Ashok Kumar Kaliyamurthy

320 C, McClelland Hall, East Helen Street, Tucson, AZ 85721

akkmurthy@email.arizona.edu | (520) 419-2413

Education

Ph.D.   Expected: May 2023

Major: Marketing; Minor: Sociology

University of Arizona, Tucson, AZ, USA

Master of Business Administration   May 2009

Cornell University, Ithaca, NY, USA

Bachelor of Engineering, Electronics and Communications   September 2001

Bangalore University, Bengaluru, India

Research Interests

My objective is to develop managerially relevant theory on information technology (IT) consumption and markets. Currently, I study how IT consumption is shaped by:

(a) ideologies that are embedded into the design of IT products

(b) ideologies prevalent in society about IT

Conceptual: Consumer research, Management Information Science (MIS), Human-Computer Interaction (HCI), Science & Technology Studies (STS) and Sociology

Methodological: Participant observation and interviews, Netnography, Automated text analysis

Research in Progress

Manuscript under review: Ashok Kumar Kaliyamurthy and Hope Schau "Burdens of Digitization: Consumers and Reductive Algorithms"; revising for 2nd round review at *Journal of Consumer Research*

Manuscript under review: Ignacio Luri, Ashok Kumar Kaliyamurthy and Matthew Farmer, "Sometime in the Future - The Technology Entrepreneur as Utopian Market Hero"; revising for 3rd round review at *Marketing Theory* (review team has recommended "minor" changes)

Book chapter (in press): Ashok Kumar Kaliyamurthy, Hope Schau and Mary Gilly (2021) "The Evolution of Online Self-presentation: From Programmable Freeform Websites to Algorithmized Templates that Encourage Commercially Exploitable Content" In R.W. Belk, R. Llamas (Ed.) *Routledge Handbook of Digital Consumption, 2e*

Working paper: Ashok Kumar Kaliyamurthy and Hope Schau "Self-presentation in the algorithmic gaze"; data collection in progress

Project in planning phase: Ashok Kumar Kaliyamurthy, Hope Schau and Bikram Ghosh "Discourses of artificial intelligence"

Honors & Awards

- Lisle & Roslyn Payne Outstanding Doctoral Student Award, University of Arizona, November 2021
- University Fellows Award, University of Arizona, 2018-2020
- Graduate and Professional Student Council Travel Grant, University of Arizona, Dec 2019
- Graduate and Professional Student Council Travel Grant, University of Arizona, May 2019
- Henry Wittink Memorial Marketing Prize, Cornell University, 2009
- Girish Reddy – Ezra Cornell Scholarship, Cornell University, 2007-2009

Conference Presentations

- Accommodating the algorithmic gaze. Ashok Kaliyamurthy and Hope Schau. Mittelstaedt & Gentry Doctoral Symposium, April 2021, University of Nebraska (online event)
- The consumer subject in the algorithmic gaze. Ashok Kaliyamurthy and Hope Schau. Special Session at American Marketing Association (AMA), February 2020 at San Diego, USA
- The algorithmic gaze shaping consumption. Ashok Kaliyamurthy and Hope Schau. Special Session at Association for Consumer Research (ACR), October 2019 at Atlanta, USA
- Algorithms in practice. Ashok Kaliyamurthy and Hope Schau. Special Session at Consumer Culture Theory Conference (CCT), July 2019 at Montreal, Canada

Invited Lectures

- "Consumption subcultures" at Sociology Department, University of Arizona, April 2022
- "Networked consumption" as part of Consumer Behavior course at Eller College of Management, University of Arizona, April 2021

Teaching Experience

- Undergraduate courses (University of Arizona):
    - Instructor:
        - Consumer Behavior, MKTG 450 - 2021 (Nominated for Student Choice Award)
        - Introduction to Marketing, MKTG 361/ BNAD 303 - 2021, 2020 and 2019
        - Marketing Policies & Operations (capstone course), MKTG 471, 2021
    - TA for Consumer Behavior taught by Melanie Wallendorf - 2022, 2021 and 2020
- Graduate Courses (MBA at Cornell University) - TA for:
    - Marketing Strategy taught by Vithala R. Rao, 2009
    - Corporate Strategy taught by Vrinda Kadiyali, 2008
    - Organizational Behavior taught by Kathleen O' Connor, 2008

Conferences, Symposia and Workshops attended

- Winter Institute in Computational Social Science (WICSS), Jan 2021, University of Arizona (online event)
- Qualitative Social Media Research Methods Workshop, Society for Marketing Advances (SMA), Nov 2020 (online event)
- Graduate Colloquium, Ethnography Praxis Industry Conference (EPIC), Oct 2020 (online event)
- Association of Internet Research (AoIR), Oct 2020 (online event)
- Doctoral Colloquium, Association for Consumer Research (ACR), Oct 2020 (online event)
- Doctoral Colloquium, Summer AMA, American Marketing Association (AMA), Aug 2020 (online event)
- Doctoral Colloquium, Association for Consumer Research (ACR), Oct 2019, Atlanta, USA

Doctoral Coursework

Marketing Strategy	Mrinal Ghosh
Sociocultural Consumption I & II	Melanie Wallendorf
Collaborative consumption	Hope Schau
Marketing Theory I	Martin Reiman
Marketing Theory II	Merrie Brucks
Consumer Psychology	Jennifer Savary
Introduction to Machine Learning	Bikram Ghosh
Graduate Statistics	Stephen Cowen
Sociological Theories	Ronald Breiger
Contemporary Sociological Theories	Jeff Sallaz

- Sociology of the Family   Louise Roth
- Cultural Sociology   Corey Abramson
- Advanced research methods   Corey Abramson
- Economic Sociology (at Cornell)   Victor Nee
- Research methods (audit)   Corey Abramson
- Formal models of culture(audit)   Ronald Breiger
- Research methods in higher education   Gary Rhoades
- Anthropology of Science   Victor Braitberg
- Feminist Theories   Marcia Klotz
- Politics of Public policy (at Cornell)   Suzanne Mettler
- State and Economy in comparative perspective (at Cornell)   Richard F Bensel

Industry Experience

15 years of international, cross-functional experience in roles spanning technology development, sales, and marketing. Domain expertise in telecommunications, information technology, healthcare, and social enterprise.

- Marketing Consultant (self-employed), Bangalore, India (2015-2018)
- Chief Executive Officer, Wondergrass, Bangalore, India (2014-2015)
- Johnson and Johnson India (2009-2014)
    - Group Product Manager, Mumbai, India (2012-2014)
    - Regional Sales Manager, Mumbai & Chennai, India (2010-2011)
    - International Recruitment Development Program, Warsaw, IN, USA (2009-2010)
- Tekelec (2003-2007)
    - Project Manager, Singapore (2005-2007)
    - Support Engineer, Tekelec (Steleus), Delhi/Singapore (2003-2005)
- Software Engineer, Huawei Technologies. Bangalore, India & Shenzhen, China (2001-2003)

References

Hope Schau
James and Pamela Muzzy Chair in Entrepreneurship
Eller College of Management
University of Arizona

Tel: (520) 621-1676
hschau@email.arizona.edu

Melanie Wallendorf
McClelland Professor of Marketing,
and Professor of Sociology
University of Arizona

Tel: (520) 626-2976
mwallend@email.arizona.edu

Mrinal Ghosh
Eller Professor of Marketing
Eller College of Management
University of Arizona

Tel: (520) 626-7353
mghosh@email.arizona.edu