

Columbia Business School Marketing Division

Newsletter 2025



Letter from the Chairs



Kinshuk Jerath
Arthur F. Burns Professor of Free
and Competitive Enterprise



Michel Tuan Pham
Kravis Professor of Business

Greetings from the Marketing Division of Columbia Business School!

Columbia's Marketing Division is proud to be widely recognized as one of the world's leading academic marketing departments. We are home to 25 full-time faculty, 20 PhD students, 8 dedicated staff members, and approximately 40 adjunct faculty. In the most recent American Marketing Association ranking of research productivity in premier journals, Columbia ranked #1.

Our senior faculty includes some of the most influential scholars in both behavioral and quantitative marketing – among them, the outgoing editors-in-chief of two of the field's top four journals, four fellows of the Association for Consumer Research and the Society for Consumer Psychology, and numerous recipients of other major academic honors. Our PhD alumni have gone on to join the faculties of other top institutions, including recent placements at Wharton, London Business School, Cornell, Stanford Business School, and Harvard Business School.

We foster a vibrant and collegial interdisciplinary intellectual environment. Our faculty conduct cutting-edge research at the intersection of social and data sciences – including psychology, economics, sociology, statistics, computer science, and operations research. Current research topics span a wide array of domains, such as the application of generative AI in market research and innovation, the optimization of marketing platforms, luxury marketing, digital game monetization, consumer responses to AI and other emerging technologies, price optimization, and the engineering of consumer experiences, among many others.

Our faculty are also leaders and innovators in the classroom. We offer a rich curriculum of foundational and advanced courses across our MBA, EMBA, and MS programs, including popular electives on Generative AI for Business, Product Management, Digital Marketing, Branding, Innovation, Marketing Analytics, Retail Management, Behavioral Economics, Media Management, and Strategic Customer Insight. Our course portfolio is further enriched by our exceptional adjunct faculty, most of whom are seasoned industry professionals.

Beyond its MBA/EMBA and PhD programs, the Division offers a highly selective MS in Marketing Science, which trains future practitioners in quantitative, analytical marketing and data-driven market insight. The Division also plays an important role in the MS in Business Analytics program, offered in partnership with the School of Engineering.

We are excited to share this newsletter, which highlights key developments and achievements from our Division over the past two years. We also invite you to visit our website (business.columbia.edu/faculty/divisions/marketing) to learn more about our world-class faculty, diverse programs, and thought leadership in marketing.

Warm regards,

Kinshuk Jerath

Arthur F. Burns Professor of
Free and Competitive Enterprise,
Columbia Business School
Chair of the Marketing
Division, 2022–2025

Michel Tuan Pham

Kravis Professor of Business,
Columbia Business School
Chair of the Marketing
Division, 2025–2028

Our Full-Time Faculty



Asim Ansari
William T. Dillard
Professor of Marketing



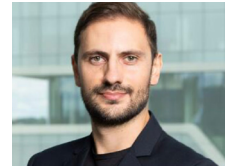
Silvia Bellezza
Associate Professor
of Business



Malek Ben Sliman
Lecturer in Discipline
in the Marketing Division



Melanie Brucks
Assistant Professor
of Business



Dante Donati
Assistant Professor
of Business



Hortense Fong
Assistant Professor
of Business



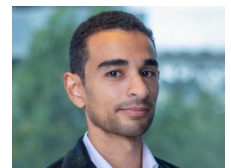
Elizabeth Friedman
Assistant Professor
of Business



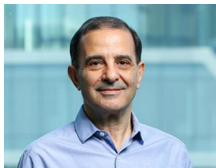
George (Zhida) Gui
Assistant Professor
of Business



Shawndra Hill
Senior Lecturer



Mohamed Hussein
Assistant Professor
of Business



Kamel Jedidi
Jerome A. Chazen
Professor of Global
Business



Kinshuk Jerath
Arthur F. Burns
Professor of Free and
Competitive Enterprise



Gita Johar
Meyer Feldberg
Professor of Business



Eric Johnson
Norman Eig Professor of Business
Director, Center for the
Decision Sciences
Fellow, Association for
Psychological Science



Ran Kivetz
Philip H. Geier Jr.,
Professor of Marketing



Rajeev Kohli
Ira Leon Rennert
Professor of Business



Kristen Lane
Senior Lecturer in
Discipline in the
Marketing Division



Chris LaSala
Senior Lecturer in the
Discipline of Marketing in
the Faculty of Business



Vicki Morwitz
Bruce Greenwald
Professor of Business



Oded Netzer
Arthur J. Samberg
Professor of Business
Vice Dean for Research,
Dean's Office



Michel Tuan Pham
Kravis Professor of Business;
Chair, Marketing Division
Research Director, Center on
Global Brand Leadership



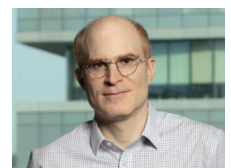
Miklos Sarvary
Carson Family Professor
of Business
Co-Faculty Director, Media
and Technology Program
Vice Dean, Executive Education



Bernd Schmitt
Robert D. Calkins Professor
of International Business
Faculty Director, Center on
Global Brand Leadership



Andrey Simonov
Gary Winnick and Martin
Granoff Associate
Professor of Business



Olivier Toubia
Glaubinger Professor
of Business

Our New Full-Time Faculty

From left to right: Assistant Professor Mohamed Hussein, Assistant Professor George (Zhida) Gui, Lecturer in Discipline Malek Ben Sliman



Malek Ben Sliman

Joined in 2025

This is a homecoming for me! I joined the Marketing Division as a Lecturer in Discipline after having earned my PhD from the same division in 2021 and having taught at CBS [Columbia Business School] as an adjunct since then. Prior to that, I received an MS in industrial engineering from Ecole Centrale Paris (France) and an MS in operations research from the IEO [Industrial Engineering and Operations Research] Department at ... Columbia! I am thrilled to have been part of this community for over a decade and even more excited to contribute further in this new capacity.

