

L YASHASWY AKELLA

📍 Via Roentgen 1, 20136 Milano MI, Italy | ✉ yashaswy.akella@unibocconi.it | 🎓 [Google Scholar](#)

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Education and Academic Positions

Bocconi University, Milan IT Assistant Professor of Marketing <i>Affiliations: BELSS, BIDSА</i>	2025 – present
Tuck School of Business, Dartmouth College, Hanover NH Postdoctoral Research Fellow in Marketing	2023 – 2025
Indian Institute of Management Ahmedabad Ph.D. in Marketing <i>Winner of Prof. Tirath Gupta Memorial Award for Best Thesis</i>	2018 – 2023
BITS Pilani, Hyderabad Campus B.E. (Hons.) Electrical & Electronics Engineering	2012 – 2016

Awards & Honors

Research Excellence Award, Bocconi University	2026
AMA Retail & Pricing SIG Doctoral Student Award	2025
Inaugural IIMA Endowment Fund Case Award Winner	2024
Prof. Tirath Gupta Memorial Award for Best Thesis, IIMA	2023
NASMEI Raj Sethuraman Research Grant Award	2022
IIMA Doctoral Fellowship (full tuition & stipend)	2018–2023
Merit-cum-Need Scholarship, BITS Pilani (25% tuition waiver)	2012–2016

Publications

- [1] **Akella, L. Y.**, Kopalle, P. K., Noble, S. M., Nordfält, 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. [[SSRN](#)].

Work 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

Substantive: Retailing, Consumer Journeys, Digital Marketing, Top Management Teams

Methodological: Econometrics, Machine Learning, Causal Inference

Invited Talks

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

Teaching

Instructor

Marketing Strategy PhD Seminar (Bocconi University)	2026
Channel Marketing, MSc Marketing Management (Bocconi University)	2025

Teaching Assistant

Analytics II, MBA I (Tuck School of Business)	2024
People Analytics, MBA II (IIMA)	2023
Introduction to Marketing, MBA II (IIMA)	2021

Media Coverage

- [Gdo, è la giusta distanza fra prodotti che fa vendere di più](#), *Italia Oggi*, 2026
- [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.

Industry Experience

Capgemini Technology Services, India	2016 – 2018
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
- Reviewer, *Management Science* Reproducibility Project, 2023
- Expert Workshop on Addressing Endogeneity in Behavioural Research, Summer AMA 2022