

# UNNATI NARANG

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## ACADEMIC POSITION

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Assistant Professor, Business Administration	June 2020 – Present
John M. Jones Fellow of Marketing	October 2022 – Present
University of Illinois at Urbana Champaign	

## OTHER AFFILIATIONS

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RC Evans Data Analytics Scholar	2021–
University of Illinois-Deloitte Foundation Center for Business Analytics	
Faculty Affiliate	
University of Illinois-Personalized Nutrition Initiative	2022–
University of Illinois-Informatics Department	2020–
Visiting Faculty	June 2022
Rotman School of Management, University of Toronto	

## EDUCATION

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Ph.D. in Marketing	2015 - 2020
Mays Business School, Texas A&M University	
Master of Commerce	2010 - 2012
Delhi School of Economics, University of Delhi	
Bachelor of Commerce	2007 - 2010
Shri Ram College of Commerce, University of Delhi	

## RESEARCH INTERESTS

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Substantive: Mobile Marketing, Service Marketing, Mobility, Retailing, Online Learning Platforms  
Methodological: Causal Modeling, Applied Econometrics, Machine Learning, Deep Learning

## PUBLICATIONS

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1. Narang, Unnati, Manjit Yadav, and Aric Rindfleisch (2022), “The ‘Idea Advantage’: How Content Sharing Strategies Impact Engagement in Online Learning Platforms,” *Journal of Marketing Research*, 59 (1), 61-78.
2. Grewal, Dhruv, Carl-Philip Ahlbom, Stephanie Noble, Venkatesh Shankar, Unnati Narang, and Jens Nordfalt (2022), “The Impact of In-Store Inspirational (vs. Deal-Oriented) Communication on Overall Sales: The Importance of Activating Goal-Completion Mindsets” forthcoming, *Journal of Marketing Research*.
3. Shankar, Venkatesh and Unnati Narang (2020), “Emerging Market Innovations: Unique and Differential Drivers, Practitioner Implications, and Research Agenda,” *Journal of the Academy of Marketing Science*, 48 (5), 1030–1052.
4. Narang, Unnati and Venkatesh Shankar (2019), “Mobile App Introduction and Online and Offline Purchases and Product Returns,” *Marketing Science*, 38 (5), 756-772.
5. Narang, Unnati and Venkatesh Shankar (2019), “Mobile Marketing 2.0: State of the Art and Research Agenda,” *Review of Marketing Research*, 16, 97-119.

## PAPERS UNDER REVIEW/REVISION

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<sup>†</sup> *PhD student collaborator when started project*

Narang, Unnati and Fernando Luco, “Tracking Consumers: The Trade-off between the Value of Granular Data and Consumers’ Privacy” 2nd Revise and Resubmit, *Journal of Marketing Research*.

Narang, Unnati, Venkatesh Shankar, and Sridhar Narayanan, “Cross-Channel Effects of Failure in a Retailer’s App” risky revision, *Journal of Marketing Research*.

Narang, Unnati “Bot to School: Evidence from Field Experiments on the Impact of Generative Artificial Intelligence” under review, *Management Science*.

Liu, Ruichun<sup>†</sup> and Unnati Narang, “The Dual and Asymmetric Impact of E-Scooters on Shared Mobility, Retailing, and Consumer Safety” under review, *Journal of Marketing*.

## WORKING PAPERS

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Narang, Unnati and Venkatesh Shankar, “Selectively Going Backward to Move Forward? The Role of Backward Compatibility in Video Game and Controller Sales”

## RESEARCH IN PROGRESS

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“Work Out with More Frequency or Intensity? How Types of Goals in Fitness Trackers affect Health Outcomes” (with Dinara Akchurina)

“The Impact of Short-Term Rental Policies on Listing Prices and Performance: Evidence from Airbnb” (with Mohsen Foroughifar<sup>†</sup>)

## AWARDS

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Poets&Quants Best Undergraduate Business School Professor	2023
Gies Teaching and Learning Faculty Innovation Scholar	2023
Provost’s Initiative on Teaching Advancement (PITA) Award for AI and Online Education	2023
Award for Excellence in Research for Junior Faculty, BA Department, Gies College of Business	2022
AMA Emerging Scholar Award, Retail & Pricing SIG	2022
AMA Doctoral Student Award, Retail & Pricing SIG	2022
AMA Summer Academic Conference Best-in-Track Paper Award	2022
Runner-up, EMAC-AiMark Doctoral Dissertation Award	2021
Winner, Mathew Joseph Emerging Scholar Award, AMA DocSIG	2019
Winner, PDMA Emerging Scholar Award (1st Place)	2019
Winner, Shankar-Spiegel Best Dissertation Proposal Award, Marketing EDGE	2018
Winner, Mays Business School Outstanding Doctoral Student Award for Research	2019
Winner, Community of Scholars Unsung Hero Award, Texas A&M	2019