Broadly speaking, my academic and professional interests lie in working with new and unconventional datasets and in supporting fields sometimes overlooked by digital transformation – whether it's the art world or manufacturing shop floors. To this end, I see new technologies such as generative AI as great opportunities to help businesses across all sectors evolve and innovate.

I believe Columbia is uniquely positioned to lead the AI (r)evolution and I am eager to contribute to our growing curriculum in this area and to help our students tackle the next big problems that businesses and our society will face.

As a first step, I have co-created and currently teach an elective course on generative AI for business offered to our MBA and EMBA students. I also teach the core MBA courses on marketing and business analytics, a core course on Marketing Analytics for our MS in Business Analytics students, and a core bootcamp course on Statistical Modeling and Decision Making for our MS in Marketing Science students.

Mohamed Hussein

Joined in 2024

I study the psychology of persuasion, politics, and the intersection of the two.

My research draws on various methods, such as survey studies, field experiments, conjoint analysis, and natural language processing. It has been published in outlets such as the *Journal of Consumer Research*, *Journal of Experimental Social Psychology*, and *Journal of Experimental Psychology: General*, and covered by *The Wall Street Journal* and *The New York Times*.

Before joining Columbia, I received my PhD in marketing from Stanford GSB, where I was co-advised by Christian Wheeler and Zakary Tormala. At Stanford, I was awarded the Knight-Hennessy Scholarship, Stanford's most competitive fellowship.

I am grateful to be a faculty member at Columbia, where I am working alongside so many of our field's superstars! I am continuously learning from my colleagues and feel inspired by their generosity and advice.

George (Zhida) Gui

Joined in 2023

I joined Columbia Business School's Marketing Division after completing a PhD in quantitative marketing at Stanford GSB and dual bachelor's degrees in economics and applied mathematics from the University of Chicago. My research develops and applies causal inference methods to marketing problems in advertising, ecommerce, and, more recently, generative AI.

I believe that generative AI offers huge potential for transforming marketing research, and its value grows when guided by careful causal thinking that values thoughtful data interpretation and efficiency.

Since arriving at CBS, I have been collaborating with colleagues on this agenda and am thrilled to be part of a group that shares this forward-looking vision. I teach the core MBA course Marketing Strategy and look for ways to weave causal thinking and generative AI demonstrations into the classroom.

Congratulations to Silvia and Andrey on Their Tenure Milestones

Please join us in celebrating Silvia Bellezza and Andrey Simonov, who now both hold the rank of associate professor with tenure in the Marketing Division. Silvia was promoted in 2023 in recognition of her impactful research on consumer status signaling and sustainability, as well as her outstanding teaching and mentorship.

Andrey's 2025 tenure reflects his significant contributions to the economics of media and advertising, with work published in top journals and recognized across the field.

We're proud to have both Silvia and Andrey as valued members of our community!



Silvia Bellezza (fourth from left), celebrating with colleagues



Andrey Simonov (right), with Kinshuk Jerath, being honored during the division's annual research marketing camp

Tribute to Don Lehmann

Donald R. Lehmann, the George E. Warren Professor Emeritus of Business at Columbia Business School, has spent over five decades shaping the field of marketing through his research, teaching, mentorship, and leadership. Though his career spans 54 years at Columbia (alongside visiting appointments at Cornell, Wharton, NYU, the University of Michigan, and Dartmouth), Don's influence extends far beyond the classroom.

His work – perhaps most notably in individual and group decision-making, innovation adoption, new product development, empirical generalization, and the valuation of marketing assets like brands and customers – has resulted in over 200 publications, including 10 authored or co-authored books. Don's scholarship has earned him a slew of accolades, including career awards from the American Marketing Association, the Buck Weaver Award, the Charles Coolidge Parlin Award for Marketing Research, the Gilbert Churchill Award, the Paul D. Converse Award, the AMA-Irwin/McGraw Hill Award, and the ACR Career Service Award, alongside numerous best paper honors.

Don is a fellow of the INFORMS Society for Marketing Science (ISMS), the American Marketing Association (AMA), and the

Association for Consumer Research (ACR), and has also served as president of ACR and twice as executive director of the Marketing Science Institute (MSI). He was the founding editor of *Marketing Letters* and the first non-European co-editor of the *International Journal of Research in Marketing* (IJRM). At Columbia, he chaired the Marketing Division for 14 years, acted as vice dean for one year, and served on the Business School's PhD committee for five years, while also guiding the next generation of scholars by actively working with PhD students. In fact, Don has chaired or sponsored 35 doctoral dissertations and has been a committee member for 76 others.

Well-known for his quick turnaround on research papers and the thoughtful notes he would hand to presenters after their talks, Don's mentorship was as impactful as his scholarship. On the side, he coached sports (most notably high school football) for 40 years, bringing the same discipline and inspiration to the football field as he did to his research. His blend of intellectual rigor, curiosity, and commitment to students and the broader community alike has left a lasting legacy at Columbia and in our discipline at large.



Don Lehmann in his office



Gita Johar with Don Lehmann at a division event



Don teaching his last class

MS Highlights

Student Spotlights

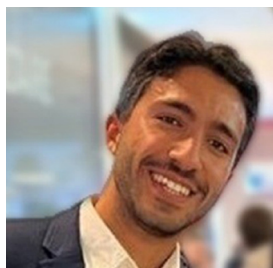


Cindy Yu

Cindy Yu: A Bold Career Pivot to Tech

After six years of public service with the Hong Kong government, Cindy made the bold decision to pivot her career toward the consumer tech industry. She joined the MSM program at CBS to gain a more data-driven marketing approach. Upon graduation, she accepted a role as strategic operations manager at Uber, choosing it from among several competitive offers.

