

Asim Ansari

William T. Dillard Professor of Marketing
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Education

Ph.D., Marketing, New York University, New York, 1994
P.G.D.M., Indian Institute of Management, Bangalore, India, 1988
B.E., Mechanical, Osmania University, Hyderabad, India, 1986

Employment

William T. Dillard Professor of Marketing, 2009-present
Professor of Marketing, Columbia University, 2003-2009
Associate Professor with tenure, Columbia University, 2001-2003
Associate Professor of Marketing, Columbia University, 1998-2001
Assistant Professor of Marketing, Columbia University, 1996-1998
Assistant Professor of Marketing, The University of British Columbia, 1993-1996
Instructor of Marketing, New York University, 1992-1993
Marketing Executive, National Institute of Information Technology, India, 1988-1989

Research Interests

Digital Marketing, Personalization, Social Networks, Machine Learning & Marketing, Bayesian Models

Teaching Interests

Pricing Strategy, Marketing MBA/EMBA Core, Empirical Models, Bayesian modeling, Marketing Analytics.

Grants

Google-WPP Research Competition Grant for \$55,000, with Sunil Gupta at Harvard.
CAN \$232,469 Research Grant from the Canadian Medical Research Council, 1999
CAN \$60,000 Research Grant from the SSHRC Canada, 1996

Academic Awards

Research Awards

- Winner, Frank M. Bass Dissertation Paper Award, 2023
- Finalist, John Little Best Paper Award, 2023
- Finalist, Paul E. Green Award, 2021
- Finalist, Frank M. Bass Dissertation Paper Award, 2019
- Finalist, Frank M. Bass Dissertation Paper Award, 2015,
- Finalist, Frank M. Bass Dissertation Paper Award, 2014
- Finalist, John Little Best Paper Award, 2014
- Finalist, William F. O'Dell Award, 2012
- Finalist, INFORMS Society for Marketing Science Long Term Impact Award, 2009
- Finalist, Paul E. Green Award, 2008
- Finalist, William F. O'Dell Award, 2007
- Finalist, William F. O'Dell Award, 2005
- Winner, Paul E. Green Award, 2004
- Finalist, Paul E. Green Award, 2002
- Winner, Herman Kroose Award for Outstanding Dissertation, New York University, 1993

Teaching Award

- Dean's Award for Teaching Excellence in the Core, 2009

Other Honors

- Faculty, INFORMS Doctoral Consortium, 2004, 2007, 2008, and 2014
- AMA Doctoral Consortium Fellow, 1992
- Nichols Fellowship, New York University, 1992-1993
- Merit Scholarship, Indian Institute of Management, 1986-1988
- Special Merit Scholarship, Government of India, 1982-1986
- National Merit Scholarship, Government of India, 1980-1982

Editorial Activities

Associate Editor

- Management Science, 2009-2014
- Quantitative Marketing and Economics, 2003-2014

Editorial Board

Journal of Marketing Research, 2011-Present

Marketing Science, 2008-2021

Journal of Marketing, 2005-2008

Adhoc Reviewer

Journal of Marketing Research, Management Science, Marketing Science, Journal of Marketing, Marketing Letters, International Journal of Research in Marketing, Journal of Consumer Psychology, Journal of the American Statistical Association, Psychometrika, British Journal of Statistical and Mathematical Psychology, Journal of Business and Economic Statistics, The Journal of Regional Science, The International Journal of Industrial Organization, Decision Support Systems, Managerial and Decision Economics, and Economic Journal.

