

V S VAIDYANATHAN

Doctoral student in Marketing and Supply Chain Management
Fox Business School, Temple University

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EDUCATION

Ph.D. in Marketing	Expected	2024
Fox School of Business, Temple University, Philadelphia, PA		
PGDM		2015
Indian Institute of Management, Ahmedabad		
Bachelor of Technology, Electronics and Communication Engineering		2011
National Institute of Technology, Trichy		

RESEARCH

Interests

- Judgement and Decision Making
- Consumer Behavior

Awards

Awarded \$2500 at the Young Scholar's Interdisciplinary Forum, Fox business School	2020
Awarded \$2700 at the Young Scholar's Interdisciplinary Forum, Fox business School	2021

WORKING PAPER

Impact of Political Affiliations on Strategic Decision Making

Vinod Venkatraman, Edward Rosenthal, Vaidyanathan Viswanathan

WORK IN PROGRESS

How fake is fake news?

Vaidyanathan Viswanathan, Vinod Venkatraman, Nicole Henninger

CONFERENCES

Attended the **Interdisciplinary Symposium on Decision Neuroscience**

2021

MARKETING AND MANAGERIAL EXPERIENCE

IIM Ahmedabad

May 2017 – July 2019

Research Associate working with Prof Arvind Sahay

ITC Ltd

July 2015 – May 2017

Assistant Manager, Trade Marketing and Distribution, ESPB Division, Chennai

Unilever

April 2014- June 2014

Summer Intern, Global Media Function, London

Goldman Sachs Services Pvt Ltd

June 2013 - May 2015

Technology Analyst, Private Wealth Management Division, Bangalore