## GRANTS

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Junior Faculty Council Grants, Gies College of Business, UIUC (\$11,571)	2022
Gies College of Business Competitive Grant Winner (\$32,376)	2021
Center for Professional Responsibility in Business and Society (CPRBS) Grant (\$4,340)	2021
Junior Faculty Council Grant, Gies College of Business, UIUC (\$13,093)	2021
European Union (EU) Center Grant for Professional Development, UIUC (\$400)	2021
Recipient, Graduate Research Travel Grant, Texas A&M (\$1,000)	2017
Recipient, Department of Marketing Fellowship, Mays Business School, Texas A&M	2015-18
Recipient, Ph.D. Enhancement Fellowship, Mays Business School, Texas A&M	2015-16
Recipient, Bush Foundation Grant, Texas A&M	2016

## OTHER RECOGNITION

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Faculty Fellow, PDMA Consortium, Syracuse University (scheduled)	2024
Faculty Fellow, ISMS Early-Career Scholars Camp, Duke University	2022
Faculty Fellow, Marketing Strategy Consortium, Texas A&M University	2022
Faculty Fellow, PDMA Consortium, University of Tennessee Knoxville	2022
Faculty Fellow and panelist, ISBM, PhD Camp for B2B Markets	2022
Fellow, Mittelstaedt Gentry Symposium, University of Nebraska-Lincoln	2021
Fellow, Marketing Strategy Consortium, Indiana University	2019
Fellow, PDMA Doctoral Consortium, University of Illinois at Urbana-Champaign	2019
Fellow, Doctoral Consortium, University of Houston	2018
Featured Researcher, Center for Retailing Studies brochure, Mays Business School, Texas A&M	2016
Winner, Junior Research Fellowship (JRF) (Top 7% in India)	2012
Recipient, Reserve Bank of India (RBI) Young Scholar Internship Award	2008

## RESEARCH PRESENTATIONS

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### *Bot to School: Evidence from Field Experiments on the Impact of Generative Artificial Intelligence*

- Champaign County Chamber of Commerce, Business Success Seminar (scheduled) 2024
- Digital Activities Seminar Series, Paris Dauphine University (scheduled) 2024
- Conference on Artificial Intelligence, Machine Learning, and Business Analytics (scheduled) 2023
- Ivy Executive Education Webinar on AI 2023

### *Incentives to Work Out: Evidence from Field Experiments*

- ISMS Marketing Science Conference 2022
- Advances with Field Experiments Conference, Dept. of Economics, UChicago 2022

### *Tracking Consumers: The Trade-off between the Value of Granular Data and Consumers' Privacy*

- Invited workshop at the Choice Symposium, INSEAD 2023
- Invited talk at Reichman University, Israel 2023
- Invited talk (virtual) at Fox School of Business, Temple University 2022
- INFORMS annual meeting 2021
- Invited talk at Indian Institute of Management (IIM) Ahmedabad 2021
- Safegraph webinar series 2021
- Artificial Intelligence in Management (AIM) Conference at USC Marshall 2021
- Idea Acceleration Workshop, National Center for Supercomputing Applications (NCSA) 2021
- ISMS Marketing Science Conference 2020
- Conference on Artificial Intelligence, Machine Learning, and Business Analytics (AIML) 2020

### *The Impact of Micromobility on Retailing: Evidence from the Entry of E-Scooters*

- ISMS Marketing Science Conference (presented by co-author) 2021
- Conference on AIML (presented by co-author) 2021
- Theory and Practice in Marketing (TPM) Conference (presented by co-author) 2022
- AIM Conference (presented by co-author) 2022
- Summer AMA Conference (presented by co-author) 2022
- Invited talk at the Grainger College of Engineering, UIUC 2022
- Invited talk for the Center for Social Behavioral Science, UIUC 2022
- INFORMS annual meeting 2022

### *Platform Policies, Media Slant and (Mis)information on Twitter Marketing Science Conference* 2021

### *Selectively Going Backward to Move Forward? The Role of Backward Compatibility in Video Game and Controller Sales*

- Invited talk at Wisconsin School of Business, UW 2022
- Virtual Quantitative Marketing Seminar (VQMS) 2021
- European Quant Marketing Seminar (EQMS) 2021
- European Marketing Academy Conference (EMAC) 2021
- TPM Conference 2019
- Interactive Marketing Research Conference 2019
- National University of Singapore (presented by co-author) 2018
- ISMS Marketing Science Conference 2018

*In-Store Kiosks: How Communication Content Increases Sales*

- Winter AMA Academic Conference (presented by co-author) 2021
- ISMS Marketing Science Conference (presented by co-author) 2018
- AMA/ACRA Triennial Conference in Toronto, Canada (presented by co-author) 2018
- Wharton School (presented by co-author) 2017