Publications

1. Boughanmi, K., Ansari, A., & Li, Y. (2025). Modeling Categorized Consumer Collections with Interlocked Hypergraph Neural Networks. *Journal of Marketing Research*, 62(6), 1101-1124.
2. Onzo Kohei and Asim Ansari (2025), "Bayesian Nonparametric Sequential Search," *Journal of Marketing Research*, 62(2), 362-385, <https://doi.org/10.1177/00222437241274660>
3. Ryan Dew, Nicolas Padilla, Lan E. Luo, Shin Oblander, Asim Ansari, et. al. (2024) Probabilistic Machine Learning: New Frontiers for Modeling Consumers and their Choices, *International Journal of Research in Marketing*.
4. Zemborain Martin, Gita Johar, Anne Roggeveen & Asim Ansari (2024), "Choice Bolstering Changes Attribute Importance and Affects Future Choices," *Journal of Behavioral Decision Making*, <https://doi.org/10.1177/00222437241274660>
5. Ryan Dew, Asim Ansari, Olivier Toubia (2022), "Letting Logos Speak: Leveraging Multiview Representation Learning for Data-Driven Branding and Logo Design," *Marketing Science*, 41(2):401-425.
Winner, Frank M. Bass Dissertation Paper Award, 2023
Finalist, John D. C. Little Award, 2023
6. Boughanmi, K., and Ansari, A. (2021). "Dynamics of Musical Success: A Machine Learning Approach for Multimedia Data Fusion." *Journal of Marketing Research*, 58(6), 1034-1057. <https://doi.org/10.1177/00222437211016495>
7. Ryan Dew, Asim Ansari and Yang Li (2020) "Modeling Dynamic Heterogeneity Using Gaussian Processes," *Journal of Marketing Research*, vol. 57, 1: 55-77
Finalist, Paul E. Green Award, 2021
8. Liu, Jia and Asim, Ansari (2020), "Understanding Consumer Dynamic Decision Making under Competing Loyalty Programs," forthcoming, *Journal of Marketing Research*. vol. 57, 3: pp. 422-444.
9. Ansari, Asim, Lucas Bremer, F. Stahl and M. Heitmann (2018), "Building a Social Network for Success," *Journal of Marketing Research*, vol 55, 3: 321-328.
10. Ansari, Asim, Yang Li and Jonathan Zhang (2018), "Probabilistic Topic Model for Hybrid Recommendation Systems: A Stochastic Variational Bayesian Approach," *Marketing Science*, 37 (6) 987-1008.
11. Ryan Dew and Asim Ansari (2018), "Bayesian Nonparametric Customer Base Analysis with Model-based Visualizations," *Marketing Science*, 37 (2), 216-235.
Finalist, Frank M. Bass Dissertation Paper Award, 2019

