

Srinivas Tunuguntla | Curriculum Vitae

ACADEMIC POSITIONS

Assistant Professor
Duke University, Fuqua School of Business
Marketing Area
July 2022 - Present

EDUCATION

University of Wisconsin - Madison
Ph.D. in Business Administration, Quantitative Marketing
Minor: Computer Sciences
Committee: Neeraj Arora (Co-Chair), Paul Hoban (Co-Chair), Qing Liu,
Alan Sorensen, Robert Nowak, Kevin Chung
Madison, WI
May 2022

University of Wisconsin - Madison
M.S. in Computer Sciences
Madison, WI
May 2017

Indian Institute of Technology Madras
Bachelor's in Electrical Engineering
Minor: Physics
Chennai, India
May 2012

RESEARCH INTERESTS

Causal inference; Machine learning; Digital marketing; Attribution; Advertising; Reinforcement learning; Game theory; Strategic learning

PUBLICATIONS

Srinivas Tunuguntla and Paul Hoban (2021) "A Near Optimal Bidding Strategy for Real-Time Display Advertising Auctions". *Journal of Marketing Research* (Lead article)
• Winner of the Paul E. Green award 2022

Maleeha Qazi, **Srinivas Tunuguntla**, Peng Lee, Teja Kanchinadam, Glenn Fung, and Neeraj Arora (2019) "Discovering Temporal Patterns from Insurance Interaction Data". *Association for the Advancement of Artificial Intelligence*

MANUSCRIPTS IN THE REVIEW PROCESS

Srinivas Tunuguntla (2022) "Display Ad Measurement using Observational Data: A Reinforcement Learning Approach". *Preparing for resubmission at Marketing Science*

WORKING PAPERS

Srinivas Tunuguntla "Causal Inference with Reinforcement Learning: A Novel Observational Approach". *Preparing for submission in Fall 2021*

Srinivas Tunuguntla “Scalable Bayesian Hierarchical Models using Generative Neural Networks”.
Preparing for submission in Spring 2022

Neeraj Arora, Glenn Fung, and **Srinivas Tunuguntla** “Temporal Patterns in Business”. *Preparing for submission in Fall 2021*

SELECTED WORK IN PROGRESS

“Generalized Causal Inference using Bayesian Networks”
- *Analysis in progress*

“Optimal Targeting in Display Advertising: A Reinforcement Learning Approach”
- *Simulations done*

“Learnable Equilibrium in Sequential Second Price Auctions”
- *Preparing the manuscript*

PLATFORM FOR FIELD EXPERIMENTS: ONLINE ADVERTISING

- Built a Demand Side Platform (DSP) to conduct large-scale, randomized field experiments on digital display advertising. Launched in December 2020
- Impression, user, and campaign level randomization built-in
- Allows for measuring advertising response, assessing modeling approaches, and quantifying the impact of industry practices such as last-touch attribution

TEACHING

Assisted with the following courses:

Analytics Consulting Practicum (MSBA)	Spring 2021
Marketing Channels	Fall 2020
Consumer Research	Spring 2020, 2019
Marketing Research	Fall 2019

AWARDS

JMR Paul E. Green award (2022)
Genevieve Gorst Herfurth Award for Outstanding Research in Social Sciences (2021)
Distinguished Teaching Award (2020)
American Marketing Association - Sheth Foundation Doctoral Consortium Fellow (2020)
Professor and Mrs. Harry D. Wolfe Scholarship (2020)
William Beers Fellowship (2019)
Richard Alan Zillman Scholarship (2018)
Marketing Science Doctoral Consortium Fellow (2018)
Research Fellow - American Family Insurance (2016, 2017, 2018)
Dean’s Naming Fund Scholarship (2017, 2018, 2019, 2020)

CONFERENCE PRESENTATIONS

“Display Ad Measurement using Observational Data” June 2021

ISMS Marketing Science Conference

“Causal Inference with Reinforcement Learning” June 2020
ISMS Marketing Science Conference (special session on Machine Learning)

“Causal Inference with Reinforcement Learning” April 2020
Haring Symposium, Indiana University

“Near Optimal Bidding in Real-Time Display Advertising Auctions” June 2019
Marketing Dynamics Conference

“T-Patterns in Business” June 2018
ISMS Marketing Science Conference

“Discovering Temporal Patterns from Insurance Interaction Data” March 2018
A.C. Nielsen Annual External Advisory Board Meeting

INDUSTRY EXPERIENCE

Software Development Engineer May 2012 - June 2015
Ittiam Systems, Bangalore, India