At Uber, Cindy is responsible for developing pricing strategies and optimizing selection for Uber Eats. Her work strikes a balance between business goals and the needs of all stakeholders in the marketplace, including customers, merchants, and couriers. The MSM program played a crucial role in equipping her with the technical, analytical, and communication skills she now uses daily to translate data into actionable strategy. For Cindy, this role perfectly represents the fusion of “art” and “science” – a hallmark of the MSM curriculum. Though making a career change in her late twenties was challenging, she never doubted her decision and describes her time at CBS as some of the best moments of her life.



Rayan Elatmani

Rayan Elatmani: A Drive for Learning and Impact

With a strong interest in both marketing strategy and data science, Rayan found the MSM program to be the perfect platform for building well-rounded skills. His enthusiasm for learning led him to join Van Cleef & Arpels as a project manager through its prestigious Greenhouse Program. Drawn by his desire to continue deepening his expertise in both marketing operations and data analytics, he saw the program’s rotational structure as an ideal opportunity to grow across both domains. The program enables him to work on a wide range of strategic initiatives every six to eight months, transitioning into a permanent role at the end of the two-year period.

In his current role, he successfully launched a regional knowledge management tool that received widespread praise. His next rotation with the Client Experience and Insights team will further build on his data analytics capabilities, enabling him to deliver even greater value to the brand’s high-end clientele. Rayan credits the MSM program for equipping him with the skills and opportunities that helped secure this competitive role, and he looks forward to continued growth in the program and beyond.

Industry Partnership Highlight



Audible has partnered with the CBS MSM program for a two-year collaboration, led by Bolong Li and the company’s global marketing team. The partnership begins with an in-person visit to Audible’s offices, offering students valuable networking opportunities.

The experience continues with a semester-long capstone project complemented by biweekly lectures focused on digital marketing and user acquisition. Under the guidance of senior marketing leaders, students develop optimized offer structures tailored to different customer segments. By combining customer response analysis with market segmentation, the goal is to enhance acquisition strategies and deliver tangible results.



Bolong Li, Audible’s Head of Global Growth

Audible’s growth team has opened their doors, inviting CBS MSM students to research the global audiobook market and propose innovative growth plans. For Audible, it’s a chance to tap into the fresh perspectives and insights of the younger consumer generation. For CBS, students are gaining invaluable practical experience, working directly with experienced Audible managers who provide guidance and feedback every step of the way. Both Columbia Business School and Audible have shown an unwavering commitment to innovation and creating a dynamic learning environment.

PhD Student Spotlights



Lan E. Luo

On the Market 2025 – Advisor: [Olivier Toubia](#)

My research focuses on gleaning business insights from unstructured data like images and text using causal inference. Recently, my work explores how to estimate treatment effects in the contexts of book covers, user-generated content, and social issues like discrimination. This research lies at the nexus of several methods including deep generative modeling, interpretable machine learning, and applied econometrics.



Eli Sugerman

On the Market 2025 – Advisors: [Gita Johar](#), [Eric Johnson](#), and [Vicki Morwitz](#)

My research focuses primarily on environmental sustainability through the lens of judgment and decision-making. Recently, one of my projects with Eric Johnson, Vicki Morwitz, Gita Johar, and Michael Morris was published in *Nature Climate Change*. And another project, with Antonia Krefeld-Schwalb and Eric Johnson, was published in *PNAS [Proceedings of the National Academy of Sciences of the United States of America]*.



Xinyu Wei

Advisor: [Olivier Toubia](#)

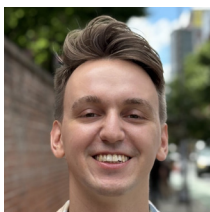
My research interest lies in understanding the role played by unstructured data (e.g., images, texts, and videos) in marketing communications and consumption experiences. Specifically, my research projects are built around the tension that content creators face as they commercialize. I use a variety of techniques including machine learning, representation learning, analytical modeling, and Bayesian models.



Yi-Wen Chen

Fifth Year – Advisor: [Oded Netzer](#)

My research primarily focuses on developing methodological frameworks that tackle critical challenges in current targeting practices to improve marketing decision quality for firms. I also study strategic interactions within the influencer and creator economy, examining the relationships between platforms, brands, creators, and consumers on digital content platforms through a game-theoretic approach.



Nathaniel Posner

Fifth Year – Advisor: [Vicki Morwitz](#)

I grew up in Chicago and went to college in Upstate New York. In my spare time, I love reading, writing, and boxing. I'm interested in social cognition, prosocial behavior, and how people think about money and receiving help from others.



Daniel Russman

Fifth Year – Advisor: [Bernd Schmitt](#)

I study health and wellness consumer behavior, including motivations underlying health and wellness consumption, and perceptions of health versus wellness product labeling. My dissertation focuses on how common beliefs about the body (as a temple or machine) impact overall care for the body and self.



Abdullah Althenayyan

Fourth Year – Advisor: [Silvia Bellezza](#)

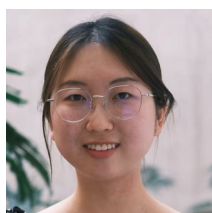
My research explores how price influences consumer decisions. I found that people infer sustainability from price, and these beliefs affect their choices. I also show that different price structures (drip, partitioned, all-inclusive) influence which options enter consideration sets and are ultimately selected. My work has also examined recommendations and queuing behavior.



Chuanye Jack Chen

Fourth Year – Advisor: [Bernd Schmitt](#)

I apply behavioral approaches to study the psychological dimensions of experiential consumption and branding. My research examines the psychology of fashion and the arts, as well as taste and aesthetics in consumers' judgments and perceptions of brands.



Jingxuan Liu

Fourth Year – Advisor: [Vicki Morwitz](#)

I am interested in experiences, self-expression, and the role of technology in shaping modern consumption. I apply both experimental and qualitative methods to uncover different facets of consumer experience.



Kohei Onzo

Fourth Year – Advisor: [Asim Ansari](#)

My research focuses on consumer search, advertising, and methodological development, drawing on modern probabilistic machine learning and econometric approaches. I am currently studying consumer search and learning dynamics in e-commerce by developing novel Bayesian estimation methods. In another project, I investigate potential spillover effects of TV ads within ad sequences on viewer attention.