12. Yang Li and Asim Ansari, (2014), "A Bayesian Semi-parametric Approach for Endogeneity and Heterogeneity in Choice Models," *Management Science*, 60(5): 1161-1179.
13. Zhang, Jonathan, O. Netzer and Asim Ansari (2014), "Dynamic Targeted Pricing in B2B Settings," *Marketing Science*, 33(3): 317-337.
Finalist, John D. C. Little Award, 2014
Finalist, Frank M. Bass Dissertation Paper Award, 2014, 2015
14. Ansari, Asim, Ricardo Montoya and Oded Netzer (2012) "Dynamic Learning in Behavioral Games: A Hidden Markov Mixture of Experts Approach." *Quantitative Marketing and Economics*, Vol 10, No. 4: 475-503.
15. Ansari A., O. Koenigsberg and F. Stahl (2011) "Modeling Multiple Relationships in Social Networks," *Journal of Marketing Research*, Vol. 48, No. 4, pp. 713-728.
16. Ansari A., C. Mela and S. Neslin (2008) "Customer Channel Migration," *Journal of Marketing Research*. February. 45, (1), 60-76.
Finalist, Paul E. Green Award, 2008
17. Iyengar, R., A. Ansari and S. Gupta (2007) "A Model of Consumer Learning for Service Quality and Usage," *Journal of Marketing Research*. 44 (4) 529-544.
Finalist, William O'Dell Award, 2012
18. Duvvuri, S, A. Ansari and S. Gupta (2007) "Consumer's Price Sensitivities Across Complementary Categories," *Management Science*, Vol. 53 (12), 1933-1945.
19. Ansari, A. and R. Iyengar (2006) "Semi-parametric Thurstonian Models for Recurrent Choices: A Bayesian Analysis," *Psychometrika*, 71(4) 631-657.
20. Lachaab M., A. Ansari, K. Jedidi and A. Trabelsi (2006) "Modeling Preference Evolution in Discrete Choice Models: A Bayesian State-Space Approach," *Quantitative Marketing and Economics*. (4), 57-81.
21. Ansari, A. and C. Mela (2003) "E-Customization," *Journal of Marketing Research*, (May), 131-146.
Winner, Paul E. Green Award, 2004
Finalist, William O'Dell Award, 2007
22. Iyengar, R., A. Ansari and S. Gupta (2003) "Leveraging Information Across Categories," *Quantitative Marketing and Economics*, Vol. 4, 425-465.
23. Andrews, R, A. Ansari, and I. Currim (2002) "Hierarchical Bayes versus finite mixture conjoint analysis models: A comparison of fit, prediction, and part-worth recovery," *Journal of Marketing Research*. (February), 87-98.
Finalist, Paul E. Green Award, 2002
24. Bucklin, R. E., J. Lattin, A. Ansari, D. Bell, E. Coupey, S. Gupta, J. D.C. Little, C. Mela, A. Montgomery, and J. Steckel (2002), "Choice and the Internet: From Clickstream to Research Stream," *Marketing Letters*, (August), 245-258.
25. Ansari, A., K. Jedidi, and L. Dube (2002) "Heterogeneous Factor Analysis Models: A Bayesian Approach," *Psychometrika*, 67, 1, 49-78.
26. Jedidi, Kamel and A. Ansari (2001), "Bayesian Structural Equation Models for Multilevel Data," in *New Developments and Techniques in Structural Equation Modeling*, Ed. George Marcoulides and Randall E. Schumacker, Laurence Earlbaum Associates, New Jersey.

27. Ansari, A., S. Essegai and R. Kohli, (2000), "Internet Recommendation Systems," *Journal of Marketing Research*, (August) 363-375.
Finalist, O'Dell Award, 2005
28. Ansari, A., K. Jedidi and S. Jagpal (2000) "A Hierarchical Bayesian Approach for Modeling Heterogeneity in Structural Equation Models," *Marketing Science*, 328-347.
29. Ansari, A. and K. Jedidi, (2000), "Bayesian Factor Analysis for Multilevel Binary Observations," *Psychometrika*, 65, 475-496.
30. Manchanda, P., A. Ansari and S. Gupta, (1999), "The Shopping Basket: A Model for Multi-Category Purchase Incidence Decisions," *Marketing Science*, 18, 95-114.
Finalist, Long-Term Impact Award, INFORMS Society for Marketing Science, 2009
31. Ansari, A., N. Economides, and J. Steckel (1998) "The Max-Min-Min Principle of Product Differentiation," *Journal of Regional Science*, 38, 199-222.
32. DeSarbo, W., A. Ansari, P. Chintagunta, C. Himmelberg, K. Jedidi, R. Johnson, W. Kamakura, P. Lenk, K. Srinivasan, and M. Wedel (1997) "Representing Heterogeneity in Consumer Response Models," *Marketing letters*, 335-348.
33. Ansari, A., S. Siddarth, and C. Weinberg (1996) "Pricing a Bundle of Products or Services: The case of Nonprofits," *Journal of Marketing Research*, 86-93.
34. Ansari, A., K. Bawa, and A. Ghosh (1995) "A Nested Logit Model for Brand Choice Incorporating Variety Seeking and Marketing Mix Variables," *Marketing Letters*, 199-210.
35. Jacoby J., J. Jaccard, I. Currim, A. Kuss, A. Ansari, and T. Troutman (1994) "Tracing the Impact of Information on Higher Order Mental Processes: The Shape of Uncertainty Reduction," *Journal of Consumer Research*, 291-303.
36. Ansari, A., N. Economides and A. Ghosh (1994) "Competitive Positioning in Markets with Non-Uniform Preferences," *Marketing Science*, 248-273.

