

# PRASHANT RAJARAM

Ivey Business School, Western University,  
1255 Western Road, Office 2328, London, Ontario, Canada N6G 0N1  
Email: [prajaram@ivey.ca](mailto:prajaram@ivey.ca), Phone: 519-661-4001 (W), Website: [www.prashantrajaram.com](http://www.prashantrajaram.com)

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## ACADEMIC POSITIONS

**Assistant Professor of Marketing** 2021–present  
Ivey Business School, Western University, Canada

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## EDUCATION

**Ph.D. in Marketing** 2015–21  
Ross School of Business, University of Michigan, USA  
Dissertation: Modeling viewer and influencer behavior on streaming platforms  
Committee: Puneet Manchanda (Chair), Eric Schwartz, Jun Li and David Jurgens

**M.B.A. in Marketing** (Dean’s Honor List) 2011–13  
Schulich School of Business, York University, Canada

**B.Eng. in Electronics** (First Class with Distinction) 2004–08  
Faculty of Technology & Engineering, M.S. University of Baroda, India

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## RESEARCH INTERESTS

Substantive: Experiential Consumption – Digital Media & Advertising  
Methodological: Interpretable Machine Learning – Deep Learning, Tree-based Learning & Causal Inference

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## WORKING PAPERS

“Video Influencers: Unboxing the Mystique,” Prashant Rajaram and Puneet Manchanda. [PDF on SSRN.](#)

- *Marketing Science Institute* Working Paper 20-147. [Web Link](#)

“Finding the Sweet Spot: Ad Scheduling on Streaming Media,” Prashant Rajaram, Puneet Manchanda and Eric Schwartz. [PDF on SSRN.](#)

- Invited for second round revision at *Journal of Marketing Research*, 2020
- *Marketing Science Institute* Working Paper 20-116. [Web Link](#)

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## CONFERENCE PROCEEDINGS

Rajaram, Prashant, Puneet Manchanda, and Eric M. Schwartz (2018), “Bingeability and Ad Tolerance: New Metrics for the Streaming Media Age,” *Workshops of the 32nd AAAI Conference on Artificial Intelligence*, pp. 93-99. [PDF](#)

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## HONORS & AWARDS

Finalist, ASA Statistics in Marketing Best Doctoral Dissertation Proposal Competition 2021  
AMA-Sheth Foundation Doctoral Consortium Fellow, Indiana University 2020

Best Paper Award, 49th Annual Haring Symposium, Indiana University	2019
Stark Research Award for Academic Excellence, Ross School of Business	2019–20
Most Likely Transformative Scientific Impact Award, 4th Annual Symposium Poster Competition, Michigan Institute for Data Science (MIDAS), University of Michigan.	2018
Leabo Scholarship for Academic & Teaching Achievement, Ross School of Business (USD 15,813)	2018–19
ISMS Marketing Science Doctoral Consortium Fellow, Temple University	2018
Kendrick Award for Academic Achievement, Ross School of Business (USD 10,000)	2017–20
Award for Early Candidacy, Ross School of Business (USD 1,000)	2017
First Prize, 3 Minute Thesis Competition, Ross School of Business	2016
Ross School of Business PhD Fellowship, University of Michigan	2015–21

## INVITED TALKS & CONFERENCE PRESENTATIONS

Machine Learning for Consumers and Markets Workshop, KDD (Expected)	2021
Joint Statistical Meeting (Expected)	2021
Association of Consumer Research Conference, Seattle (Expected)	2021
ISMS Marketing Science Conference, University of Rochester	2021
Artificial Intelligence in Management, USC Marshall	2021
Bass FORMS Conference, UT Dallas	2021
Conference on AI, ML & Business Analytics, NYU-CMU-Temple Ivey Business School	2020
University of Wisconsin-Madison	2020
Singapore Management University	2020
Bocconi University	2020
National University of Singapore	2020
ISMS Marketing Science Conference, University of Roma Tre	2019
49 <sup>th</sup> Annual Haring Symposium, Indiana University	2019
Michigan Institute for Data Science (MIDAS), University of Michigan	2018
ISMS Marketing Science Conference, Temple University	2018
ISMS Marketing Science Doctoral Consortium, Temple University	2018
Artificial Intelligence and Marketing Science Workshop, New Orleans	2018

## TEACHING EXPERIENCE

Ross School of Business, University of Michigan	
Marketing Management (Undergraduate Junior and Senior)	2018
Teaching Evaluation: 4.8/5.0 (School Average: 4.5)	

## MEDIA COVERAGE

[U-M researchers study role of advertising in influencer industry](#)

**The Michigan Daily**, 2021

[Social influencers can boost attention paid to brands yet erode sentiment toward video, research finds](#)

**Michigan News**, 2021

[Michigan Ross PhD Student's Award-Winning Paper Could Impact The Way YouTube Shows You Ads](#)

**Ross News Blog**, 2019

**INDUSTRY EXPERIENCE**

Market Strategy Analyst and Consultant; ventureLAB, Capgemini & HWY1 Ventures; Toronto, Canada	2013–15
Sales Strategy Analyst; PepsiCo; Toronto, Canada	2012
Executive Operations; Bharat Petroleum Corporation Ltd; Vadodara, India	2010–11
Manager–Trucker and Tourist Shop; Bharat Petroleum Corporation Ltd; Ahmedabad, India	2008–10

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