

Stanford

Sridhar Narayanan

Sebastian S. Kresge Professor of Marketing

Bio

ACADEMIC APPOINTMENTS

- Professor, Marketing

Teaching

COURSES

2025-26

- Bayesian Inference: Methods and Applications: MKTG 646 (Aut)
- Go To Market: MKTG 325 (Aut)

2024-25

- Bayesian Inference: Methods and Applications: MKTG 646 (Aut)
- Digital Marketing: ALP 304 (Aut)
- Go To Market: MKTG 325 (Spr)

2023-24

- Bayesian Inference: Methods and Applications: MKTG 646 (Aut)
- Digital Business Transformation: ALP 304 (Aut)
- Go To Market: MKTG 325 (Spr)

2022-23

- Bayesian Inference: Methods and Applications: MKTG 646 (Aut)

STANFORD ADVISEES

Doctoral Dissertation Advisor (AC)

Irina Iakovetskaia, Tony Kukavica

Doctoral (Program)

Irina Iakovetskaia, Ella Mao