Sanjana Rosario

Fourth Year – Advisor: [Oded Netzer](#)

One stream of my research is about reviews – applying probabilistic machine learning models to correct for biases in reviews and understanding the mechanism through which users use reviews to search. More recently, I have also begun exploring projects on subscriptions, specifically on streaming services. I am curious about the role of streaming content in user acquisition and retention and want to understand how firms can decide what content to license/produce accordingly.

Recent Graduates



Sonia Kim '24

**Yale School of Management,
Postdoctoral Associate**

I've been working on behavioral research on consumer online media experience, and I've also been part of Yale Center for Customer Insights, where I participate in consulting projects for firms like Google and Pepsico.



Maayan Malter '24

**Senior Lecturer in Marketing, The
Hebrew University of Jerusalem**

After graduating, I moved to Israel and started my position as an assistant professor at the Hebrew University of Jerusalem. This past year, I have continued to work on research relating to consumers with disabilities. I also began teaching for the first time, which was an exciting new challenge. I have really enjoyed the collaborative and interdisciplinary research culture at Hebrew University as well as connecting with the marketing community across Israel.



Shin Oblander '24

**Assistant Professor,
University of British Columbia
(Sauder School of Business)**

It's been one year since graduating and moving to Vancouver, and I'm loving life! My message to current students: "It gets better." Life is busier/more hectic as a professor, but my quality of life is better in almost every way. On the other hand, "I can worry about [happiness/self-improvement/etc.] when I'm done with [field exams/job market/making tenure/etc.]" is a way to procrastinate indefinitely: You gotta make time for yourself whenever you can; there will always be a deadline or milestone hanging over your head!



Alisa Wu '24

**Assistant Professor of Marketing,
David Eccles School of Business,
University of Utah**

Since graduating, I've started my role as an assistant professor of marketing at the University of Utah, where I teach principles of marketing and continue my research. Everything has been pleasant so far! My advice to current students: Work hard, but don't forget to enjoy life with the fabulous people in our department—these years are some of the most memorable!



Maren Hoff '25

Assistant Professor of Business Administration, Marketing Unit, Harvard Business School

Since graduating, I've started my role as an assistant professor of business administration in the Marketing Unit at Harvard Business School, where I teach marketing in the required curriculum to MBAs and continue my research on identity expression in marketing. Specifically, I examine how and why tastes, styles, and products change in meaning over time as societal norms evolve. My advice to current students: Make the most of the years with our amazing faculty—take these years to learn, grow, and enjoy, and don't worry too much about the future!



Sanghyeok (Eric) Park '25

Assistant Professor of Marketing, Owen Graduate School of Management, Vanderbilt University

My research sits at the intersection of emerging technologies, marketplace dynamics, and social psychology, using multi-method approaches to explore their impact on firms and consumers. I recently published two papers—one on the metaverse and another on augmented reality (both in 2024). Ongoing projects explore how livestream interfaces and dynamics shape perceptions of popularity, how digital certifications influence luxury value, what drives NFT purchase decisions, how AR shapes prosocial behavior, and when we trust AI.



Yu Ming (Jasmine) Yang '25

Assistant Professor of Marketing, Chinese University of Hong Kong

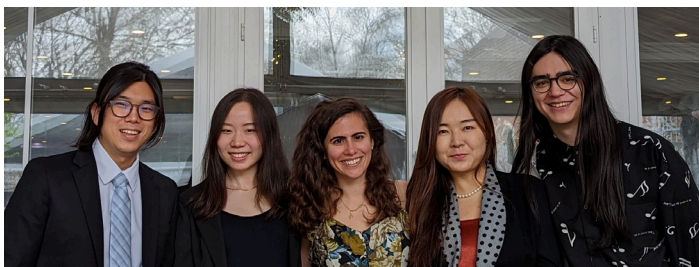
My research focuses on combining machine learning, statistical/econometric methods, and insights from behavioral science to tackle important questions in the domain of digital markets and creator economy. The understanding of the incentives and behaviors of different agents requires both new types of data and detailed analyses. My work aims to integrate different methodologies with the goal of uncovering important insights in the domain to better facilitate managerial decision support.



(From left to right) Melanie Brucks, Maayan Malter, and Maren Hoff



(From left to right) Alisa Wu, Xinyu Wei, and Sonia Kim



(From left to right) Eric Park, Xinyu Wei, Maayan Malter, Alisa Wu, and Shin Oblander



Maren Hoff (left) and Alisa Wu

Our Adjunct Faculty

And the courses they teach (2023–2025)

Prashant Agrawal

Retail Analytics

Yuval Ariav

Data Driven Dollars

Eric Baron

Entrepreneurial Selling

Michael Brown

Building the Sales Machine

Digital Disruption & Technology Transformation

Pauline Brown

The Business of Aesthetics and Experiences

Paul Canetti

Intro to User Experience

Product Management

Moran Cerf

Generative AI for Business

Marketing

Oliver Chen

Frontiers in Retailing

Austin Cohen

The Art of Teaming Up: Marketing Partnerships and Commercial Arrangements

Mark Cohen

Creation of a Retail Enterprise (Master Class)

Retail Fundamentals

Toos Daruvala

Succeeding in Consulting: From Project Manager to CEO Advisor

Sharad Devarajan

Artificial Intelligence and Virtual Reality

Media Marketing and Entrepreneurship

Cecilia Dones

Analytical Methods in Customer Relationship Management

Jenny Fernandez

Marketing Management

Christopher Frank

Leading in a Data-Driven World: Developing Quantitative Intuition (QI)

Kurt Fulepp

Product Management

Prashant Fuloria

Building Internet Businesses for Consumer Markets

Sal Galatioto

The Business of Sports

Farah Gasmi

Product Management

Jacob Goldenberg

Systematic Creativity in Business

Ross Goldenberg

Growth Hacking

Jared Grud

Digital Wars (previously named Internet Wars)

