

MEENAKSHI BALAKRISHNA

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EDUCATION

- Ph.D., Quantitative Marketing** Expected - June 2025
University of California, San Diego, Rady School of Management
Committee: Kanishka Misra (Chair), Kenneth C. Wilbur, Karsten Hansen, Munseob Lee
- Master of Business Administration** 2016 - 2018
University of California, San Diego, Rady School of Management
- Bachelor of Engineering Electronics & Communication** 2010 - 2014
College of Engineering, Guindy, Anna University

FIELDS OF INTEREST

Consumer Behavior, Pricing, Retail, Microeconomics, Econometrics, Causal Inference, Time Series Analysis & Forecasting, Marketing, Natural Language Processing, Deep Learning

JOB MARKET PAPER

“Unveiling Income as a Measure of Liquidity”

The concept of liquidity is complex and multi-dimensional, and has been extensively studied in economic and financial research. To quantify liquidity, researchers have employed a range of proxies, with household income frequently used as a primary indicator of household liquidity. This paper questions the reliability of household income as a proxy for liquidity. By leveraging demographic and shopping behavior data, it provides an alternative estimate of household liquidity and validates this approach by examining the influence of Economic Stimulus Payments on spending behavior. The findings indicate that integrating shopping behavior with demographic data offers a more nuanced and accurate assessment of household liquidity

PEER-REVIEWED PUBLICATIONS

“Do Firearm Markets Comply with Firearm Restrictions? How the Massachusetts Assault Weapons Ban Enforcement Notice Changed Registered Firearm Sales”, with Kenneth Wilbur, *Journal of Empirical Legal Studies*, volume 19, 2022

How well do firearm markets comply with firearm restrictions? The Massachusetts Attorney General issued an Enforcement Notice (EN) in 2016 to announce a new interpretation of the key phrase “copies and duplicates” in the state’s assault weapons ban. The EN increased assault rifle sales by 1349 (+560%) within 5 days, followed by a reduction of 211 (58%) over the next 3 weeks. Assault rifle sales were 64%–66% lower in 2017 than in comparable earlier periods, suggesting that the EN reduced assault weapon sales but also that many banned weapons continued to be sold.

WORK IN PROGRESS

“Macro-Expression and voice sentiment Analysis in User-Generated Product Reviews: Detecting Hidden Consumer Sentiments”

“From Ailments to Actions: Forecasting Consumer Health Management ”

RESEARCH EXPERINCE

Pre-Doctoral Researcher, UC San Diego, Rady School of Management 2018 - 2019

- Utilized **Google Maps API in R** to analyze and classify proximate locations, determining their positioning relative to each other (same or opposite sides of the road)
- Conducted **Market Analysis** and **Due Diligence**, resulting in a comprehensive case study on the Alzheimer’s market.

- Researched financing methods for a venture capital firm pioneering a breakthrough Alzheimer's solution.
- **Authored** an in-depth case study for the launch of this solution within the U.S. market.
- Performed **Market Analysis** and **Due Diligence**, resulting in a comprehensive case study for the launch of an acne treatment product in the dermatology market.

Research Assistant, Indian Institute of Management, Bangalore

2013

- Independently developed a crucial **Data Module** using **Tableau and R**, **integrating information from disparate sources** as a foundational step for constructing a multi-city urban hydrology database.

INDUSTRY EXPERIENCE

Senior Merchandising Specialist, Target Corporation, Bangalore

2015 - 2016

- **Collaborated with buyers and business analysts** to execute the display and sales floor plan for Target's \$6B Health and Beauty division, managing 21 brands with a unique fixture forecast process.
- **Streamlined expenses** for cosmetics brands by optimizing Stock Keeping Units, simplifying fixture usage, and re-merchandising the Planogram, reducing overall expenses by approximately \$910K per year across all U.S. stores.
- Managed SharePoint and planned workload, key milestones, ownership, success measures, and risks for all projects within the division, ensuring 14 weeks of workload visibility at all times.
- **Compiled and analyzed** sales and financial reports by departments and prototypes, providing insights and recommendations.

