

KINSHUK JERATH

943 Kravis Hall
Columbia Business School
665 W 130th St, New York, NY 10027

Email: kj2323@columbia.edu
Web: www.columbia.edu/~kj2323

Employment

Columbia Business School, Columbia University

Arthur F. Burns Professor of Free and Competitive Enterprise, July 2022–present

Professor of Marketing, July 2020–present

Chair of the Marketing Division, July 2022–June 2025

Associate Professor of Marketing, July 2013–June 2020 (with tenure effective July 2016)

Class of 1967 Associate Professor of Business, January 2015–June 2016

Advisor, Media and Technology Program, September 2016–present

Visiting Professor (on sabbatical), Harvard Business School, Marketing Unit, January 2026–June 2026

Tepper School of Business, Carnegie Mellon University

Assistant Professor of Marketing, July 2008–May 2013

Faculty Giving Chair, July 2010–June 2011

Education

Wharton School, University of Pennsylvania

Ph.D., Operations and Information Management, 2008

Indian Institute of Technology Bombay

Bachelor of Technology, Computer Science and Engineering, 2003

Expertise

Digital Advertising

Online and Offline Platforms/Marketplace Retailing

Customer Analytics

Sales Management and Salesforce Compensation

Interface of Marketing with Operations Management

Other Positions

Advisor to Smartkarma Intelligent Investing (2014–present), onVoya/myRiva (2016–present), modFx Labs (2016–present), BOROBABI/ManyMoons (2020–present), Sutradhar (2021–2025), Transfr (2022–present), Analytical Wizards (2015–2022), Carter (2024–present).

Published Papers

1. Choi, Jason, Kinshuk Jerath, and Amin Sayedi (2026), "Endemic and Non-Endemic Retail Media Under Strategic Brand Response," *Management Science*, forthcoming.
2. Peng, Tianyi, Melanie Brucks, George Gui, Daniel J. Merlau, Grace Jiarui Fan, Malek Ben Sliman, Eric J. Johnson, Abdullah Althenayyan, Silvia Bellezza, Dante Donati, Hortense Fong, Elizabeth Friedman, Ariana Guevara, Mohamed Hussein, Kinshuk Jerath, Bruce Kogut, Akshit Kumar, Kristen Lane, Hannah Li, Vicki Morwitz, Oded Netzer, Patryk Perkowski, and Olivier Toubia (2026), "Digital Twins as Funhouse Mirrors: Five Key Distortions," *Science Advances*, forthcoming.
3. Oblander, Shin and Kinshuk Jerath (2025), "The Non-Linear Impact of Delivery Time on Online Purchasing," *Manufacturing & Service Operations Management*, forthcoming.
 - Finalist for 2025 M&SOM Practice-Based Research Competition
4. Ren, Qitian and Kinshuk Jerath (2025), "Consumer Search and Product Returns," *Marketing Science*, 44 (3), 691–710.
5. Abhishek, Vibhanshu, Kinshuk Jerath, and Siddharth Sharma (2025), "The Impact of "Retail Media" on Online Marketplaces: Insights from a Field Experiment," *Information Systems Research*, 36 (1), 456–473.
6. Choi, W. Jason, Kinshuk Jerath, and Miklos Sarvary (2023), "Consumer Privacy Choices and (Un)Targeted Advertising Along the Purchase Journey," *Journal of Marketing Research*, 60 (5), 889–907.
7. Bostanci, Gorkem, Kinshuk Jerath, and Pinar Yildirim (2022), "Negative Advertising and Competitive Positioning," *Management Science*, 69 (4), 2361–2382.
8. Goic, Marcel, Kinshuk Jerath, and Kirthi Kalyanam (2022), "Multichannel Path-to-Purchase: Channels as 'Engagers; and 'Closers'," *International Journal of Research in Marketing*, 39 (3), 656–677.
9. Choi, W. Jason and Kinshuk Jerath (2022), "Privacy Regulations and Consumer Empowerment in Online Advertising," *Foundations and Trends in Marketing*, 15 (3), 153–212.
10. Fei Long, Kinshuk Jerath, and Miklos Sarvary (2022), "Designing an Online Retail Marketplace: Leveraging Information from Sponsored Advertising," *Marketing Science*, 41 (1), 115–138.
 - Finalist for John D. C. Little Award given annually to the best marketing paper published in *Marketing Science*, *Management Science* or another INFORMS journal
11. Jerath, Kinshuk and Qitian Ren (2021), "Consumer Rational (In)Attention to Favorable and Unfavorable Product Information, and Firm Information Design," *Journal of Marketing Research*, 58 (2), 343–362.