Sunil Gulati

Sports Economics and Policy

Sean Gupta

The Business of Television & Streaming

Tom Hafen

Brand Management in the Digital Age

Marketing Management

Eric Hellweg

Product Management

Maqbul Jamil

Biotech/Pharma Commercialization and Development Strategies

Jeremy Kagan

Digital Marketing

Nadine Keller

Entrepreneurial Selling

Beth Kinerk

Building the Sales Machine

Jonathan Knee

Sports Economics and Policy

JP Kuehlwein

Premium Brand Strategy

Jason Lambert

Product Management

Georgios A. Lentzas

MS Artificial Intelligence

MS Machine Learning

Bolong Li

Capstone Project

Media Planning and Growth Marketing

Paul Magnone

Leading in a Data-Driven World: Developing Quantitative Intuition (QI)

Ketty Maisonrouge

The Luxury Approach

Robert Morais

Customer Driven Product Optimization

Market Intelligence: The Art and the Science

Jarrod Moses

Entertainment Marketing & The Crafting of Celebrity Businesses

Jeremy Ney

Tech Ethics

Esohe Omoruyi

Digital Disruption & Technology Transformation

Andreas Schulmeyer

Retail Management

Ellen Schapps

The Marketing of an American President

Ava Seave

Media and Entertainment: Strategy Consulting Projects

Gary Singer

High Tech Entrepreneurship

Joseph Timko

Succeeding in Consulting: From Project Manager to CEO Advisor

Yegor Tkachenko

Python Programming for Data Science

Marco Viola

A Strategic Marketing Approach to Private Equity in Emerging Markets

Driving Strategic Impact: Mastering the Tools of Strategy Consulting

Marketing Consulting Skills (previously named MS Winning Strategic Capabilities)

Steven Winshel

Launch Your Startup II

Amir Ziv

A Closer Look at the Start-Up Nation

Recognitions, Awards, Honors, Grants (2023–2025)

Silvia Bellezza

- 2025 Finalist, Erin Anderson Award
- 2024 Nicosia Award for Best Competitive Paper, Runner-up at ACR
- 2023 Bernstein Center, Faculty Research Grant

Dante Donati

- 2024–2025 Bernstein Center Research Grant
- 2024–2025 Russell Sage Foundation Research Grant
- 2023–2024 Digital Future Initiative Research Grant
- 2023–2024 Provost's Grants Program for Junior Faculty Who Contribute to the Diversity Goals of the University
- 2023 ISMS Early Career Scholars Camp Fellow

Hortense Fong

- 2025 Kilts Center Visiting Fellow
- 2023 ISMS Early Career Scholars Camp Fellow

Elizabeth Friedman

- 2024 Cornell SC Johnson College of Business Saroj & Vithala Rao Young Scholars Award
- 2023 UCLA Morrison Fellow

George (Zhida) Gui

- 2023 ISMS Doctoral Dissertation Award

Kinshuk Jerath

- 2023 Finalist for John D. C. Little Award

Gita Johar

- 2025 Fellow of the Society for Consumer Psychology
- 2025 AMA CBSIG Lifetime Achievement Award
- 2024–2025 Faculty Director, India Business Initiative at Columbia Business School

- 2024 Columbia University Faculty Service Award

- 2023 Service to the Doctoral Program at Columbia Business School

Eric Johnson

- 2025 Finalist, AMS/Marketing Science Institute/H. Paul Root Award
- 2025 APS James McKeen Cattell Fellow Award
- 2024 AMA-EBSCO-RRBM Award for Responsible Research in Marketing
- 2022–2025 Einstein Visiting Fellow, affiliated with the Cluster of Excellence "Science of Intelligence," Technische Universität Berlin, Germany

Vicki Morwitz

- 2024 Outstanding Reviewer Award, *Journal of Consumer Research*
- 2024 Columbia Business School Bernstein Center Grant
- 2023 Honorable Mention, EMAC–Sheth Foundation Sustainability Research Competition (with Eric Johnson, Gita Johar, and Eli Sugerman)

Oded Netzer

- 2025 Sheth Foundation/*Journal of Marketing Award*
- 2025 Finalist, Paul E. Green Best Paper Award, *Journal of Marketing Research*
- 2025 Finalist, Weitz-Winer-O'Dell Best Paper Award, *Journal of Marketing Research*
- 2024 Weitz-Winer-O'Dell Best Paper Award, *Journal of Marketing Research*
- 2023 Finalist, John Little Best Paper Award, *Marketing/Management Science*

Michel Tuan Pham

- 2024 Among the top 1% of all scientists worldwide in career-long citation impact according to the 2024 Elsevier-Stanford ranking (Ioannidis)
- Finalist for the 2024 Weitz-Winer-O'Dell Award for "the most significant long-term contribution to marketing theory, methodology, and/or practice" in JMR
- 2023 JCR Award for Best Article in *Journal of Consumer Research*
- 2022–2023 Co-author and Dissertation Chair of the 2023 Ferber Award Honorable Mention

Andrey Simonov

- 2023–2026 Affiliate Fellow at Stigler Center, University of Chicago Booth School of Business
- 2025 MSI Grant
- 2024 *Journal of Marketing Research* Outstanding Reviewer Award
- 2024 Winner, AMA-EBSCO-RRBM Award for Responsible Research in Marketing
- 2024 Antonin Scalia Law School's Law & Economics Center's Program on Economics & Privacy Grant, George Mason University
- 2024 Early Career Faculty Impact Fellow, Columbia World Projects (CWP), Columbia Global
- 2024 Chazen Global Grant
- 2023 and 2024 Digital Future Initiative Grant
- 2023 and 2024 Harriman Institute Grant
- 2023 MSI Young Scholar
- 2023 V. Seenu Srinivasan Young Scholar Award in Quantitative Marketing
- 2023 Finalist, Paul E. Green Award