Papers under Review

Onzo, Kohei, Asim Ansari and Raghuram Iyengar (2025), "Sequential Search with Endogenous Consideration" under review at *Journal of Marketing Research*

Lin Hengxu, Kohei Onzo and Asim Ansari, (2025) "Bayesian Machine Learning Approach for Modeling Dynamic Consumer Preferences," under review at *Journal of Marketing Research*

Working Papers

Tkachenko, Yegor, Kamel Jedidi and Asim Ansari (2023), "Reining in Long Consumer Questionnaires with Deep Reinforcement Learning."

Tkachenko Yegor, Asim Ansari and Olivier Toubia (2020) , "A Deep Learning Approach for Visual Design of Products."

Research in Progress

Patrick Zhang and Asim Ansari, "Modeling Rentals and Purchases in Subscription Settings using Hypergraphs and Path Signatures."

Liu Jia, Asim Ansari and Leonard Lee, "The Joint Impact of Revenue-Based Loyalty Program and Promotions on Consumer Purchase Behaviors."

"A Deep Learning Model of Television Drama Viewership using Dynamic Hypergraph Neural Networks."

Wei Xinyu and Asim Ansari, "Modeling the Death of Relationships in Social Networks."

Presentations

Ansari, A., N. Economides, and A. Ghosh, (1992) "The Defender Model with Non-Uniform Preferences," paper presented at the Marketing Science Conference in London.

Ansari, A., K. Bawa, and A. Ghosh, (1993) "Nested Logit Model for Variety Seeking," paper presented at the Marketing Science Conference in St. Louis.

Ansari, A., and D. Sabavala, (1994) "Competitive Positioning Strategy in the Presence of Asymmetric Product Costs," paper presented at the Marketing Science Conference in Tucson.

Ansari, A., H.V. Johar, and G.V. Johar, (1995) "Cognitive Process Underlying Advertising Design," paper presented at the Marketing Science Conference in Sydney, Australia.

Ansari, A., A. Gupta, and A. Ghosh, (1996) "A Finite Mixture Model for Variety Seeking and Brand Choice," paper presented at the Marketing Science Conference in Gainesville, Florida.

Manchanda, Ansari and Gupta (1997) "The Shopping Basket: A Model for Multi-category Purchase Incidence Decisions," paper presented at the Marketing Science Conference, Berkeley California.

Asim Ansari and Joel Steckel (1997) "Posterior Predictive Model Fitting for Model Adequacy," paper presented at the Marketing Science Conference, Berkeley, California.

Ansari, A., Gupta, S., and Manchanda, P, (1998) "A Cross-Category Model of Brand Choice and purchase Incidence Decisions", paper presented at the INFORMS Marketing Science Conference, Paris.

Ansari A, K. Jedidi and S. Jagpal (1999) "A Hierarchical Bayesian Approach for Modeling Heterogeneity in Structural Equation Models," presented at Marketing Science Conference, Syracuse NY.

Ansari, A., S. Essegaier and R. Kohli, (1999), "Internet Recommendations Systems," presented at the Marketing Science Conference, Syracuse NY.

Ansari A, K. Jedidi and S. Jagpal (1999) "A Hierarchical Bayesian Approach for Modeling Heterogeneity in Structural Equation Models," presented at the Bayesian Conference, Ohio State University.

Ansari, A. and C. Mela (2000) "Targeted Communications in Electronic Media," presented at the INFORMS Marketing Science Conference, UCLA, Los Angeles.

Manchanda, P., A., Ansari and S., Gupta (2000) "Multi-category Brand Effects," presented at the INFORMS Marketing Science Conference, UCLA, Los Angeles.

Ansari A. and Y. Liu, (2000) "A Hierarchical Bayesian Approach for Targeted Direct Marketing," presented at the INFORMS Marketing Science Conference, UCLA, Los Angeles.

