

Wreetabrata (Wreeto) Kar

Email: wreetabr@buffalo.edu

Phone: 585-615-5056

Updated: Dec 2025

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

- Aug 19 2024 – present Assistant Professor of Marketing, School of Management, University at Buffalo;
Affiliate Faculty, Center for Marketing Analysis, School of Management, University at Buffalo
Affiliate Faculty, UB Institute for Artificial Intelligence and Data Science, University at Buffalo
- Aug 2016 – Aug 2024 Assistant Professor of Marketing, Daniels Jr. School of Business, Purdue University;
- June 2019 – May 2023 Affiliate Faculty, Krenicki Center for Business Analytics and Machine Learning, 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: Unstructured Data Analysis in Digital Markets; B2B Sales
- Methodological: Causal Inference; Machine Learning; Scalable Algorithms; Observational Data

Journal Publications

1. 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)
2. 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.
3. Pamuru, Vandith, Wreetabrata Kar, and Warut Khern-am-nuai. "Status Downgrade: The Impact of Losing Status on a User-Generated Content Platform." *Production and Operations Management* (2023): 10591478241279801.
4. Karmakar, Bikram, Gourab Mukherjee, and Wreetabrata Kar. "Using Penalized Synthetic Controls on Truncated Data: A Case Study on Effect of Marijuana Legalization on Direct Payments to Physicians by Opioid Manufacturers." *Journal of the American Statistical Association* 120, no. 549 (2025): 64-79.

5. Ohnishi, Yuki, Bikram Karmakar, and Wreetabrata Kar. “Inferring Causal Effect of a Digital Communication Strategy under a Latent Sequential Ignorability Assumption and Treatment Noncompliance.” *Journal of the American Statistical Association* (2025): 1-13.
6. Tangwaragorn, Pattharin, Wreetabrata Kar, and Warut Khern-am-nuai. “The implications of account suspensions on online discussion platforms.” *Decision Support Systems* 189 (2025): 114389.

Papers under Review

1. Ellickson, Paul B., Wreetabrata Kar, James C. Reeder III, and Guang Zeng. Using Contextual Embeddings to Predict the Effectiveness of Novel Heterogeneous Treatments. (*Journal of Marketing Research; Invitation to Resubmit for 3rd Round, received in July 2025*)
2. Kim, Sung Joo, Dinesh Puranam, Wreetabrata Kar, and S. Siddarth. The Indirect Effect of a Minimum Wage Increase on “Uncovered” Agent Retention and Performance: Evidence from Multi-level Marketing. (*Journal of Marketing; Under 2nd Round; submitted Nov 2025*)
3. Kar, Wreetabrata, Sugato Chakravarty, and Rajan Mishra. Red vs. Blue: The Influence of Political Complexion on Business Reviews (*Journal of Marketing; Reject and Resubmit received in Dec 2024*)
4. Tanlamai, Jitsama, Warut Khern-am-nuai, Wreetabrata Kar, and Yosseri Adulyasak. The Implications of Homogeneous Responses in Customer Service Operations. (*POMS; Invitation to Resubmit for 2nd Round, received in Oct 2025*)
5. Muniasamy, Ilango G., Wreetabrata Kar, Warut Khern-am-nuai, and Hossein Ghasemkhani. When Moderators are Moderated: Evidence from an Online Community. (*MISQ; Invitation to Resubmit for 2nd Round, received in Dec 2025*)
6. Kar, Wreetabrata, Jitsama Tanlamai, and Warut Khern-am-nuai. Examining the Efficacy of Peer Punishment in Online Content Moderation. (*Management Sc.; Under 1st Round Review since Jan 2026*)

Working Papers

1. Mishra, Rajan, Wreetabrata Kar, Warut Khern-am-nuai, Karthik K. Kannan. “Review Writing: Do Reviewers Learn from “Exemplar” Reviews?”
2. Kar, Wreetabrata, James C. Reeder, III, Gary L. Lilien. “Fixing Bad Marriages –When Should Firms Reassign Sales Reps?”
3. Kim, Sung Joo, Byungyeon Kim, Wreetabrata Kar, and Siddarth Sivaramakrishnan. “To Sell or To Buy? A Structural Analysis of Multilevel Marketing Compensation”
4. Jo, Wooyong, and Wreetabrata Kar. When Beauty Heals a Bad Reputation: Visual Bias in Service Recovery and Mitigation Strategies in Mobile Healthcare Platforms. (*Equal Authorship*)
5. Ellickson, Paul B., Wreetabrata Kar, and James C. Reeder III. Dynamic and Heterogenous Effects of Sales Promotions in Business-to-Business Markets. (*Equal Authorship*) [*Status: Estimation Stage*]

