

# Siddharth Bhattacharya

Ph.D. Student of Management Information Systems  
Fox School of Business, Temple University

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## EDUCATION:

**Fox School of Business, Temple University (TU)** **August 2016-2021(Expected)**

- **Ph.D.** in Information Systems
- Received Presidential Fellowship

**Indian School of Business (ISB)** **April 2014-April 2015**

- **MBA** (Major: **Marketing and Strategy**)

**Institute of Engineering and Management (IEM)** **June 2004-August 2008**

- **Bachelor of Engineering**, Computer Science and Information Technology

## RESEARCH INTERESTS

### TOPICS

- Digitization and Online Consumer Behavior
- Business analytics
- Online Search Advertising
- Social media and information strategy
- Block chain Technology

### METHODOLOGIES

- Lab and Field Experiments
- Econometrics
- Machine Learning
- Survey Design
- Analytical Modelling
- Numerical Programming

## PAPERS UNDER REVIEW/REVISION:

**Siddharth Bhattacharya**, Jing Gong, Sunil Wattal, " Competitive Poaching in Search Advertising: A Randomized Field Experiment".

- Preparing for the 2<sup>nd</sup> Round submission to *Information Systems Research*

**Siddharth Bhattacharya**, Abhishek Roy, Subodha Kumar, Sunil Wattal, " Search Engine Advertising and Contractual Strategies between a Parent Firm and its Affiliate: A Game-Theoretic Model"

- Under the Final Preparation for Submission to *Information Systems Research*

**Siddharth Bhattacharya**, Heather Kennedy, Vinod Venkatraman, Sunil Wattal, Daniel Funk. "*How to Advertise? Role of Congruence and Involvement on Multiscreen Consumption*"

- Target journal: *Management Information Systems Quarterly*

**Siddharth Bhattacharya**, Konstantin Bauman, Paul A. Pavlou, "Personalized Financial Literacy Recommendations".

- Target journal: *Journal of Association of Information Systems*

Maria Petryk, Michael Rivera, **Siddharth Bhattacharya**, Liangfei Qiu, Subodha Kumar, "How Network Embeddedness Affects Real -Time Performance Feedback: An Empirical Investigation".

- Under the Final Preparation for Submission to Top IS journal.

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#### RESEARCH PUBLICATIONS/PROCEEDINGS/PATENTS:

- Siddharth Bhattacharya, Heather Kennedy, Vinod Venkatraman, Daniel Funk. "*How to Advertise? Role of Congruence and Involvement on Multiscreen Consumption*" ICIS 2019 Proceedings.
- Bhattacharya, S.; Mukherjee, D.; Banerjee, S.; Misra, P.; (2011) "**A context-aware recommendation system considering both user preferences and learned behavior**", Information Technology in Asia (CITA), 2011, US-PATENT: 1872/MUM/2011
- Bhattacharya, S.; Mukherjee, D.; Chattopadhyay, T. ; Ghose, A. ; Misra, P. (2011) "**An architecture for real time television audience measurement**", Computers & Informatics (ISCI), 2011, IEEE Symposium. US-PATENT: 759/MUM/2010.

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#### SELECTED PRESENTATIONS AND TALKS

- Siddharth Bhattacharya, Heather Kennedy, Vinod Venkatraman, Sunil Wattal. "*How to Advertise? Role of Congruence and Involvement on Multiscreen Consumption*". POMS (2020), Minneapolis MA.
- Siddharth Bhattacharya, Jing Gong, Sunil Wattal. "Competitive Poaching in Search Advertising: A Randomized Field Experiment". CODE conference ISB (2019) India.
- Siddharth Bhattacharya, Heather Kennedy, Vinod Venkatraman, Sunil Wattal. "*How to Advertise? Role of Congruence and Involvement on Multiscreen Consumption*". ICIS (2019), Munich Germany.
- Siddharth Bhattacharya, Abhishek Roy, Subodha Kumar, Sunil Wattal. "Friend or Foe: Search Engine Advertising Strategies when Contracting with an Online Search Infomediary". WISE (2019), Munich Germany.
- Siddharth Bhattacharya, Abhishek Roy, Subodha Kumar, Sunil Wattal. "Friend or Foe: Search Engine Advertising Strategies when Contracting with an Online Search Infomediary". CIST (2019), Seattle WA.
- Siddharth Bhattacharya, Abhishek Roy, Subodha Kumar, Sunil Wattal, "Search Engine Advertising and Contractual Strategies between a Parent Firm and its Affiliate: A Game-Theoretic Model" POMS (2019), Washington, DC.