Editorial Board Memberships

Journal of Consumer Research

- **Bernd Schmitt** Editor-in-Chief (2021–2024);
Editorial Review Board (2025)
- **Oded Netzer** Associate Editor
- **Silvia Bellezza** Editorial Review Board
- **Gita Johar** Editorial Review Board
- **Vicki Morwitz** Editorial Review Board
- **Michel Tuan Pham** Editorial Review Board

Journal of Marketing

- **Gita Johar** Associate Editor
- **Oded Netzer** Associate Editor
- **Silvia Bellezza** Editorial Review Board
- **Vicki Morwitz** Executive Review Board

Journal of Marketing Research

- **Kinshuk Jerath** Associate Editor
- **Silvia Bellezza** Editorial Review Board
- **Andrey Simonov** Editorial Review Board

Marketing Science

- **Olivier Toubia** Editor-in-Chief (2022–2024);
Advisory Board (2025)
- **Kinshuk Jerath** Associate Editor
- **George (Zhida) Gui** Editorial Review Board
- **Andrey Simonov** Editorial Review Board

Behavioral Science & Policy

- **Eric Johnson** Senior Disciplinary Editor
(Decision, Marketing,
& Management Sciences)

Frontiers in Decision Neuroscience

- **Eric Johnson** Associate Editor

Journal of the Association for Consumer Research

- **Vicki Morwitz** Editor-in-Chief (2021–2024)

Journal of Consumer Psychology

- **Gita Johar** Associate Editor
- **Vicki Morwitz** Associate Editor
- **Michel Tuan Pham** Executive Review Board

Management Science

- **Kinshuk Jerath** Associate Editor

Quantitative Marketing and Economics

- **Kinshuk Jerath** Associate Editor
- **Oded Netzer** Associate Editor

Journal of Retailing

- **Kinshuk Jerath** Associate Editor

Journal of Public Policy and Marketing

- **Gita Johar** Guest Editor, Special Issue
on “Mitigating Misinformation”

**Columbia ranked #1
in the most recent
American Marketing
Association ranking of
research productivity
in premier journals**

University Research Productivity in
the Premier AMA Journals (2015–2024)

Data Source: UTD Top 100 Business School Research Rankings™

1. Columbia Business School (53 Publications)
2. The Wharton School (51 Publications)
3. Kenan-Flagler Business School (50 Publications)
4. Robert H. Smith School of Business (42 Publications)
5. Mays Business School (41 Publications)
6. The Fuqua School of Business (33 Publications)
6. SC Johnson College of Business (33 Publications)
6. Kelley School of Business (33 Publications)
9. Booth School of Business (32 Publications)
9. TiSEM School of Economics and Management (32 Publications)
9. Michael G. Foster School of Business (32 Publications)

Selected Faculty Media Mentions

[A TikTok Ban Would Raise Ad Prices on Meta and Harm Small Business](#)

Promarket April 2025

Dante Donati and Hortense Fong

[Pork or cheese? SUVs or trucks? Test to see if you know what's better for the environment.](#)

NBC April 2025

Eric Johnson

[Here's Some Advice for Airbnb Hosts: Smile in Your Profile Picture](#)

Wall Street Journal March 2025

Elizabeth Friedman

[A new FTC rule cracks down on “junk” fees. Here's what to expect.](#)

NPR Radio December 2024

Vicki Morwitz

[How Busyness Became the New Status Symbol](#)

Time Inc. August 2024

Silvia Bellezza

[How to Evaluate a Job Candidate's Critical Thinking Skills in an Interview](#)

Harvard Business Review September 2023

Oded Netzer

“This Is the Wrong Way to Talk to Your Customers Post-Election”

***Inc.* Magazine, November 2024**

Michel Pham



New Courses (2023, 2024, Spring 2025)

Generative AI for Business*

Olivier Toubia and Malek Ben Sliman

This course explores how businesses can harness generative AI (GenAI) far beyond personal productivity tools. Designed for future B2B decision-makers, consultants, entrepreneurs, and investors, it offers a deep dive into GenAI's capabilities, use cases, and transformative potential. Students engage with cutting-edge research, hands-on projects, and peer presentations while examining both the opportunities and challenges GenAI presents. Organized around taking GenAI solutions to market, the course covers foundational concepts, real-world applications, and strategies for managing GenAI's impact on firms, consumers, and society.

Sustainable Marketing*

Silvia Bellezza

As businesses face growing pressure to balance profit with social and environmental impact, this course redefines traditional marketing through a sustainability lens. Students explore how to create and deliver customer value in ways that respect and enhance both society and the planet. Through case studies, guest speakers, and hands-on projects, the course examines sustainable marketing strategies across industries – from apparel to tech – and dives into the mindset of the sustainable consumer. By the end, students are equipped to build marketing plans that drive both business success and meaningful change.

Tech Ethics*

Chris LaSala and Jeremy Ney

This course challenges students to view ethics as a competitive advantage in the fast-evolving tech landscape. With data now being generated at unprecedented scale, the class explores how responsible leaders can navigate the ethical risks of building digital products – from user privacy to AI algorithms and behavioral influence. Through real-world case studies and current events, students gain practical frameworks for making thoughtful decisions around how data is gathered, accessed, and used – preparing them to lead at the intersection of business and society.

The Art of Teaming Up: Marketing Partnerships and Commercial Arrangements

Austin Cohen

This course dives into the power of partnerships as a vital marketing tool across organizations of all sizes – from startups to Fortune 500 companies. Complementing Columbia Business School's sales and selling courses, it teaches students the value of partnerships, the frameworks to build them effectively, and the practical, real-world skills needed to launch and manage successful collaborations in today's marketplace.

Harnessing Consulting Skills for Business Impact

Jonathan Gordon

Learn how to drive impact like a consultant – and how to engage one effectively – in this dynamic new course designed for EMBA students. Through practical tools and real-world insights, the course explores what makes consultants successful and how those skills can apply across any role or industry. Students sharpen their personal value proposition, learn fast and pragmatic problem-solving techniques, and develop strategies for coaching senior leaders and leading transformational change. A hands-on consulting-style project brings the learning to life, and the course wraps with practical advice on how to get the most from consulting partnerships.

