



MITHILA HEGDE

Marketing Ph.D. Candidate, University of North Carolina at Chapel Hill

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Last updated: July 17, 2026

Research Interests

Substantive: Digital platforms; platform curation and repositioning; reputation, certification, and badge design; multi-sided marketplace strategy; seller behavior.

Methodological: Causal inference for platform interventions; Bayesian dynamic latent factor models; structural models; machine learning for heterogeneity.

Education

Ph.D., Marketing 2022–2027 (expected)

UNC Chapel Hill, Kenan-Flagler Business School

Dissertation: Essays on Platform Marketing Strategy: Positioning, Reputation, and Seller Performance

Committee: Rajdeep Grewal (Chair), Kristopher Keller, Christine Moorman(Duke), Kannan Srinivasan(CMU), Longxiu Tian

M.S., Marketing 2022

Purdue University, Krannert School of Management

M.B.A. 2019

Indian Institute of Management, Ahmedabad

B.S., Agricultural Marketing 2017

University of Agricultural Sciences, Bangalore — University Gold Medalist (Rank 1, class of 631)

Job Market Paper

“Repositioning Fit and Seller Performance on Digital Platforms”

Mithila Hegde and Rajdeep Grewal

Under Review at Marketing Science.

Winner, AMA Marketing Strategy SIG Doctoral Student Research Award, 2026

Working Papers

“Designing Badge Portfolios: Information Sources, Customer-Journey Stages, and the Search-Prominence Premium”

Mithila Hegde and Rajdeep Grewal

Preparing for submission to Marketing Science, 2026. Second essay of dissertation.

“Certification Beyond Stars: Enforceability and the Design of Platform Badges”

Mithila Hegde and Rajdeep Grewal

Working paper, 2026.

“Reputation Badges and Moral Hazard on Multi-Sided Platforms”

Mithila Hegde and Rajdeep Grewal

Working paper, 2026.

Awards & Fellowships

AMA–Sheth Foundation Doctoral Consortium Fellow	2026
AMA Marketing Strategy SIG Doctoral Student Research Award	2026
Krannert Scholar (Rank 1, M.S. Marketing class), Purdue University	2022
University Gold Medalist (Rank 1, class of 631), UAS Bangalore	2017
National Talent Scholarship, Indian Council of Agricultural Research	2013–17

Conference Presentations

AMA–Sheth Foundation Doctoral Consortium, New York City, NY	2026
Winter AMA Conference, Madrid, Spain	2026
AMA Marketing Strategy Consortium, Columbia, SC	2025

Teaching Experience

Instructor , UNC Kenan-Flagler Business School	Summer 2025
<i>Principles of Marketing</i> (BSBA, Online Synchronous)	
Selected evaluation scores: Business world relevance: 4.64/5; Inclusive learning environment: 4.43/5; Fair and equitable treatment: 4.50/5; Course structure and organization: 4.21/5; Valuable learning experience: 4.21/5; Instructor preparation: 4.21/5; Excellent teacher: 4.07/5.	

Teaching Assistant, UNC Kenan-Flagler Business School

Global Programs: Dublin Summit (MBA) — Prof. Dave Roberts	March 2026
Principles of Marketing (BSBA) — Prof. Sibel Sözüer	Spring 2025
Democratization of Generative AI (MBA) — Prof. Mark McNeilly	Summer 2023, 2024
Marketing Strategy and Business Marketing (PhD) — Prof. Rajdeep Grewal	Spring 2023
Leading and Managing (MBA) — Prof. Mabel Miguel	Spring 2023

Select Doctoral Coursework

Marketing (UNC Kenan-Flagler & Duke Fuqua)

Quantitative Marketing Models (Duke) — Prof. Carl Mela	Fall 2025
Behavioral Research Methods (Duke) — Profs. Tanya Chartrand & Gavan Fitzsimons	Fall 2024
Structural Models in Marketing — Prof. Sriraman Venkataraman	Spring 2024
Bayesian Dynamic Models in Marketing — Prof. Norris Bruce	Spring 2024
Economic Models in Marketing — Prof. Rajdeep Grewal	Fall 2023
Pricing and Negotiations — Prof. Pranav Jindal	Spring 2023
Market Response Models — Prof. Katrijn Gielens	Spring 2023
Psychometric Modeling for Business — Prof. J.B.E.M. Steenkamp	Spring 2023
Marketing Theory — Prof. Barry Bayus, Prof. Sridhar Balasubramanian	Fall 2022

Economics / Strategy (UNC)

Theoretical Industrial Organization — Prof. Gary Biglaiser (audited)	Fall 2024
Empirical Industrial Organization II — Prof. Jonathan Williams	Spring 2024
Empirical Industrial Organization I — Prof. Brian McManus	Fall 2023
Economic Perspectives on Strategic Management — Prof. Andrew Boysen	Fall 2022

Research Experience

Research Assistant for Prof. Wreetabrata Kar, Purdue University 2022

- Contributed as an RA to a project subsequently published as Karmakar, Mukherjee, & Kar (2025), “Using penalized synthetic controls on truncated data: A case study on effect of marijuana legalization on direct payments to physicians by opioid manufacturers.” *Journal of the American Statistical Association*, 120(549), 64–79.
- *Opinion Leaders and Review Quality in an Online Review Platform.*

Research Assistant for Prof. Neharika Vohra, IIM Ahmedabad 2019

- *Women on Boards in India.* Published by the Federation of Indian Chambers of Commerce & Industry.

Service

Conference Reviewer

Summer AMA Conference (2025, 2026); AMA Marketing & Public Policy Conference (2026)

University Service

Student Representative, University Copyrights Committee, UNC-CH	2024–25
Student Representative, Health & Wellness Committee, UNC-CH	2024–25
PR Head, Student Media Cell, IIM Ahmedabad	2017–19
Editorial Committee, <i>Vasantha</i> Magazine, UAS Bangalore	2014–17

Professional Experience

Piramal Consumer Healthcare – E-commerce Key Account Manager	2020–21
Piramal Group – Management Trainee	2019–20
Tata Consumer Products – Summer Intern, New Product Development	2018
Govt. of Karnataka – Rural Agricultural Work Experience Program	2017

Technical Skills & Languages

Programming: R, Python (including web scraping and REST API data collection), Stata, MATLAB
Languages: Fluent — English, Konkani, Kannada, Hindi, Marathi. Basic — Spanish, French.

References

Professor Rajdeep Grewal (Chair)

Townsend Family Distinguished Professor of Marketing & Area Chair
Kenan-Flagler Business School, UNC Chapel Hill
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Professor Kristopher Keller

Associate Professor of Marketing
Kenan-Flagler Business School, UNC Chapel Hill
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Professor Longxiu Tian

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