Works-in-Progress

1. Kar, Wreetabrata, Gary L. Lilien, and Raji Srinivasan. Effect of Marijuana Legalization on User Generated Content: Evidence from Online Review Platform. [*Status: Estimation Stage*]
2. Kar, Wreetabrata, and Charles Lindsey. Dual Systems of Review Influence: Authenticity and Fluency in Human–AI Customer Voice [*Status: Estimation Stage*]

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.
2. Kar, Wreetabrata, Sarathkrishna Swaminathan, and Viswanathan Swaminathan. “Audience Validation from Demographic Mix and Insufficient Individual Data.” In *2016 IEEE International Symposium on Multimedia (ISM)*, pp. 60-64. IEEE, 2016.
3. Sarkhel, Somdeb, Wreetabrata Kar, and Viswanathan Swaminathan. “User Segment Identification Based on Similarity in Content Consumption.” In *2017 IEEE International Symposium on Multimedia (ISM)*, pp. 300-303. IEEE, 2017.

Patents

1. Kar, Wreetabrata, and Viswanathan Swaminathan. “Determining video advertisement quality.” *U.S. Patent 10,284,892*, issued May 7, 2019.
2. Kar, Wreetabrata, and Viswanathan Swaminathan. “Selecting video advertisements based on advertisement quality.” *U.S. Patent 10,306,285*, issued May 28, 2019.
3. Kar, Wreetabrata, Viswanathan Swaminathan, and Somdeb Sarkhel. “User segment identification based on similarity in content consumption.” *U.S. Patent 10,789,620*, issued September 29, 2020.
4. Kar, Wreetabrata, Viswanathan Swaminathan, and Sarathkrishna Swaminathan. “Validating a target audience using a combination of classification algorithms.” *U.S. Patent 11,308,523*, issued April 19, 2022.

Invited Talk

- 2026: George Mason University
- 2023: SP Jain School of Global Management, Mumbai; School of Management in 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

Peer-Reviewed Conference Participations

- 2025 ISMS Early Career Scholars Camp, *Columbia University, 2025*
- Heterogenous Effects of Targeted Business-to-Business Promotions: A Dynamic, Double-Machine Learning Approach. *Marketing Science Conference, Washington DC, 2025*
- Dynamic and Heterogenous Effects of Sales Promotions in Business-to-Business Markets. *Institute for the Study of Business Markets Academic Conference (ISBM), 2024*

- Using Contextual Embeddings to Predict the Effectiveness of Novel Heterogeneous Treatments. *Frontiers in Machine Learning and Economics: Methods and Applications*, Federal Reserve Bank of Philadelphia, Pennsylvania, 2024 (presented by co-author); *Business and Generative AI Workshop*, Wharton, San Francisco, 2024 (presented by co-author); *Interactive Marketing Research Conference*, Northeastern University, Boston, 2024
- Red vs. Blue: The Influence of Political Complexion on Business Reviews. *2024 AMA Marketing and Public Policy Conference at Washington DC* (presented by co-author)
- Dynamic and Heterogenous Effects of Sales Promotions in Business-to-Business Markets. *Marketing Dynamics Conference 2023*
- The Implications of Homogeneous Responses in Customer Service Operations. *WTTS 2023*
- Dynamic and Heterogenous Effects of Sales Promotions in Business-to-Business Markets. *CMStatistics 2022*
- Review Writing: Do Reviewers Learn from "Exemplar" Reviews? *CIST 2022*
- Fixing Bad Marriages -When Should Firms Reassign Sales Reps? *Institute for the Study of Business Markets Academic Conference (ISBM)*, 2022; *Enhancing Sales Force Productivity Conference*, University of Kansas, Kansas, 2022
- A Joint Model of Strategic Targeting and Customer Response. *IISA 2021 Conference*, 2021
- Machine Learning Marketing Component Effects: Applying Causal Forests to Targeted Email Promotion. *Decision Sciences Conference*, 2020 (Also Session Chair)
- Large-scale Bayesian Modeling for studying Promotion Effects in Marketing Campaigns. *Innovations in Data and Statistical Sciences Conference*, 2019
- Quantifying the Indirect Costs of a Sales Agent Departure: How Relationships, Effort, and Moral Hazard Contribute to Revenue Loss. *Innovations in Data and Statistical Sciences Conference*, 2019
- When Enough Ad is Enough: Who Tolerates and Who Doesn't? *Marketing Science 2018*
- Quantifying the Impact of Email Targeting on Customer Conversion: A Structural Approach. *Marketing Dynamics Conference*, 2018
- Building a Better Email Promotion: Quantifying the Effects of Promotion and Semantic Choices on Email Open Rates. *Statistical Challenges in Electronic Commerce Conference*, 2018; *Digital Marketing and Machine Learning Conference*, CMU, 2018
- User Segment Identification Based on Similarity in Content Consumption; *IEEE ISM 2017*
- Dynamic Allocation of Linear Ads over Multiple Online Videos; *Marketing Science Conference*, 2016
- Audience Validation from Demographic Mix and Insufficient Individual Data; *IEEE ISM 2016*
- Selection, Order, and Pricing of Linear Online Video Ads; *Marketing Science Conference*, 2016
- How Trial affects Consumer Choices: A Study in the Software Industry; *Marketing Science Conference*, 2015
- Selection and Ordering of Linear Online Video Ads; *9th ACM Conference on Recommender Systems*, 2015
- New Quality Measure of Linear Ads in Online Videos; *2nd Workshop on RecSysTV in conjunction with ACM RecSys 2015*.

