Research Notes: Rakesh Mallipeddi

December 18, 2020



Rakesh Mallipeddi's paper “A Framework for Analyzing Influencer Marketing in Social Networks: Selection and Scheduling of Influencers,” co-authored with Subodha Kumar of Temple University, Chelliah Sriskandarajah of Texas A&M University, and Yunxia Zhu of University of Nebraska, has been accepted for publication in *Management Science*. Mallipeddi is an assistant professor of management science.