12. Gordon, Brett, Kinshuk Jerath, Zsolt Katona, Sridhar Narayanan, Jiwoong Shin, and Ken Wilbur (2021), "Inefficiencies in Digital Advertising Markets," *Journal of Marketing*, 85 (1), 7–25.
13. Jerath, Kinshuk and Fei Long (2020), "Multi-Period Contracting and Salesperson Effort Profiles: The Optimality of 'Hockey Stick,' 'Giving Up' and 'Resting on Laurels'," *Journal of Marketing Research*, 57 (2), 211–235.
14. Dai, Tinglong and Kinshuk Jerath (2019), "Salesforce Contracting Under Uncertain Demand and Supply: Double Moral Hazard and Optimality of Smooth Contracts," *Marketing Science*, 38 (5), 852–870.
15. Sayedi, Amin, Kinshuk Jerath, and Marjan Baghaie (2018), "Exclusive Placement in Online Advertising," *Marketing Science*, 37 (6), 970–986.
16. Jerath, Kinshuk, Sang Kim, and Robert Swinney (2017), "Product Quality in a Distribution Channel with Inventory Risk," *Marketing Science*, 36 (5), 747–761.
17. Jerath, Kinshuk, S. Sajeesh, and Z. John Zhang (2016), "A Model of Unorganized and Organized Retailing in Emerging Economies," *Marketing Science*, 35 (5), 756–778.
18. Abhishek, Vibhanshu, Kinshuk Jerath and Z. John Zhang (2016), "Agency Selling or Reselling: Channel Structures in Electronic Retailing," *Management Science*, 62 (8), 2259–2280.
19. Dai, Tinglong and Kinshuk Jerath (2016), "Impact of Inventory on Quota-Bonus Contracts With Rent Sharing," *Operations Research*, 64 (1), 94–98.
20. Amaldoss, Wilfred, Kinshuk Jerath, and Amin Sayedi (2016), "Keyword Management Costs and "Broad Match" in Sponsored Search Advertising," *Marketing Science*, 35 (2), 259–274.
21. Jerath, Kinshuk, Peter S. Fader, and Bruce G.S. Hardie (2016), "Customer-Base Analysis Using Repeated Cross-Sectional Summary (RCSS) Data," *European Journal of Operational Research*, 249 (1), 340–350.
22. Jerath, Kinshuk, Anuj Kumar, and Serguei Netessine (2015), "An Information Stock Model of Customer Behavior in Multichannel Customer Support Services," *Manufacturing & Service Operations Management*, 17 (3), 368–383.
23. Jerath, Kinshuk, Liye Ma, and Young-Hoon Park (2014), "Consumer Click Behavior at a Search Engine: The Role of Keyword Popularity," *Journal of Marketing Research*, 51 (4), 480–486.
24. Sayedi, Amin, Kinshuk Jerath, and Kannan Srinivasan (2014), "Competitive Poaching in Sponsored Search Advertising and Its Strategic Impact on Traditional Advertising," *Marketing Science*, 33 (4), 586–608.
25. Neslin, Scott, Kinshuk Jerath, Anand Bodapati, Eric T. Bradlow, John Deighton, Sonja Gensler, Leonard Lee, Elisa Montaguti, Rahul Telang, Raj Venkatesan, Peter C. Verhoef, and Z. John Zhang

