Luminita Enache and Felipe Bastos Gurgel Silva, "How do Firms Respond to Population Aging: Evidence from Product Innovation."

Professional Memberships
- **American Marketing Association – Artificial Intelligence SIG,** *Board Member* (since Nov 2023)

Invited Talks
2022
- **Sikdar, Sharmistha,** Vrinda Kadiyali and Giles Hooker, "Price Dynamics on Amazon Marketplace: A Multivariate Random Forest Variable Selection Approach", 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", invitation-only conference on *Customer Journeys in a Digital World*, Bocconi University, June 2022

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

Research presented in Conference and Workshops (Presenter in bold)

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 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

2023

- **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.

2022
- **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
- **Prasad Vana**, Sharmistha Sikdar and Vrinda Kadiyali, "Does Amazon Price Too High? Evidence from Pricing during the Covid-19 Pandemic", Marketing Science Virtual Conference, Chicago Booth School of Business, U. Chicago, June 2022

2021
- **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

2019-2020
- **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
- **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

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

- o **Working Paper** "Variable Importance Measures for Variable Selection and Statistical Inference in Multivariate Random Forests" with Giles Hooker and Vrinda Kadiyali

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. **2013** Patent (Publication number US8504408 B2) on Customer Analytics Solution for Enterprises, Infosys Ltd.
2. **2007** Super Stars Team Award from Citigroup Global Decision Management
3. **2006** Super Stars Team Award from Citigroup Global Decision Management
4. **2005** "Build, Lead, Imagine & Solve" Award from GE Consumer Finance, North America
5. **2005** Imagination Breakthrough Award from GE Consumer Finance, North America
6. **2005** Partnership Award from GE Consumer Finance, North America
7. **2004** Customer Award from GE Consumer Finance, North America
8. **2003** Six-Sigma Green Belt Certification from GE Capital
9. **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