- Ansari A. and C. Mela, (2000) "E-Customization," presented at the Second Bayesian Applications and Methods in Marketing Conference, Ohio-State-University.
- Andrews, R, A, Ansari, and I. Currim (2001) "Approaches for Modeling Heterogeneity in Conjoint Analysis: A Monte Carlo Comparison," presented at the Marketing Science Conference, Mainz Germany.
- Deepak, S, A. Ansari and S. Gupta (2002) "Investigating Consumer Price Sensitivities across Categories," presented at the Marketing Science Conference, Alberta Canada.
- Iyengar, R, A. Ansari and S. Gupta (2002) "Model for Cross-Selling" presented at the Marketing Science Conference, Alberta, Canada.
- Iyengar, R, A. Ansari and S. Gupta (2003) "Leveraging Information across Categories", presented at the Quantitative Marketing and Economics Conference, University of Chicago.
- Ansari A. and R. Iyengar (2004) "Semiparametric Thurstonian Choice Models," presented at the Marketing Science Conference, Rotterdam, Netherlands.
- Ansari A. (2004) "Modeling for Customer Relationship Management," presented at the invitational Choice Conference, Colorado Boulder
- Ansari A. (2004) "Measurement and Modeling," presented at the INFORMS Doctoral Consortium, Rotterdam, Netherlands
- Iyengar, R., A. Ansari and S. Gupta (2006) "A Model of Consumer Learning for Service Quality and Usage," Marketing Science Conference, Pittsburgh.
- Ansari, Zemoborain and Vanhuele (2009) "Multinomial Processing Tree Models," Wharton School of Business, University of Pennsylvania.
- Ansari, A., O. Koenigsberg, and F. Stahl (2009) "Modeling Online Connectivity in Social Networks," Social Networking Conference, the Wharton School.
- Ansari, A., O. Koenigsberg, and F. Stahl (2009) "Modeling Multiple Relationships in Social Networks," University of Zurich, Switzerland.
- Lucas Bremer, A. Ansari, F. Stahl and M. Heitman (2010) "Promotion Strategies in Social Networks," Marketing Science Conference, Germany
- Jonathan Zhang, O. Netzer, and A. Ansari (2010) "Dynamic Targeted Pricing in B2B Settings," Marketing Dynamics Conference, Istanbul, Turkey
- Lucas Bremer, A. Ansari, F. Stahl and M. Heitman (2011) "Networking for Success," Marketing Science Conference, Atlanta, Georgia
- Ansari, Asim, Yang Li and Jonathan Zhang (2014), "Variational Bayesian Inference for Big Data Marketing Models", Marketing Science Conference, Emory University
- Ansari, Asim, Yang Li and Jonathan Zhang (2015), "Variational Bayesian Inference for Big Data Marketing Models," ART Forum, AMA
- Ansari, Asim, Yang Li and Jonathan Zhang (2016), "Probabilistic Topic Model for Hybrid Recommendation Systems: A Stochastic Variational Bayesian Approach," Marketing Analytics and Big Data Conference, University of Chicago.
- Ryan Dew, Yang Li and Asim Ansari (2018) "Dynamic Preference Heterogeneity," University of Washington, Seattle
- Ansari, Asim, Yang Li and Jonathan Zhang (2018), "Probabilistic Topic Model for Hybrid Recommendation Systems: A Stochastic Variational Bayesian Approach," Georgetown University.

Boughanmi, Khaled, Asim Ansari and Rajeev Kohli (2019), "Dynamics of Musical Success: A Bayesian Nonparametric Approach," University of Michigan, Ann Arbor

Boughanmi, Khaled, Asim Ansari and Rajeev Kohli (2019), "Dynamics of Musical Success: A Bayesian Nonparametric Approach," Peking University, China.

Boughanmi, Khaled, Asim Ansari, and Yang Li (2022) "Contextual Set-Based Music Recommendations Using Interlocked Hypergraph Convolutional Neural Networks," presented at the Econometrics Seminar, Glasgow Business School.