- Siddharth Bhattacharya, Subodha Kumar , Sunil Wattal , " Search Engine Advertising and Contractual Strategies between a Parent Firm and its Affiliate: A Game-Theoretic Model" CIST (2018). Phoenix, Arizona.
- Siddharth Bhattacharya ,Jing Gong , Sunil Wattal , " Competitive Poaching in Search Advertising: A Randomized Field Experiment". Marketing Science (2018) Philadelphia, PA.
- Siddharth Bhattacharya, Subodha Kumar , Sunil Wattal , " Search Engine Advertising and Contractual Strategies between a Parent Firm and its Affiliate: A Game-Theoretic Model" POMS(2018). Houston, Texas.
- Siddharth Bhattacharya, Jing Gong, Sunil Wattal, " Competitive Poaching in Search Advertising: A Randomized Field Experiment". WISE (2017) Seoul, South Korea.
- Siddharth Bhattacharya, Jing Gong, Sunil Wattal, " Competitive Poaching in Search Advertising: A Randomized Field Experiment". CIST (2017), Houston, Texas.
- Siddharth Bhattacharya, Jing Gong, Sunil Wattal, " Competitive Poaching in Search Advertising: A Randomized Field Experiment". CODE conference MIT

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### SYMPOSIUM/CONSORTIUMS

- Participant at INFORMS Doctoral Consortium, Phoenix Arizona, 2018.
- Participant in Marketing Science Doctoral Consortium, Philadelphia PA 2018.
- Participant at POMS Doctoral Consortium, Houston Texas, 2017.
- Participant in the Annual Teaching Workshop, Wharton School of Business, PA 2019.

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### TEACHING EXPERIENCE

- **Instructor**
  - Fall 2019 – MIS 2502: Data Analytics (class size: 44 students, evaluation: 4.65/5)
- **Teaching Assistant**
  - Spring 2019 – MIS 2502: Data Analytics
  - Spring 2020 - MIS 5001 – Information Technology Management

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### SERVICES

#### Ad Hoc Reviewer

- **Journals:** Production and Operations Management (POMS), European Journal of Information Systems (EJIS).
- **Conferences:** International Conference on Information Systems (ICIS), Conference on Information Technology and Systems (CIST), Workshop on Information Technologies and Systems (WITS), Hawaii International Conference on System Sciences (HICSS).

#### Conference Coordination

- Production and Operations Management (POMS) 2017,2018.
- International Conference on Information Systems (ICIS) 2019.
- Conference on Information Technology and Systems (CIST) 2019.

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### FUNDING/GRANTS

- 13th Young Scholars Interdisciplinary Funding. Temple University, 2016. \$4000
- 14th Young Scholars Interdisciplinary Funding. Temple University, 2017. \$250
- 15th Young Scholars Interdisciplinary Funding. Temple University, 2017. \$1500
- 16th Young Scholars Interdisciplinary Funding. Temple University, 2018. \$1000
- 18th Young Scholars Interdisciplinary Funding. Temple University, 2019. \$1500
- 19th Young Scholars Interdisciplinary Funding. Temple University, 2019. \$1000

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## **HONORS/AWARDS**

### **PhD**

- Fox PhD Student Annual Evaluation (Overall High Pass), 2017-2018.
- Fox PhD Research Competition (First Place), 2017.

### **MBA**

- Won the global CK Prahalad Case competition at Ross School of Business, Michigan.
- Ranked among top 3 out of 120 teams in India at the IRF Retail Bplan competition held in Mumbai.
- In top 10% of MBA Class of 2015.

### **Bachelors**

- Best student leader award.
- Achieved distinction in: Data Structures and Algorithms, Operating System and Computer Networks.
- Won first prize among 24 participants at Intercollege Robotics Competition (held at IIT Kharagpur) for designing a 3-pound Combat Robot.

### **Industry Experience**

- Special Initiative Award (given to 5 employees/region) for leading the crisis resolution team for a big insurance client.
- Given certificate of Appreciation (CIG) by TCS due to contribution towards creation of intellectual property.
- Have 2 patents and 2 international publications from industry research.
- Best Team Award for my team's contribution in helping TCS win a USD 40 million contract.

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## **SOFTWARE / PROGRAMMING SKILLS**

- Statistics: R, STATA, Mathematica, MATLAB, SPSS.
- Programming: Java, C/C++, Python.
- Databases: MySQL, SQL Server, MS Access.

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## **PROFESSIONAL ASSOCIATIONS**

- Association of Information Systems (AIS).
- Institute for Operations Research and the Management Sciences (INFORMS).

## **INDUSTRY EXPERIENCE:**

**Barclays Technology Centre, India**

**June 2015 – July 2016**

AVP, Data Science & Strategy

- Spearheaded Collections project; the project entailed analyzing of delinquent Bank customer data to optimize communication channels to contact the customers for repayment.
- Worked on sentiment analysis of twitter feeds (about Barclays Bank) to classify into three buckets: positive/negative/neutral and generating real time reports for the business.
- Worked on Market Channel Optimization which tries to predict which marketing campaign gives the best ROI and hence align the marketing strategy accordingly.

**Tata Consultancy Services**

**December 2008 – April 2014**

Research Analyst (TCS Innovation Labs)

- Led TRP Analytics project to build a real time solution for AC Nielson to solve the problem of delay while disseminating data to media houses like Sony etc.
  - Earned 1 patent (759/MUM/2010) and coauthored a paper published at ISCI Malaysia (2011).
  - Weekly reports to real time/near real time (with latency of just 5 seconds).
  - TRP project helped TCS win a USD 40 million contract.
- Developed a novel product (Context-Aware Movie Recommendation system)
  - Earned 1 patent (1872/MUM/2011 ) and coauthored a paper published at CITA Malaysia (2011).
  - Integrated data from user's past movie watching preferences with IMDB movie database to form user corpus.
  - Explored multiple algorithms (Cosine similarity, Euclidean distance) to improve recommendation accuracy to 89% from 70%.
- Designed and implemented RFID enabled Vehicle Tracking System for a cyber city project in Pune (India).