- (2014), "The Interrelationships between Brand and Channel Choice," *Marketing Letters*, 25 (3), 319–330.
26. Dai, Tinglong and Kinshuk Jerath (2013), "Salesforce Compensation With Inventory Considerations," *Management Science*, 59 (11), 2490–2501.
 - Dai, Tinglong and Kinshuk Jerath (2024), "Comment on "Salesforce Compensation With Inventory Considerations": A Rejoinder," *Management Science*, 70 (12), 9118–9119.
 27. Lu, Yingda, Kinshuk Jerath, and Param Vir Singh (2013), "The Emergence of Opinion Leaders in a Networked Online Community: A Dyadic Model with Time Dynamics and a Heuristic for Fast Estimation," *Management Science*, 59 (8), 1783–1799.
 28. Jiang, Baojun, Kinshuk Jerath, and Kannan Srinivasan (2011), "Firm Strategies in the 'Mid Tail' of Platform-Based Retailing," *Marketing Science*, 30 (5), 757–775. [Lead article]
 29. Jerath, Kinshuk, Peter S. Fader, and Bruce G.S. Hardie (2011), "New Perspectives on Customer 'Death' Using a Generalization of the Pareto/NBD Model," *Marketing Science*, 30 (5), 866–880.
 30. Jerath, Kinshuk, Liye Ma, Young-Hoon Park, and Kannan Srinivasan (2011), "A 'Position Paradox' in Sponsored Search Auctions," *Marketing Science*, 30 (4), 612–627.
 31. Goic, Marcel, Kinshuk Jerath, and Kannan Srinivasan (2011), "Cross-Market Discounts," *Marketing Science*, 30 (1), 134–148.
 32. Jerath, Kinshuk and Z. John Zhang (2010), "Store Within a Store," *Journal of Marketing Research*, 47 (4), 748–763.
 33. Jerath, Kinshuk, Serguei Netessine, and Senthil K. Veeraraghavan (2010), "Revenue Management with Strategic Customers: Last-Minute Selling and Opaque Selling," *Management Science*, 56 (3), 430–448. [Finalist for *Management Science Best Paper Award in Operations Management*, 2013]
 34. Fader, Peter S., Bruce G.S. Hardie, and Kinshuk Jerath (2007), "Estimating CLV Using Aggregated Data: The *Tuscan Lifestyles* Case Revisited," *Journal of Interactive Marketing*, 21 (3), 55–71.
 35. Jerath, Kinshuk and Balaji Padmanabhan (2005), "Query-Driven Conceptual Browsing: A Semi-Automated Approach for Building and Exploring Concepts on the Web," *Proceedings of WITS 2005*, 117–122.

Papers Under Review/Revision

36. de Cornière, Alexandre, Kinshuk Jerath, and Greg Taylor (2026), "Seller-Side Tying of Platform Services," under review at *AEJ:Microeconomics*.
37. Hussein, Mohamed, Joey Reiff, Kinshuk Jerath, James Slazek, and Michael Baumer (2026), "How Do Marketers Decide Which Ad to Launch? The Role of Expert Theories about Engagement and Persuasion," major revision at *Journal of Consumer Research*.

38. Jerath, Kinshuk, Klaus Miller, and Daniel Sokol (2025), "Towards Developing an Understanding of Consumers' Perceived Privacy Violations in Online Advertising," major revision at *Production and Operations Management*.
39. Bao, Weining, Kinshuk Jerath, and Shubhanshu Singh (2025), "The Pricing and Financing of Education—Student Loans and Income Share Agreements," major revision at *Marketing Science*.

