

Curriculum Vitae

Wreetabrata Kar

School of Management
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Education

- 2015 Ph.D. in Marketing: William E. Simon School of Business, University of Rochester
2012 MS in Applied Economics and Statistics: William E. Simon School of Business, University of Rochester
2005 Bachelor of the Electrical and Electronics Engineering, Manipal Institute of Technology, Manipal, India

Professional Employment

- Sept 2024 -- Present University at Buffalo School of Management
Aug 2016 – Aug 2024 Assistant Professor of Marketing, Daniels Jr. School of Business, Purdue University
Jan 2015 – Aug 2016 Research Scientist, Adobe Research, Adobe Systems
Sept 2005 – May 2008 Software Engineer, Tata Consultancy Services, India

Research Interests

- Substantive: Marketing Interventions, Digital Platforms, Relationship Marketing
- Methodological: Causal Inference, Machine Learning, Scalable Algorithms, Observational Data

Journal Publications

1. Pamuru, Vandith, Kar, Wreetabrata Kar, and Warut Khern-am-nuai (2024). "Status Downgrade: The Impact of Losing Status on a User Generated Content Platform." *Production and Operations Management, Forthcoming*.
2. Ellickson, Paul B., Wreetabrata Kar, and James C. Reeder III (2023). "Estimating marketing component effects: Double machine learning from targeted digital promotions." *Marketing Science* 42, no. 4 (2023): 704-728. (Equal Authorship)
3. Mukhopadhyay, Sabyasachi, Wreetabrata Kar, and Gourab Mukherjee (2023). "Estimating promotion effects in email marketing using a large-scale cross-classified Bayesian joint model for nested imbalanced data." *The Annals of Applied Statistics* 17, no. 1 (2023): 476-497.

Patents

1. Validating a Target Audience using a Combination of Classification Algorithms. (*US Patent No: 11,308,523, Issued in 2022*)
2. User Segment Identification based on Similarity in Content Consumption. (*US Patent No: 10,789,620, Issued in 2020*)
3. Determining Video Advertisement Quality. (*US Patent No: 10,284,892, Issued in 2019*)
4. Selecting Video Advertisements based on Advertisement Quality. (*US Patent No: 10,306,285, Issued in 2019*)

Selected Peer Reviewed Publications in Proceedings

1. Kar, Wreetabrata, Viswanathan Swaminathan, and Paulo Albuquerque. "Selection and ordering of linear online video ads." In *Proceedings of the 9th ACM Conference on Recommender Systems*, pp. 203-210. ACM, 2015.

Invited Talk

- 2023: SP Jain School of Global Management, Mumbai; University at Buffalo
- 2019: Zapr Media Labs, Bangalore, India; Indian Institute of Management, Calcutta, India
- 2016: Naveen Jindal School of Management, UT Dallas
- 2015: Daniels Jr. School of Business, Purdue University

INDUSTRY INTERNSHIP EXPERIENCE

- Adobe Research Labs, *Data Science Intern*, June 2013 – Nov 2014

MEMBERSHIP IN ACADEMIC OR PROFESSIONAL SCHOLARLY SOCIETIES

- Beta Gamma Sigma, American Marketing Association, Association for Computing Machinery, Informs

Research Grants

Adobe Digital Experience Research Awards: 2020 (\$50,000), 2017 (\$50,000)

Adobe Research Lab: Collaborative Research Funding: 2023 (\$10,000), 2018 (\$5,000), 2017 (\$10,000)

Academic Fellowships

AMA-Sheth Doctoral Consortium Fellow, University of Washington, Seattle: 2012

Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Economics Fellow: 2010

PhD Fellowship, University of Rochester, NY: 2009-2013

Academic Excellence Fellowship, Manipal University, India: 2003-2005

Teaching Awards

Daniels Jr. School of Business, Purdue University (Aug 2016 - present)

- Salgo-Noren 2nd Runner Up Award for Best Teacher in Master's Program: 2024
- Dean's List for Outstanding and Distinguished Teachers: Fall 2023, 2019, 2018, 2017, 2016
- Salgo-Noren 1st Runner Up Award for Best Teacher in Master's Program: 2021

Simon Business School (June 2011 – Sept 2014)

- Teaching Honor Roll (Top 5 faculty in teaching evaluations): Fall 2013, Summer 2012

Teaching Experience

Daniels Jr. School of Business, Purdue University (Aug 2016 - present)

- Marketing Management (MS MKT and MBA students) 2016-present (Ave 4.83/5.00)
- Seminar on Marketing Models (PhD), Fall 2019, 2020; Spring 2019 (Ave 5.00/5.00)

Simon Business School (June 2011 – Sept 2014)

- Math for Management, Summer 2012 (Rating: 4.67/5.00).
- Business Analytics for MS Students, Fall 2013, 2014 (Rating 4.9/5.00).

University/School Committees at Purdue University

- PhD Thesis Committee: Seong Kyoung, Utsav Shenava, Vandith Pamuru, Sung Joo Kim (Chair), Ilango Guruniswamy, Rajan Mishra
- Committee Member:
 - Curriculum Committee, Marketing Area, 2023- present.
 - Post-Doctoral Fellows Competition (2020, 2021)
 - Blake Business Review Committee (2021)
 - PhD in Analytics Advisory Committee (2022)

Reviewing Experiences for Journals

- Management Science, Information Systems Research, Journal of Urban Health, Journal of Business Research, Annals of Applied Statistics