# Kamlesh Tiwari

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## EXECUTIVE SUMMARY

- Currently working as Assistant Professor of Marketing at the University of Arkansas at Pine Bluff.

- Courses taught: Marketing Research, Business Statistics, Principles of Marketing, Strategic Marketing, Quantitative Methods, Statistics for Decision Making, International Marketing, Consumer Behavior

- Worked in the data analytics industry for four years before doing a Ph.D. in Marketing at UW Milwaukee. Interested in researching AI's application in marketing

## PROFESSIONAL WORK EXPERIENCE

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| **University of Arkansas at Pine Bluff** | Assistant Professor (Marketing) | *Aug '17 – contd.* |
| **University of Arkansas at Pine Bluff** | Adjunct Faculty (Marketing) | *Aug '16 – May '17* |
| **University of Wisconsin - Milwaukee** | Research Assistant/Instructor | *Aug '11 – May '16* |
| **Mu Sigma, Bangalore** (www.mu-sigma.com/) | Senior Analyst | *May '08 – June '09* |
| **Sutherland Global Inc., Mumbai** (www.sutherlandglobal.com/) | Research Analyst | *June '06 – Nov '08* |
| **Brickwork India, Bangalore** (www.brickworkindia.com) | Analyst | *May '05 – May '06* |

## EDUCATION

**University of Wisconsin-Milwaukee** (http://uwm.edu/business/)            Ph.D. **–** Marketing
Aug 2017                                                                                            Minor: Econometrics

**Indian Institute of Technology Kharagpur** (www.iitkgp.ernet.in)            B.Arch. (Hons.)
May 2005

## PH.D. DISSERTATION
**An Investigation of Online Navigation Patterns of Consumers Across Cultures**
The goal of the dissertation was to identify the determinant variables of the online buying behavior of users from different cultural environments. Hofstede's cultural dimensions were used to understand some of the differences. The data was obtained from various online sources (Alexa, comScore) and through surveys. This study also conceptualizes attitudes toward search on mobile devices vs. desktops. The search behavior on mobile devices is analyzed based on the demographic profiles of the e-shoppers.

## RESEARCH INTERESTS
Online consumer behavior, AI and deep learning on marketing research, Multi environmental contexts (effect of physical context on virtual behavior), Entrepreneurship,

## Published Paper

Kanti Prasad, Kyle Ehrhardt; Yiyuan Liu, Tiwari, Kamlesh; "Examining the Age – Performance Relationship for Entrepreneurs: Does the Innovativeness of a Venture Make a Difference?" Published in *New England Journal of Entrepreneurship – 2018*

## Paper under review

Tiwari Kamlesh, Bhatnagar Amit, Ghose Sanjoy, "An Empirical Enquiry into the Determinants of Search Behavior on the Internet" Submitted to *Journal of Internet Commerce*

Tiwari Kamlesh, Bhatnagar Amit, Ghose Sanjoy, "E-Commerce Trends in neighboring countries: The Effect of Economic and Cultural Profile" Submitted to *Journal of International Business*

Tiwari Kamlesh, Banerjee Sy, "The Global Mobile Landscape: Key Themes and Patterns"

## CONFERENCE ATTENDED/PRESENTATIONS

- MSI 2023 Analytics conference: Technology, New Data Streams, & Marketing Strategy at the Wharton School, University of Pennsylvania
- ACTEB 2022, Central Baptist College, Sept 23, 2022: Review on emerging analytics techniques for analyzing text-based customer reviews on social media and other unstructured data.
- Southwest Decision Sciences Institute conference, New Orleans, March 2, 2022: A literature review on the Evolution of Marketing Analytics in the Age of Big Data
- The research paper - "Cross-Cultural Online Buying Behavior of Mobile-Only-Internet-Users" was presented at the Academy of Business Research Spring Conference in New Orleans, La., USA, March 27-29, 2019.
- American Economic Association (AEA) Continuing Education Program (Jan 2018) in Philadelphia: The Machine Learning and Econometrics training sessions by Dr. Susan Athey & Dr. Guido Imbens.
- Attended the Center for Advancing Opportunity (CAO), sponsored State of Opportunity in America Summit held in Washington, D.C., on February 5-6, 2018.
- "Cross-Cultural Differences in Switching Cost Sensitivity," Atlantic Marketing Association, 2016.

## UNIVERSITY SERVICE ROLE

- Chair, Entrepreneurship (Major) program development committee, UAPB
- Member, University Technology Committee, Academic Integrity Review Committee at UAPB
- Review committee member: Journal of Business Research - https://www.sciencedirect.com/journal/journal-of-business-research
- **Grant proposal submitted to the NSF for approval as a CO-PI:** *BP Innovate: Informed and Inclusive Entrepreneurial Experiences for Students in the Delta Region of Arkansas* under the leadership of Dr. Mariofanna Milanova, Professor of the Computer Science Department at the University of Arkansas at Little Rock
- **Volunteer coach in the NCIFCares coaching program conducted by the University of Chicago and Rustandy Center for Social Sector Innovation. (Oct 2021 – March 2022)**

## INDUSTRY PROJECTS

- Customer Lifetime Value Prediction model for > 1 million customers by creating Recency, Frequency, and Monetary features --- Applied **LASSO** methods for variable selection and **Support Vector Regression** for model fitting.

- Modeled **Purchase Behavior** for Repeat Buyers by transforming long formatted 22 GB of transactions to wide format.

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**AWARDS**

Chancellor fellowship, University of Wisconsin – Milwaukee

Tuition scholarship during an exchange program at Booth School of Business, the University of Chicago, in 2011, Course: Advanced Marketing Theory: Quantitative Perspective by Dr. Pradeep Chintagunta

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**Certification:** Neural Network and Deep Learning of Coursera:
**https://www.coursera.org/account/accomplishments/specialization/certificate/FEJGKW6JPJJ7**