Working Papers/Work in Progress

40. Uppal, Abhinav, Kinshuk Jerath, and Jagmohan S. Raju (2026), "A Theory of Selling Formats in Retailing: Direct vs Mediated Access," Working paper, Columbia University.
41. Jerath, Kinshuk, Fei Long, and T. Tony Ke (2026), "Cooperative Off-Site Advertising with Retail First-Party Data," Working paper, Columbia University.
42. Jerath, Kinshuk and Ning, Eddie (2026), "Inclusive Product Design as a Signal of Capability," Working paper.
43. Jerath, Kinshuk and Fei Long (2026), "Does Generative AI Help or Hurt Publishers? It is Determined by the Contract," Working paper, Columbia University.
44. Chen, Yi-Wen and Kinshuk Jerath (2025), "Dual Monetization on Creator Platforms: The Interplay Between Advertising Revenue and Brand Sponsorship," Working paper, Columbia University.
45. Ren, Qitian, Xinyu Wei, and Kinshuk Jerath (2025), "How to Sell Through Creators: Pricing, Contracting and Content," Working paper, Columbia University.
46. Yang, Jasmine, Qifan Han, and Kinshuk Jerath (2023), "Collaboration Among Content Creators," Working paper, Columbia University.
47. Hoff, Maren and Kinshuk Jerath (2023), "Understanding Fashion Comebacks," Working paper, Columbia University.
48. Ning, Eddie and Kinshuk Jerath (2022), "A Simple Calculus of an AI System," Working paper, Columbia University.
49. Long, Fei and Kinshuk Jerath (2022), "Motivating Bold Actions: Rewarding Success Versus Failure," Working paper, Columbia University.
50. Choi, W. Jason, Kinshuk Jerath, and Miklos Sarvary (2020), "Advertising and Price Competition Under Consumer Data Privacy Choices," Working paper, Columbia University.
51. Oblander, Elliot Shin, Fei Long, and Kinshuk Jerath (2020), "Dynamics in Textual Content and Ratings in Online Product Reviews," Working paper, Columbia University.

52. Uppal, Abhinav, Kinshuk Jerath, and Jagmohan S. Raju (2020), "Upstream Effects of Selling Formats in Retailing with Applications to Emerging Markets," Working paper, Columbia University.
53. Choi, W. Jason, Kinshuk Jerath, and Miklos Sarvary (2018), "Persuasive Advertising in Vertically Differentiated Markets," Working paper, Columbia University.
54. Jerath, Kinshuk and Fei Long (2016), "Brand Loyalty as a Relational Contract," Working paper, Columbia University.
55. Choi, W. Jason, Kinshuk Jerath, and Miklos Sarvary (2016), "Price Commitment Under Uncertainty," Working paper, Columbia University.
56. Geylani, Tansev, Kinshuk Jerath, and Z. John Zhang (2010), "Store Loyalty and Competitive Store-Brand Strategy," Working paper, Columbia University.
57. Jerath, Kinshuk, Serguei Netessine, and Z. John Zhang (2010), "Can We All Get Along? Incentive Contracts to Bridge the Marketing and Operations Divide," Working paper, Columbia University.

Book Chapters

58. Jerath, Kinshuk, Serguei Netessine, and Senthil K. Veeraraghavan (2009), "Opaque Selling Strategies," in *Consumer-Driven Demand and Operations Management Models*, Springer. S. Netessine and C. Tang (Eds.).
59. Jerath, Kinshuk and Z. John Zhang (2019), "Platform Retailing: From Offline "Stores Within a Store" to Online "Marketplaces"," *Handbook of Research on Distribution Channels*, Edward Elgar Publishing.

Technical Notes

60. Fader, Peter S., Bruce G.S. Hardie, and Kinshuk Jerath (2007), "Deriving an Expression for $P(X(t, t+T) = x)$ Under the Pareto/NBD Model," <http://brucehardie.com/notes/013/>.
61. Fader, Peter S., Bruce G.S. Hardie, and Kinshuk Jerath (2007), "Deriving the Likelihood Expression for Holdout Data Under the Pareto/NBD Model."