Boughanmi, Khaled, Asim Ansari, and Yang Li (2023) "Contextual Set-Based Music Recommendations Using Interlocked Hypergraph Convolutional Neural Networks," presented at the Marketing Science Conference

Boughanmi, Khaled, Asim Ansari, and Yang Li (2023) "A Generative Model of Consumer Collections," presented at the Marketing Dynamics Conference.

Onzo Kohei and Asim Ansari (2023), "A Bayesian Nonparametric Sequential Search Model," presented at the Marketing Science Conference

Outside Activities 2015-2025

Advisor to Correlation-One, 2015-Present

Doctoral Committees

Sponsor or Co-Sponsor

Kohei Onzo (PhD in Progress)

Shin Oblander (University of British Columbia)

Ryan Dew (Wharton Business School)

Khaled Boughanmi (Cornell University)

Yegor, Tkachenko (Independent Researcher)

Raghuram Iyengar, (Wharton Business School)

Jonathan Zhang, (Joined University of Washington, Seattle)

Martin Zemborain, (Joined IAE Business School, Argentina)

Sri Devi Deepak, (Joined University of Iowa)

Member

Nicholas Padilla (London Business School)

Malek Ben Sliman (Sothebys)

Alain Lemaire (UT Austin)

Jia Liu-(HKUST and Microsoft Research)

Puneet Manchanda, (Chicago Business School & University of Michigan)

Ricardo Montoya, (University of Chile)

Yang Li (CKGSB, China)
Skander Esseghaier (Joined NYU)
Jisang Pack, (ZS Associates)
Peter DeMayer, (Singapore Management University)
Mohammed Lachaab, Tunisia
Christian Pasarica, Columbia University, (Statistics Department)
Journi, Kerman, Columbia University, (Statistics Department)

Invited Talks

Google-WPP Research Grant Competition Conference, Google, New York.
ACM Recommendation Systems Conference, New York University, New York.
New York Academy of Sciences, Inaugural New York Computer Science and Economics Day
Brain to Society Conference for Obesity Research, Montreal Canada
First Bayesian Applications and Methods in Marketing Conference, Ohio State University,
Second Bayesian Applications and Methods in Marketing Conference, Ohio State University
Choice Conference, University of California Berkeley,
Internet Conference, University of Southern California,
Choice Conference, University of Colorado, Boulder
Choice Conference, Insead.
INFORMS Doctoral Consortium, Rotterdam, Singapore, Vancouver and Emory
University of Michigan, Rutgers University, University of Maryland, University of Rochester, University of California, Davis, m Emory University, University of British Columbia, Penn State University, University of Zurich, Wharton School, Yale School of Management, Indiana University School of Business, London Business School, Choice Conference, Cornell University, New York University, University of Toronto, Tuck School of Business, Dartmouth College, Stanford University, University of Chicago, Duke University, University of Washington, Purdue University

Courses Taught

Marketing Analytics (MOOC) on EdX
Pricing Strategy (MBA and EMBA)
Marketing Programs, (Core) MBA and EMBA
Marketing Strategy, (Core) MBA
Customer Relationship Management, MBA
Product Management, MBA
Marketing Models, MS and PhD
Bayesian Modeling in Marketing, PhD

Professional Memberships

The New York Academy of Sciences, INFORMS, and the American Marketing Association

Recent Committees and Service

School Wide Committees

Senior Recruiting Committee, 2017-2019

Member, Culture Committee, 2016-2018

Promotions and Tenure Committee 2013-2016

Chair of the Research Computing Committee, 2010-2014

Department Committees

Member, PhD Committee, 2012, and 2016-Present

Cochair, PhD Committee, 2015.

Director of the Master of Science in Marketing Program, 2016-2019

Member, Masters of Science in Marketing Committee 2010-2016

Core-Course Coordinator, Marketing, 2010-2013

Chair of Recruiting Committee for the Marketing Division, 2011

Member, Core Curriculum Structuring and Revision Committee, 2011

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