Stanford

Sridhar Narayanan

Sebastian S. Kresge Professor of Marketing

Bio

ACADEMIC APPOINTMENTS

- Professor, Marketing

Teaching

COURSES

2026-27

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

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)

STANFORD ADVISEES

Doctoral Dissertation Advisor (AC)

Irina Iakovetskaia, Tony Kukavica

Doctoral (Program)

Irina Iakovetskaia, Ella Mao

Publications

PUBLICATIONS

- **Does Access to Human Coaches Lead to More Weight Loss Than With AI Coaches Alone?** *MARKETING SCIENCE*
  Kapoor, A., Narayanan, S., Manchanda, P.
  2026
- **Novelty in Content Creation: Experimental Results Using Deep Learning-Based Image Recognition on a Large Social Network** *MARKETING SCIENCE*

Huang, J., Kaul, R., Narayanan, S.
2025

- **Cross-Channel Effects of Failure in a Retailer's Mobile App** *JOURNAL OF MARKETING RESEARCH*
  Narang, U., Shankar, V., Narayanan, S.
  2025
- **Investigating complementarities in subscription software usage using advertising experiments** *QME-QUANTITATIVE MARKETING AND ECONOMICS*
  Zeller, J., Narayanan, S.
  2024
- **Modernizing Retailers in an Emerging Market: Investigating Externally Focused and Internally Focused Approaches** *JOURNAL OF MARKETING RESEARCH*
  Anderson, S. J., Lacovone, L., Kankanhalli, S., Narayanan, S.
  2022
- **Inefficiencies in Digital Advertising Markets** *JOURNAL OF MARKETING*
  Gordon, B. R., Jerath, K., Katona, Z., Narayanan, S., Shin, J., Wilbur, K. C.
  2021; 85 (1): 7–25
- **An Experimental Investigation of the Effects of Retargeted Advertising: The Role of Frequency and Timing** *JOURNAL OF MARKETING RESEARCH*
  Sahni, N. S., Narayanan, S., Kalyanam, K.
  2019; 56 (3): 401–18
- **Position Effects in Search Advertising and their Moderators: A Regression Discontinuity Approach** *MARKETING SCIENCE*
  Narayanan, S., Kalyanam, K.
  2015; 34 (3): 388-407
- **Bayesian estimation of discrete games of complete information** *QME-QUANTITATIVE MARKETING AND ECONOMICS*
  Narayanan, S.
  2013; 11 (1): 39-81
- **Estimating Causal Installed-Base Effects: A Bias-Correction Approach** *JOURNAL OF MARKETING RESEARCH*
  Narayanan, S., Nair, H. S.
  2013; 50 (1): 70-94
- **An empirical analysis of individual level casino gambling behavior** *QME-QUANTITATIVE MARKETING AND ECONOMICS*
  Narayanan, S., Manchanda, P.
  2012; 10 (1): 27-62
- **Identifying Causal Marketing Mix Effects Using a Regression Discontinuity Design** *MARKETING SCIENCE*
  Hartmann, W., Nair, H. S., Narayanan, S.
  2011; 30 (6): 1079-1097
- **Heterogeneous Learning and the Targeting of Marketing Communication for New Products** *MARKETING SCIENCE*
  Narayanan, S., Manchanda, P.
  2009; 28 (3): 424-441
- **Discrete choice models of firms' strategic decisions** *MARKETING LETTERS*
  Draganska, M., Misra, S., Aguirregabiria, V., Bajari, P., Einav, L., Ellickson, P., Horsky, D., Narayanan, S., Orhun, Y., Reiss, P., Seim, K., Singh, V., Thomadsen, et al
  2008; 19 (3-4): 399-416
- **The role of self selection, usage uncertainty and learning in the demand for local telephone service** *QME-QUANTITATIVE MARKETING AND ECONOMICS*
  Narayanan, S., Chintagunta, P. K., Miravete, E. J.
  2007; 5 (1): 1-34

- **Understanding firm, physician and consumer choice behavior in the pharmaceutical industry** *6th Triennial Invitational Choice Symposium Workshop on Endogencous Preferences*

  Manchanda, P., Wittink, D. R., Ching, A., Cleanthous, P., Ding, M., Dong, X. J., Leeflang, P. S., Misra, S., Mizik, N., Narayanan, S., Steenburgh, T., Wieringa, J. E., Wosinska, et al

  SPRINGER.2005: 293–308

- **Temporal differences in the role of marketing communication in new product categories** *JOURNAL OF MARKETING RESEARCH*

  Narayanan, S., Manchanda, P., Chintagunta, P. K.

  2005; 42 (3): 278-290