Media Planning and Growth Marketing

Bolong Li

This course equips students with the tools to thrive in today's fast-paced marketing world, blending strategic planning with data-driven execution. Students dive into key paid media channels – like search, social, and email – and learn how to plan, execute, and optimize campaigns across platforms. The course emphasizes conversion rate optimization, user experience design, and retention strategies using first-party data. With a focus on omnichannel planning and integrated growth tactics, students gain hands-on experience in creating cohesive, results-driven marketing strategies that drive engagement, conversion, and long-term growth.

Retail Analytics

Prashant Agrawal

AI and advanced analytics are transforming every corner of the retail industry – from D2C startups to global brands. This course offers a deep dive into how these technologies are reshaping supply chains, customer experiences, and profitability. Students explore real-world applications across e-commerce and traditional retail, including forecasting, pricing, customer analytics, and inventory management. With a special focus on generative AI, the course blends lectures, case studies, and hands-on data exercises, culminating in a capstone project that puts learning into practice in the world's largest economic sector.

Retail Management

Andreas Schulmeyer

This course prepares students to tackle real-world challenges in today's evolving retail landscape, using a CFO's lens to examine daily decisions around pricing, merchandise selection, promotions, and inventory. With e-commerce reshaping competition, students explore how retailers adapt across offline, online, and multichannel models. Through a focus on operational strategy and execution, the course offers a practical look at what it takes to run and grow a successful retail business in a rapidly changing environment.

**Course is taught/co-taught by full-time faculty*



Chris LaSala, Daniela Georg (TA: Class of '25), Jeremy Ney, and the inaugural class of Tech Ethics



Silvia Bellezza (second from left) at a Sustainable Marketing class event

Captured Moments



Vicki Morwitz, Melanie Brucks, Silvia Bellezza, and Kristen Lane enjoying a scenic hike together during Marketing Camp



Left: Colleagues gathering on the lodge balcony during our annual Marketing Camp

PhD student dinner out – great food, laughs, and conversation





Left: Marketing Division faculty at the 2023 alumni conference

Below: Marketing Division staff: Matthew Holman, Chung Ho, Luisa Cruz, Molly Washburn, Clayre Reyes, and Domenica Hanna



Faculty, PhD students, and visitors at the division's first monthly Meet & Greet



Above: Rajeev Kohli, Asim Ansari, Michel Pham, Bernd Schmitt, and Kamel Jedidi at Marketing Camp



Right: Faculty, PhD students, and division alums taking a quick break at the 2023 alumni conference

Marketing Alumni Conference



@ Manhattanville

On Friday, October 13, 2023, Columbia Business School's Marketing Division welcomed around 85 alumni, faculty, and current students from around the world to the newly inaugurated Manhattanville campus for the Marketing Alumni Conference. Hosted in Henry R. Kravis Hall and David Geffen Hall, the event celebrated the evolution of marketing research across generations of scholars who studied or taught at Columbia, showcased Columbia's state-of-the-art facilities, and strengthened the bonds within the School's global marketing community.

The conference opened with a warm welcome from Kinshuk Jerath, Arthur F. Burns Professor of Free and Competitive Enterprise and chair of the Marketing Division. Attendees then embarked on a journey through the decades of marketing scholarship at Columbia, with each session featuring alumni and faculty who shaped – and continue to shape – the field.

In the **Current Era**, a vibrant social content session led by Hortense Fong and Sanjana Rosario featured rapid-fire updates from recent graduates and doctoral students, followed by Maren Hoff's engaging research talk, *True Old, True Self: Defining and Understanding Vintage*. The **2010s** segment, led by Liz Friedman and Eli Sugerman, showcased a presentation from alumnus Jason Choi on *Super-charged Ad Creative Personalization*.

After a morning break, the **2000s** session, guided by Silvia Bellezza and Eric Park, showcased updates from alumni and a thought-provoking talk by Liad Weiss on *Identities Without Products*. The afternoon began with the **1990s** session, led by Dante Donati and Maren Hoff, featuring social content

from notable alumni and Puneet Manchanda's insightful presentation, *The Effects of Platform Suggested Pricing: Experimental Evidence from E-Commerce*.

The **1980s** session, organized by Bernd Schmitt, Rajeev Kohli, and Eli Sugerman, included updates from scholars who shaped marketing thought over the past four decades, capped by Barbara Kahn's memorable talk, *More than Just the Spice of Life: Using Variety as a Signal for Change and Diversification*.

A highlight of the day was the **1960s–1970s** session, led by Vicki Morwitz and Eric Park, which offered heartfelt reminiscences from some of Columbia's earliest marketing PhDs and faculty members. Stories ranged from Don Lehmann's reflections on being a faculty member at Columbia for more than 50 years, to Don Morrison, Russ Winer, Fredrica Rudell, and Susan Holak's intertwined dissertation tales, and memories of CBS life during pivotal moments in history.

In between sessions, breaks and a communal lunch gave attendees time to reconnect and network. The day concluded with a guided tour of Henry R. Kravis Hall led by Maren Hoff and Sanjana Rosario, allowing participants to explore Columbia's cutting-edge facilities, followed by a celebratory dinner that extended into the evening.

The *Marketing Alumni Conference* was a testament to the Marketing Division's vibrant, international community and a powerful reminder of the shared commitment to advancing marketing scholarship that spans generations at Columbia Business School.



In Memoriam



Alonso Martinez

A Tribute from the Marketing Division

By Rajeev Kohli and Kamel Jedidi

It is with heavy hearts that we remember our beloved colleague and friend, Professor Alonso Martinez, who passed away after a courageous battle with illness. Alonso was not just a distinguished senior lecturer in practice at Columbia Business School; he was a mentor, a friend, and an inspiration to all who knew him.