White Papers

62. Jerath, Kinshuk (2022), "Mobile Advertising and the Impact of Apple's App Tracking Transparency Policy." (Available at https://www.apple.com/privacy/docs/Mobile_Advertising_and_the_Impact_of_Apples_App_Tracking_Transparency_Policy_April_2022.pdf)

63. Jerath, Kinshuk and Lorenzo Michelozzi (2024), "Privacy-Enhancing Technologies in Adtech and Consumers' Perceived Privacy Violations," *Regulating Adtech*, Competition Policy International TechREG Chronicle, July 2024.

Teaching Cases

64. Jerath, Kinshuk and Miklos Sarvary (2017), "A Primer on Programmatic Advertising," Teaching Case ID 170507, Columbia CaseWorks.
65. Jerath, Kinshuk (2017), "Measuring ROI on Sponsored Search Ads," Teaching Case ID 170508, Columbia CaseWorks.

Reviewing and Professional Activity

Editorial Service:

- *Journal of Marketing Research*, Associate Editor, August 2018–present; Editorial Board Member, July 2016–present
- *Management Science*, Associate Editor (Marketing Department), March 2021–present
- *Marketing Science*, Associate Editor, January 2024–present; Editorial Board Member, April 2014–present; Guest Associate Editor for special issue on Digital Platforms, November 2023–present
- *Quantitative Marketing and Economics*, Associate Editor, February 2021–present; Editorial Board Member, January 2018–present
- *Journal of Retailing*, Associate Editor, July 2022–present
- *International Journal of Research Marketing*, Editorial Board Member, June 2021–May 2022
- *Production and Operations Management*
 - Senior Editor, Operations-Marketing Interface Department, August 2015–June 2021
 - Senior Editor, Operations-Economics Interface Department, December 2017–present
 - Editorial Board Member, POM-Information Systems Interface Department, April 2015–present
- *Customer Needs and Solutions*, Editorial Board Member, July 2013–present

Ad-hoc Reviewer:

- *Management Science* (Operations Management and Information Systems departments)
- *Journal of Marketing*
- *Journal of Retailing*
- *Journal of Economics and Management Strategy*
- *Journal of Interactive Marketing*
- *Marketing Letters*
- *Information Systems Research*
- *MIS Quarterly*
- *Manufacturing and Service Operations Management*
- *Operations Research*
- *Journal of Industrial Economics*
- *AEJ Microeconomics*

At-large member, INFORMS Society for Marketing Science (ISMS) Advisory Board (January 2026–present)

Co-Chair, 2025 Conference on Artificial Intelligence, Machine Learning, and Business Analytics (2025)

Co-Chair, 2025 INFORMS Early Career Camp (2025)

INFORMS Publications Committee (2023–present)

ISMS Doctoral Dissertation Proposal Competition Committee (2021)

ISMS Early-Stage Research Grants Committee (2021)

Advertising Research Foundation (ARF) Cross-Platform Measurement Council's Attribution Working Group (2021–present)

INFORMS George Nicholson Student Paper Prize Committee (2019–2020)

INFORMS Committee on Organization Support Resources for Analytics (May 2018–April 2020)

Co-Chair, 11th Workshop on The Economics of Advertising and Marketing (2018)

Co-Chair, Chicago-Columbia-Stanford Marketing Analytics and Big Data Conference (2017)

Chair, Workshop on Frontiers of Applied Statistics in Marketing organized by American Statistical Association Section on Statistics in Marketing (2017)

Chair, American Statistical Association Section on Statistics in Marketing (2016)

Program Committee Member for 2025 University of Texas at Dallas Frontiers of Research in Marketing Science Conference (February 2025)

Program Committee Member for 2024 Quantitative Marketing & Economics Conference (October 2024)

