

L YASHASWY AKELLA

Via Roentgen 1, 20136 Milano MI, Italy

yashaswy.akella@unibocconi.it

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Academic Positions

Bocconi University Assistant Professor of Marketing	2025–present
Tuck School of Business, Dartmouth College Postdoctoral Research Fellow in Marketing	2023–25

Education

Indian Institute of Management Ahmedabad (IIMA) Ph.D. Marketing <i>Winner of Prof. Tirath Gupta Memorial Award for Best Thesis</i>	2018–23
BITS Pilani Hyderabad Campus Bachelor of Engineering (Hons.) Electrical and Electronics Engineering	2012–16

Awards

AMA Retail and Pricing SIG Doctoral Student Award	2025
Inaugural IIMA Endowment Fund Case Award Winner	2024
Prof. Tirath Gupta Memorial Award for Best Thesis	2023
NASMEI Raj Sethuraman Research Grant Award	2022
Indian Institute of Management Ahmedabad Doctoral Scholarship	2018–23
Merit-cum-need Scholarship at BITS Pilani (waived 25% of tuition fee)	2012–16

Publications

- [1] **Akella, L. Y.**, Kopalle, P. K., Noble, S. M., Nordfalt, J., Grewal, D. (2026) The impact of inter-department proximity on joint sales in retail stores. *Journal of Marketing (Forthcoming)*.
- [2] Kopalle, P. K., Pauwels, K., **Akella, L. Y.**, & Gangwar, M. (2023). Dynamic pricing: Definition, implications for managers, and future research directions. *Journal of Retailing*, 99(4), 580–593 [Equal Contribution].
- [3] Kumar, V., Borah, S. B., Sharma, A., & **Akella, L. Y.** (2021). Chief marketing officers' discretion and firms' internationalization: An empirical investigation. *Journal of International Business Studies*, 52, 363–387.
- [4] Sharma, A., **Akella, L. Y.**, & Borah, S. B. (2022). Knowledge structure of Chief Marketing Officers (CMOs): A review, bibliometric analysis, and research agenda. *Journal of Business Research*, 151, 448–462 [Equal Contribution].

Working Papers

- **Akella, L. Y.**, Kopalle, P. K., Adhikary, A., Borah, S. B., Sharma, A. Customer Online Browsing and Purchase Decisions: A Network Perspective (*Revise & Resubmit – Journal of Retailing*).
- Vana P., **Akella, L. Y.**. Why Do Minority-Owned Businesses Underperform? The Case of Restaurant Revitalization Fund ([available at SSRN](#)).

Works in Progress

- Trends, Inertia, and Climaxes at the Moment of Consumption: Dimensions and Developments in Self-Service Experiential Consumption Journeys
- Rent and hotel points redemption

Research Interests

Focus Areas: Retailing, Consumer Journeys, Digital Marketing, Top Management Teams

Methodology: Econometrics, Machine Learning, Causal Inference

Invited Talks

Culverhouse College of Business, The University of Alabama, Tuscaloosa, AL	2025
Indian Institute of Management Udaipur, India	2025
Bocconi University, Italy	2025
Collins College of Business, The University of Tulsa, Tulsa, OK	2024
Management Development Institute, Gurgaon, India	2024

Teaching

Marketing Strategy PhD Seminar	2026
Channel Marketing (MSc Marketing Management Bocconi University)	2025
Teaching Assistant (Analytics II – MBA I Dartmouth Tuck)	2024
Teaching Assistant (People Analytics – MBA II at IIMA)	2023
Teaching Assistant (Introduction to Marketing – MBA II at IIMA)	2021

Media

- [The Hidden Geometry of Retail](#), *Bocconi News*, 2026
- [How to Help Your CMO Boost Global Growth](#), *Harvard Business Review*, 2021
- [Covid-19 and the rise of digital identity](#), *Forbes India*, 2020
- [How luxury brands can create hedonistic experiences, virtually](#), *Forbes India*, 2020

Work Experience

Capgemini Technology Services, India	2016–18
Associate Consultant	

Professional Service

- **Ad-hoc Reviewer:** Research Policy (FT 50), Journal of Retailing, Journal of Business Research
- **Conference Reviewer:** ANZMAC 2022, Winter AMA 2023, EMAC 2026
- Expert Workshop on Addressing Endogeneity in Behavioural Research @ Summer AMA 2022
- Reviewer, Management Science Reproducibility Project, 2023