

Sriniketh Vijayaraghavan| Curriculum Vitae

201L Wehner, Mays Business School, Texas A&M | 347-205-5011 | sv1272@tamu.edu

EDUCATION

University of Wisconsin - Madison	Madison, WI
Ph.D. in Business Administration, Quantitative Marketing	May 2024
Minor: Economics	
New York University	New York, NY
M.S. in Informatics	Aug 2015
National Institute of Technology Karnataka, Surathkal	Surathkal, India
Bachelor's in Computer Engineering	May 2014

RESEARCH INTERESTS

Vice consumption and its regulation; Public policy; Consumer privacy; Generative AI and consumer behavior; Crime; Digital marketing; Causal inference; Machine learning; Advertising measurement

PUBLICATIONS

Poet Larsen, **Sriniketh Vijayaraghavan** and Uttara M. Ananthakrishnan “Gambling Spillovers: Evidence from Online Sports Gambling and State Lotteries”. Forthcoming in Management Science

Thejaswi Muniyappa, **Sriniketh Vijayaraghavan**, Avinash Das and P. Santhi Thilagam (2015)
“Dynamics of multi-campaign propagation in online social networks”. International Conference on Data Science and Advanced Analytics

MANUSCRIPTS IN THE REVIEW PROCESS

Naveen Basavaraj, Uttara M. Ananthakrishnan, Catherine Tucker and **Sriniketh Vijayaraghavan** “The Chilling Effect of Dobbs: A Study of Mobile Health Apps Usage”. Third round of review at Information Systems Research

Nooshin Warren, Nita Umashankar and **Sriniketh Vijayaraghavan** “Unexpected Outcomes of Vice Regulation: Pornography Laws, Supplier Exit, and Rape”. Revise and resubmit at Journal of Marketing

Sriniketh Vijayaraghavan, Nita Umashankar and Nooshin Warren “When AI Becomes a Dating Alternative”. Revise and resubmit at Journal of Marketing Research

WORKING PAPERS

Sriniketh Vijayaraghavan “Cigarette Advertising Bans Raised Mortality When Risk Disclosures Ended”. Preparing for submission

TEACHING

Mays Business School

Strategic Digital Marketing	Fall 2024, 2025, 2026
E-Commerce Strategy & Digital Marketing	Fall 2024, 2025, 2026

Solo Instructor – UW Madison

Marketing in a Digital Age	Spring 2021
Marketing Research	Spring 2024
Strategic Digital Marketing	Fall 2024
E-Commerce Strategy & Digital Marketing	Fall 2024

Assisted with the following courses:

Analytics Consulting Practicum (MSBA)	Spring 2023
Analytics Consulting Practicum (MSBA)	Fall 2022
Analytics Consulting Practicum (MSBA)	Spring 2022
Consumer Behavior	Fall 2021
Marketing in a Digital Age	Fall 2020
Marketing Strategy	Spring 2020
Marketing Research	Fall 2018, 2019

TEACHING AWARDS

Distinguished Teaching Award	2019-2020
Distinguished Teaching Award	2020-2021
Nominated by the Business School for the Campus-wide Innovation in Teaching Award	2021-2022

OTHER AWARDS

Dean's Naming Fund Scholarship (2018, 2019, 2020, 2021, 2022)
Marketing Science Doctoral Consortium Fellow (2022, 2023)

CONFERENCE PRESENTATIONS

"Celebrity Endorsement Effects: Evidence from Esports" <i>ISMS Marketing Science Conference</i>	June 2021
"Celebrity Endorsement Effects: Evidence from Esports" <i>Haring Symposium</i>	May 2022
"Celebrity Endorsement Effects: Evidence from Esports" <i>Theory + Practice in Marketing</i>	May 2022
"A Doubly Robust Machine Learning Estimator for the Front-Door Criterion" <i>ISMS Marketing Science Conference</i>	June 2022
"Game On: The Interplay between Celebrity Endorsements and Peer Networks in the Video Game Industry" <i>ISMS Marketing Science Conference</i>	June 2023

INDUSTRY EXPERIENCE

Manager, Risk Management American Express Company, New York, NY	May 2017 - June 2018
Manager, Machine Learning American Express Company, New York, NY	Nov 2016 – May 2017
Data Scientist, Decision Science American Express Company, New York, NY	Sep 2015 – Nov 2016
Data Science Fellow Buzzfeed Inc, New York, NY	May 2015 – Aug 2015