In the Media

-
- <https://businessindia.co/magazine/branding/the-changing-trend-in-telemedicine>
 - <https://blog.adobe.com/en/publish/2017/10/11/adobe-research-award>
 - https://phys.org/news/2024-10-elite-online-critics-status.html#google_vignette
 - <https://allaboutcookies.org/best-ad-blockers>
 - <https://workmansrelief.com/blog/from-painkillers-to-pot-how-marijuana-legalization-is-fighting-the-opioid-crisis/>
 - <https://www.marijuanamoment.net/legalizing-medical-marijuana-leads-to-significant-decrease-in-opioid-companies-payments-to-pain-doctors-study-shows/>
 - <https://beardbrospaharms.com/articles/medical-marijuana-lowers-payments-to-physicians-from-opioid-firms-per-recent-study/>
 - <https://www.cannabisnewswire.com/study-shows-opioid-makers-payments-to-pain-doctors-dropped-after-medical-marijuana-legalization/>

- <https://www.lohud.com/story/opinion/2025/02/04/new-yorks-anti-medical-cannabis-sentiment-hurts-patients-opinion/78195196007/>
- <https://medicalxpress.com/news/2025-01-legal-pot-opioid-prescriptions.html>
- https://www.niagara-gazette.com/news/web_extra/ub-study-shows-why-demoted-yelp-reviewers-still-matter/article_2323fff6-9d34-11ef-8f13-eb2f70f25442.html
- <https://www.msn.com/en-us/news/technology/study-finds-elite-online-critics-maintain-influence-even-after-losing-status/ar-AA1sVfog>

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, Informa

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 Awards

- Fellow at 2025 ISMS Early Career Scholars Camp, Columbia Business School, Oct 2025
- Best Student Paper Award, POMS Annual Conference, May 2025 – awarded to my collaborator and doctoral student for our collaborative research
- 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 – Aug 2024)

- 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

School of Management, University at Buffalo (Sept 2024 – Present)

- Marketing Management (MBA students) 2024 – 4.75/5.00
- Marketing Analytics (MBA and MS students) 2025 – 4.90/5.00

Daniels Jr. School of Business, Purdue University (Aug 2016 – Aug 2024)

- 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

Purdue University

- PhD Thesis Committee: Seong Kyoung, Utsav Shenava, Vandith Pamuru, Ilango Guruniswamy, Rajan Mishra
 - Committee Member: Curriculum Committee, Marketing Area, 2023- Aug 2024; Post-Doctoral Fellows Competition (2020, 2021); Blake Business Review Committee (2021); PhD in Analytics Advisory Committee (2022).

University at Buffalo

- Organizer, Marketing Department Speaker Series 2024 -- present
- Member, MBA Oversight Committee: 2025 -- present

Reviewing Experiences for Journals

- Management Science
- Journal of Marketing Research
- Information Systems Research
- Journal of Urban Health
- Journal of Business Research
- Productions and Operations Management
- Journal of Academy of Marketing Science (Editorial Board Member)