*The Impact of Mobile App Failures on Purchases in Online and Offline Channels*

- Invited talk at Ross School of Business, University of Michigan 2023
- Invited talk at Cornell University 2022
- Invited talk at University of Wisconsin 2022
- Retail Leadership Forum, CRS, Texas A&M University 2021
- ISMS Marketing Science Conference 2017
- University of California, Davis (presented by co-author) 2017
- 12th Annual UT Dallas Bass FORMS Conference (presented by co-author) 2018

*Mobile App Stickiness and Drop: An Empirical Analysis of Shopper Behavior*

- Indian School of Business (ISB) Hyderabad (presented by co-author) 2017
- University of Washington Research Camp (presented by co-author) 2017
- TPM Conference 2017

*The “Idea Advantage”: The Impact of Sharing on Engagement in Massive Open Online Courses*

- Winter AMA Pre-Conference on Education and Marketing 2019
- Winter AMA Conference 2017

*Mobile App Introduction and Online and Offline Purchases and Product Returns*

- TPM Conference 2016

**SERVICE**

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- ERB Member: *Journal of Retailing, Journal of the Academy of Marketing Science*
  - Ad-hoc Reviewer: *Marketing Science, Management Science, Journal of Marketing, Journal of Marketing Research, International Journal of Research in Marketing, Journal of Interactive Marketing*
  - Scientific committee member, Workshop on Platform Analytics (WoPA) 2023–
  - UT Dallas 17th Annual Bass FORMS Conference - Invited as discussant 2023
  - Vice-president, Outreach and Interviews, Retailing and Pricing SIG, AMA 2023–
  - Summer AMA Conference Track Co-Chair on Analytics, AI and Machine Learning 2023–
  - Other Reviewing: *Summer/Winter AMA Conference, Alden G. Clayton Dissertation Award, Howard Sheth Dissertation Award*
  - Volunteer, Texas A&M University Student Counseling Services’ Suicide Prevention Helpline 2018

## MENTORSHIP AND SERVICE AT UIUC

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### Dissertation Committees

Chenchen Di, Chinese University of Hong Kong, Shenzhen (2022 graduate)  
Doreen Shen, Facebook (2022 graduate)  
Ruichun Liu, current PhD student (2020–)

### Other Committees

Co-chair, PhD committee 2022–  
Founder, Marketing Analytics Group (MARG) for student research 2021–  
Marketing proseminar series organizing committee 2020–  
Recruitment committee 2020, 2021

## TEACHING INTERESTS

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Marketing Management, Marketing Research, Marketing Analytics, Digital Marketing, Innovation and New Product Management, Brand Management, Artificial Intelligence in Marketing

## TEACHING EXPERIENCE

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*Instructor, University of Illinois at Urbana-Champaign (UIUC)*

- Applying Data Analytics in Marketing, iMBA 564 2022–  
– Coursera Massive Open Online Course (MOOC) version has 19,400+ enrollments
- Introduction to Business Analytics: Communicating with Data, iMBA 562 2023–  
– Coursera Massive Open Online Course (MOOC) version has 43,000+ enrollments
- Marketing Analytics (graduate) 2022–
- Advanced Marketing Management (undergraduate) 2022–
- Marketing Analytics (undergraduate) Spring 2021
- Statistics with R (4-day bootcamp, graduate) 2021-2023

*Instructor, Texas A&M University*

- Marketing Research Spring 2018

*Teaching Assistant, Texas A&M University*

- Strategic Digital Marketing 2018, 19

*Guest Lectures*

Frontiers in Technology (UIUC) 2021  
Ph.D. special seminar (UIUC) 2021  
Economics Ph.D. course in IO: Machine Learning (Texas A&M University) 2018,19  
Strategic Retailing, Marketing Analytics (Texas A&M University) 2019

## SELECTED POPULAR PRESS/MEDIA MENTIONS

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- *EdSurge*, This simple nudge can get students more engaged in online courses
- *Enrollment Growth Higher Ed Podcast*, How to increase online student engagement
- *News Gazette Podcast*, Changes in e-commerce
- *The Conversation*, More businesses are trying mobile apps to lure and keep consumers
- *Wallet Hub*, Shopping for car insurance; planning Thanksgiving getaways

## PROFESSIONAL EXPERIENCE

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*Director of Marketing, Institute for Personal Leadership* 2012-2015

- Launched online executive programs co-certified by Columbia Business School Executive Education
- Led marketing strategy, including the launch of an education mobile app

*Co-founder, Four Forty Hertz Music Retail* 2011-2013

- Raised US\$100,000 in seed funding; led digital marketing, branding, and channel strategy

## TECHNICAL/PROGRAMMING SKILLS

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R, STATA, Python, MATLAB

## PROFESSIONAL MEMBERSHIPS

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American Marketing Association (AMA), INFORMS, European Marketing Academy (EMAC)