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### **Education:**

**Indian Institute of Management (IIM), Lucknow**

PhD, Marketing (GPA: 9.63/10)

Dissertation: “*Essays on consumer engagement with brand posts on social networking websites*”

**Indian Institute of Management (IIM), Bangalore**

MBA, Marketing, 2005 - 2007

**Indian Institute of Technology (IIT), Bombay**

MSc (Integrated), Chemistry, 1999 - 2004

### **Work Experience:**

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| Dec 2020 - Present | <b>Faculty (Business &amp; AI), Great Learning</b><br>Great Learning is India’s largest professional learning company with a footprint in 140+ countries. I am a part of the core faculty group that designs and delivers executive education programs in Data Science, AI and Management   |
| 2019 - Present     | <b>Advisor (Data Science &amp; Product), Constems AI</b><br>Constems AI is a deep tech start-up focused on building computer vision systems for Industry 4.0. The company’s AI products scale visual inspection to full batch and enable real-time audits with 99+% accuracy. Key accounts where large-scale deployments are currently underway include ITC, P&G and Reckitt Benckiser. I am a part of the leadership team that develops AI products at the company |
| 2009 – 2020        | <b>Sales Manager (B2B), Saint Gobain</b><br>Kimmco-Isover, Saint Gobain, is a major insulation provider in the Middle East, Africa and Asia. I drive the sales and marketing efforts of the company in UAE and Oman by managing a network of distributors and key accounts  |
| 2007 – 2009        | <b>Assistant Manager, Alghanim Industries</b><br>Safat Home, Alghanim Industries is a major furniture retailer in the Middle East. I was responsible for merchandise planning of the company’s Living Room, Kids Bedrooms & Decorative Accessories categories   |

### **Research Papers:**

“*An Investigation of the Firm-level Drivers of Consumer Engagement with Brand Posts on Social Media*” (Under review)

This study examines the role of firm-level drivers that influence engagement. We analyze consumer engagement with ~ 2 million social media posts made by Indian brands during the period 2018 – 2019 and estimate a zero-inflated mixed-effects regression model. Our findings show that while media rich social networking websites (e.g., Instagram) enable brands to garner more engagement, this effect is significantly dampened for utilitarian brands (e.g., HDFC Bank). We also find that while foreign-based brands (e.g., Amazon India) garner lesser engagement compared to local brands (e.g., Flipkart), this negative effect is mitigated for utilitarian brands. Our findings on several non-content factors, for example, the moderating effect of product category, inverted-U effect of follower

count, and positive effect of posting frequency on composed engagement (e.g., comments) help formalize marketers' expectations on consumer engagement on social media.

*“Is Promoting Brand Posts on Social Media Worth the Cost? An Investigation Using Marginal Cost of Engagement” (Under review)*

Social media networks have been undertaking major changes to encourage user engagement that have led to the dominance of paid brand posts where the seeding of such posts is driven by algorithms. In this study, we analyze ~ 6.5 million simulations of the diffusion process of paid and organic posts on social media and compare the engagement for these posts using agent-based models. We delineate the nature of impact of specific factors on the cost of engagement by defining marginal cost of engagement as the incremental cost incurred by paid posts over organic posts in gaining one additional unit of consumer engagement. Our results show that effectiveness of paid posts vs organic posts is driven more by the effect of content preference than that of the influence of neighbors. Our findings also indicate that paid posts are more effective than organic posts in large part due to higher exposure than due to the efficiency of the algorithms to assemble nodes that are likely to engage with the post. Finally, our results also indicate that despite the significant head start handed over to paid posts by algorithms, marginal cost of engagement for paid posts shows diminishing returns and is minimized only when paid posts appeal to the broader audience beyond the seed set.

### **Refereed Conference Proceedings:**

Gurazada, Pavankumar and Maity, Moutusy (2018), *“Power Law Distribution of Consumer Engagement on Brand Posts,”* European Marketing Academy Conference 2018, Glasgow, Scotland

Gurazada, Pavankumar and Maity, Moutusy (2019), *“What drives initial dropout in Massive Open Online Courses?”*, NASMEI conference 2019, Chennai, India

Gurazada, Pavankumar, Srivastava, Amit and Maity, Moutusy (2019), *“Don't ask what they want – A framework for consumer insight generation on social media”*, 28<sup>th</sup> Annual Market Research Seminar (MRSI) 2019, Mumbai, India

### **Books:**

Maity, Moutusy and Gurazada, Pavankumar (March 2021), *“Marketing Analytics”*, Oxford University Press

Case Studies in Maity, Moutusy (January 2023), *“Digital Marketing”*, Oxford University Press

### **Invited Talks:**

Speaker, *“Causality, through the backdoor”*, AI Everything, Dubai (2020) (<https://ai-everything.com/>)

Speaker, *“Unstructured Data Extraction, Analysis and Sense-Making through Machine Learning”*, CMEE online workshop series (2020)

Speaker, *“Non-standard problems in feature engineering”*, Open Data Science Annual Conference (2019)

Speaker, *“R as an interface to C++: exchanging convenience for speed”*, Dubai Data Science Conference (2019)

### **Research and Teaching Interests:**

Deep Learning, MLOps, Digital Marketing, Business Analytics