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Bio

ACADEMIC APPOINTMENTS

- Assistant Professor, Marketing

Teaching

COURSES

2025-26

- Marketing Management: MKTG 240 (Win)

2023-24

- Empirical Analysis of Dynamic Decision Contexts: MKTG 645 (Win)

Publications

PUBLICATIONS

- **Government Policy, Strategic Consumer Behavior, and Spillovers to Retailers: The Case of Demonetization in India** *MARKETING SCIENCE*
  Kim, Y., Chintagunta, P. K., To, B.
  2022