

## ASHWIN ARAVINDAKSHAN

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### **EDUCATION**

University Of Maryland, College Park, MD - Robert H. Smith School of Business  
Ph.D. - Business Administration, May 2007.

Indian Institute of Technology, Chennai (IIT), India  
Bachelor of Technology - Aerospace Engineering, August 2001.

### **EMPLOYMENT**

University of California, Davis – Graduate School of Management  
Assistant Professor, 2007 – 2015  
Associate Professor, 2015 – present  
Director, Masters of Science in Business Analytics, 2018 – present

University of Maryland, College Park – Robert H Smith School of Business  
Research Assistant and Lecturer in Marketing, 2001 – 2007

### **RESEARCH INTERESTS**

Customer Relationship Management, Advertising Allocation Models, Assortment Optimization, Mobile Communications, Human-AI interaction in Chatbots, Networks

### **RESEARCH**

#### *PUBLISHED/FORTHCOMING PAPERS*

Nguyen, H.M., Aravindakshan A., Ross, J.M., and Disbrow E.A. (2020) “Time Course of Cognitive Training in Parkinson Disease.” *NeuroRehabilitation*, 1-10.

Rutz, O., Aravindakshan, A., and Rubel, O. (2019) “Measuring and forecasting mobile game app engagement.” *International Journal of Research in Marketing*. 36(2), 185-199.

Hilbert, M. and Aravindakshan, A. (2018) "What Characterizes the Polymodal Media of the Mobile Phone? The Multiple Media within the World's Most Popular Medium." *Multimodal Technologies and Interaction*. 2, 37.

Nandi, S., Thota S., Nag A., Sw Divyasukhananda, Goswami P., Aravindakshan A., Rodriguez R. and Mukherjee B. (2016) "Computing for Rural Empowerment: Enabled by Last-Mile Telecommunications." *IEEE Communications Magazine*. 54(6): 102-109.

Aravindakshan, A. and Naik, P. (2015) "Understanding the Memory Effects in Pulsing Advertising" *Operations Research*, 63(1): 35-47.

Aravindakshan, A, Rubel, O. and Rutz, O<sup>1</sup>. (2015) "Managing Blood Donations by Marketing" *Marketing Science*, 34(2):269-280.

Aravindakshan, A., Peters, K. and Naik, P. (2012) "Spatio-temporal Allocation of Advertising Budgets" *Journal of Marketing Research* (Lead Article), 49(1): 1-14.

Aravindakshan, A. and Ratchford, B.T. (2011) "Solving Share Equations in Logit Models using the LambertW Function" *Review of Marketing Science*, 9(1): 1.

Aravindakshan, A. and Naik, P. (2011) "How Does Awareness Evolve When Advertising Stops? The Role of Memory" *Marketing Letters*, 22(3): 315 - 326.

Shane, S., Shankar V. and Aravindakshan A. (2006) "The Effects of New Franchisor Partnering Strategies on Franchise System Size". *Management Science*, 52(5): 773-787.

Aravindakshan, A., Rust, R.T., Lemon, K. N. and Zeithaml V. A. (2004) "Customer Equity: Making Marketing Strategy Financially Accountable". *Journal of Systems Science and Systems Engineering*, 13(4):405-422.

*WORKING PAPERS* (with.)

Unnava, V. "Modeling Consumer Engagement Across Multiple Social Media Platforms"

Boehnke, J., Gholami, E., and Nayak A. "Mask-Wearing During the COVID-19 Pandemic"

Boehnke, J., Gholami, E., and Nayak A. "Preparing for a Second COVID-19 Wave: Insights and limitations from a data-driven evaluation of non-pharmaceutical interventions in Germany"

Nayak, A. "Quantifying the Impact of Localization in Conversational AI Bots"

Nayak, A. "Using Like-Customers to Overcome the Cold-Start Churn Problem in Mobile Apps"

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<sup>1</sup> Names in alphabetical order

Gholami, E. and Chuah, C.N. “Assortment Rationalization: An Adaptive Random Walk Collaborative Filtering to Reduce Product Complexity at Retail Stores”

Peters, K. and Naik, P. “Differential Diminishing Returns of Advertising”

### **INDUSTRY EXPERIENCE**

Projects Include

- Advertising Optimization/Return on Marketing Investment Measurement
- Developing Models for Customer Analytics and Improving CRM Implementation
- Multi-year multi-product sales prediction model

Training Programs

- Frameworks for Advanced Business Analytics
- Marketing Analytics and Advertising Optimization
- Developing Customer Analytics Measures to Improve Acquisition, Retention and Customer Value
- Strategies for Branding and Marketing Management

### **TEACHING EXPERIENCE**

Graduate School of Management, UC Davis

Introduction to Business Analytics, Marketing Management, Customer Relationship Analytics and Management, New Product Development

Robert H. Smith School of Business

Marketing Research Methods, Marketing Principles & Organization

### **PROFESSIONAL WORK & AFFILIATIONS**

*Reviewer:* Journal of Marketing, Journal of Marketing Research, Management Science, Marketing Science, INFORMS Journal of Computing, Applied Mathematical Modeling, Journal of Retailing, Journal of Interactive Marketing

*Editorial Board:* Journal of Retailing (2017-Present)

American Marketing Association

INFORMS

### **PHD AND MASTER’S THESIS COMMITTEES**

*PhD:* Electrical and Computer Engineering/Computer Science

Ehsan Gholami

*Master’s:* Electrical and Computer Engineering/Computer Science

Deepika Chandrasekharan, Ali Emara, Janis Maria Frederick, Aditi Garg and Devika Joshi.