Associate Business Analyst, Target Corporation, Bangalore

2014 - 2015

- Supported Target's Merchandising Operations in the U.S. via remote management.
- Mapped out effective and efficient utilization of store space for profit maximization in logistics and supply chain through continuous **Financial Data Analysis, Strategy Monitoring**, and modifying presentation guidelines.
- Identified process gaps and inefficiencies, creating solutions and **Automations** using **Excel** and **Macros**, reducing project time by 45%.
- Controlled, monitored, and drove strategy changes in assigned business areas in line with revenue goals by undertaking **Reporting, Forecasting**, and ad-hoc projects, and developed markdown strategies based on current performance and market trends.

TEACHING EXPERIENCE

Quantitative Analysis (MBA, MSBA)	2019, 2020, 2021, 2022, 2023, 2024
Pricing Analytics (MBA, MSBA)	2019, 2021, 2022, 2024
Managerial Decision Making (MBA)	2023
Customer Analytics (MBA, MSBA)	2022, 2024, 2025
Operations, Information Systems, & Data Analytics (MBA)	2023
Excel & Statistics Workshop (MBA)	2020, 2021, 2022
Lab to Market Workshop (MBA)	2020
Innovation in Market (Undergraduate)	2020, 2021
Quantitative Methods in Business (Undergraduate)	2020
Special Topics in Business Analytics: Business Analytics Consulting (MBA)	2022

SELECTED DOCTORAL COURSEWORK

Statistical learning and Machine learning

Statistical Learning I - Introduction to Pattern Recognition, Statistical Learning, **Bayesian Decision Theory, and Bayesian Parameter Estimation**

Statistical Learning II - Generative and Discriminant Learning

Statistical Learning III - Deep Learning and Applications: Applications to Vision, Speech, or Text processing

ML: Learning Algorithms – Introduction to AI: A Statistical Approach

Economics

Microeconomics A - Economic theories of Consumer and Producer Behaviour
Microeconomics B - General Equilibrium and Welfare economics
Microeconomics C - Static and Dynamic Games and Information
Econometrics A - Introduction to Probability theory, Sampling, and Statistical Theory
Econometrics B - Time Series Analysis, Linear Algebra and Estimation Methods
Econometrics C - Cross Section Econometrics and Panel Data Econometrics
Games and Information - Advance Topics in Game Theory
Mathematics for Economists

Marketing

Topics in Marketing Research - Research Methods
Experiments in Organizations - Design and Implementation of Field Experiments in Companies
Consumer Research Behavior

SKILLS

Data Analysis

Clustering Algorithms, neural networks, XgBoost, Time Series Analysis, Forecasting, Causal Inference, Synthetic Control Method, Difference-in-Differences, Regression Discontinuity, Panel Data Analysis, Instrumental Variables, Experimental Design, Hypothesis Testing, Power Analysis, Boosting, Bootstrapping, Cross Validation, CART, Random Forests, GLM, PCA, Support Vector Machine, k-nearest neighbors (KNN) classifier

Programming Skills

PyTorch, TensorFlow, R, Python, tableau, SQL, Power BI, Causal inference techniques, Matlab, Stata, C++, LATEX, Qualtrics, Google Analytics, JDA, Mathematica, AWS, Hadoop, Hive, Spark, Presto, VDA

Languages

English, Hindi, Kannada, Telugu, Tamil

AWARDS AND HONORS

Rady Academic Year Fellowship University of California, San Diego, Rady School of Management	2019–Present
Summer Research Fellowship University of California, San Diego, Rady School of Management	2019–Present
Rady Scholar Fellowship University of California, San Diego, Rady School of Management	2014 - 2016

REFERENCES

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Vincent R. Nijs

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