A Friendship Forged at Wharton

Rajeev's friendship with Alonso began in 1980 when they were both graduate students in the Operations Research program at the Wharton School. Even then, Alonso's character shone through in the most meaningful ways. When Rajeev underwent surgery during their first semester and couldn't attend classes, Alonso stepped in to help his friend. Day after day, he would bring homework assignments, share his meticulously taken notes, and share his textbook. This act of kindness was who Alonso was. He saw a friend in need and responded with generosity and care.

It was visible to everyone who knew Alonso that he was among the brightest minds in the program. When it came to probability theory, he often knew the answers about the distribution of cards in "bridge" hands before we solved the problems. As it turned out, Alonso was a world-class bridge player who had

represented Colombia internationally – already, at the age of 24, he was called the Magician for his uncanny ability to make seemingly impossible contracts. But more than his intellectual gifts, it was his warmth, thoughtfulness, and genuine care for others that set him apart. He was full of life and lit up any room with his presence and infectious smile.

A Reunion and Shared Vision

After Wharton, Rajeev and Alonso lost touch – these were the days when people communicated by letters, and Alonso was busy opening a consulting business in São Paulo. It wasn't until 2011 that Alonso contacted Rajeev, rekindling their friendship. They discovered a shared passion for emerging markets, and this common interest sparked what would become one of their most rewarding collaborations. Together, they developed the course *Catching Growth Waves in Emerging Markets*, which they co-taught at Columbia Business School for over a decade. Then he developed a course titled *Winning Strategic Capabilities*, which drew on lessons he'd learned advising business leaders during his consulting days.

Alonso was an exceptional teacher. Students didn't just attend his classes – they were drawn to them. After every session, students would surround him, asking him questions and seeking

his counsel on everything from career decisions to life choices. Alonso enjoyed these moments. He understood that mentoring young people was not just part of his job – it was his passion.

A Mentor’s Heart

Alonso’s commitment to his students extended far beyond the classroom. He regularly took students out for lunch, creating informal mentoring opportunities where real learning happened. Like a true Latin American, he liked his lunches long, with a glass of wine – after he’d finished teaching class. He enjoyed Faculty House lunches, where everyone soon learned his favorite table and dessert. After the semester ended, he invited students to his home in the Catskills. He believed in recognizing excellence and always made sure to “reward” the best student in each class by offering them a teaching assistant position for the next session. This wasn’t just about academic achievement – it was Alonso’s way of investing in the next generation of business leaders.

When he became director of the MS in Marketing program, Alonso brought this same care and dedication to his administrative role, ensuring that every student in the program received the attention and guidance they needed to succeed.

His impact extended to our ECLA (Enterprise Competitiveness in Latin America) program, where he taught and mentored entrepreneurs with the same dedication. Several ECLA alumni were so impressed by Alonso’s wisdom and guidance that they invited him to join their company boards – a testament to the trust and respect he inspired.

Family at the Center

Despite his many professional accomplishments – from opening Booz Allen offices across Latin America to restructuring our marketing curriculum and leading our MS program – Alonso’s greatest pride was his family. He spoke constantly of his wife Adriana and their five children: Alberto, Andrea, Alejandra, Elisa, and Isabel. His love for them was evident in every conversation.

Alonso cherished the time spent at his beautiful home in Saugerties, nestled in the Catskills mountains. There, surrounded

by natural beauty, he would gather his children as often as possible. These weren’t just family visits – they were sacred times that recharged his spirit and reminded him of what mattered most.

Rooted in Heritage

Born in Colombia, Alonso never forgot his roots. He maintained deep connections to his homeland and frequently spoke of his mother, who lived in a beautiful mountainous Colombian town. His heritage informed his teaching, his research, and his worldview, bringing authenticity and depth to his work in emerging markets that could only come from lived experience.

A Lasting Legacy

In his final months, even while enduring tremendous pain, Alonso remained characteristically positive and hopeful. His strength in the face of adversity was a lesson we will not soon forget.

Alonso leaves behind more than just academic contributions, though those were substantial. He restructured our marketing elective curriculum, established the SMART program, built strong industry connections, and developed a consulting curriculum that continues to benefit students today. More importantly, he leaves behind a legacy of kindness, mentorship, and genuine human connection.

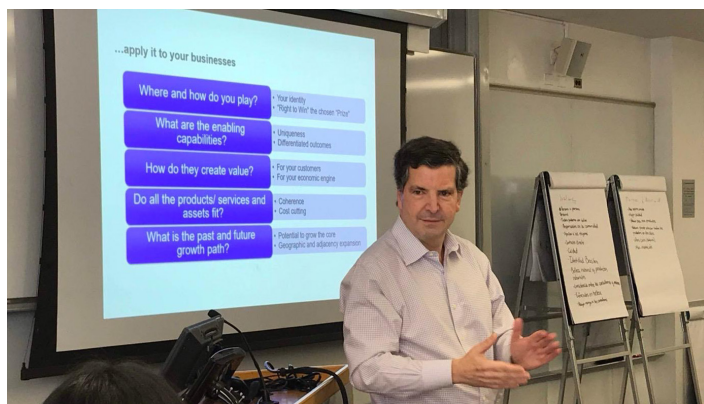
Remembering Alonso

As we remember our friend and colleague, we are grateful for the privilege of knowing him. He showed us what it means to be a dedicated teacher, a loyal friend, and a devoted family man.

Alonso is survived by his wife, his five children, and his siblings, who surrounded him with love in his final days. He is also survived by the many students, colleagues, and friends whose lives he touched.

Though we will miss him greatly, his influence on our Marketing Division and on all who knew him will continue for years to come.

Thank you, Alonso, for everything you gave us.



Alonso in action, teaching in Uris Hall, in the ECLA program in 2018



In Mexico with Iluméxico, Alonso braved long journeys to see firsthand how solar energy was reaching remote communities – reflecting his deep commitment to meaningful impact



[Columbia Business School Marketing Division](#)

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