Program Committee Member for 2018 University of Texas at Dallas Frontiers of Research in Marketing Science Conference (March 2018)

Program Committee Member for 2016 University of Texas at Dallas Frontiers of Research in Marketing Science Conference (February 2016)

Co-chair of four-day workshop titled “Consumer Choice in a Multichannel Environment: An Agenda for Research” at the 9th Triennial Invitational Choice Symposium (June 2013)

Program Committee Member for the 13th ACM Conference on Electronic Commerce 2012 (June 2012)

Reviewer for the MSI Clayton Dissertation Proposal Competition in 2011; Chilean Agency CONCIYT in 2012; EMAC/McKinsey Marketing Dissertation Award in 2013; Research Grants Council of Hong Kong in 2013, 2014, 2015

Grants and Honors

- Finalist for 2025 M&SOM Practice-Based Research Competition
- Finalist for 2022 John D.C. Little Award
- Gust.com Research Award (2019)
- Amazon Research Award (2019)
- Nominated to the inaugural class of MSI Scholars (2018)
- Invited faculty speaker at ISMS Doctoral Consortium at Marketing Science Conference (2015)
- Adobe Digital Marketing Research Award with co-PI Prof. Miklos Sarvary (2014)
- Jerome A. Chazen Institute of International Business grant for “The Coexistence of Organized and Unorganized Retailing in Emerging Economies” (2013)
- Finalist for *Management Science Best Paper Award in Operations Management* (2013)
- Distinguished Service Award, *Management Science* (2017, 2016, 2015, 2014, 2013, 2010)
- Nominated as MSI Young Scholar (2013)
- Institute for Asian Consumer Insight grant for “The Coexistence of Organized and Unorganized Retailing in Emerging Economies” (2012)
- Nominated for Professor’s Institute organized by Direct Marketing Educational Foundation (2012)
- Best Student Paper Award, INFORMS Conference on Information Systems and Technology (2011)
- MSI research grant for “The Challenges of Communication and Branding in a Digital Era” (2011)
- Faculty Giving Chair, Tepper School of Business (2010–2011)
- Google and WPP Research Award with co-PI Prof. Alan Montgomery (2010)
- Marketing Science Institute and Wharton Customer Analytics Initiative Research Award (2010) for “Multichannel Customer Behavior in Customer Support Services”
- Global Initiatives Research Program, Wharton School of the University of Pennsylvania with co-investigators Prof. John Zhang, Wharton and Prof. S. Sajeesh, Baruch, CUNY (2010–2011)
- Carnegie Bosch Institute Grant with co-investigator R. Ravi (2009)
- Berkman Faculty Development Grant (2009)
- Russell Ackoff Award for Research on Human Decision Processes (2008)
- The Mack Center for Technological Innovation research grant (2007)
- Jay H. Baker Retailing Initiative research grant (2005)
- Doctoral Fellowship, Wharton School, University of Pennsylvania (2003–2007)
- National Talent Search Scholar, India (1997–2003)

Research Papers Presented

Invited or Peer-Reviewed Talks:

- Rutgers University (scheduled October 2026)
- AMA-Sheth Doctoral Consortium (June 2026)
- Tuck School of Business, Dartmouth College (May 2026)
- Boston University Questrom School of Business (April 2026)

- City University of Hong Kong (March 2026)
- Harvard Business School (March 2026)
- Plenary Address, 2025 Conference on Artificial Intelligence, Machine Learning, and Business Analytics (December 2025)
- Mapping and Governing the Online World, NYU Law (November 2025)
- Indian Institute of Management Bangalore online webinar series (November 2025)
- The Dialogue's 3rd Annual Knowledge Sharing Week on Competition Law in the Digital Age, New Delhi (August 2025)
- Zero-Decade Theory Conference (July 2025)
- Advertising Research Foundation Shopper Insights Council (July 2025)
- Summer Institute in Competitive Strategy, UC Berkeley (June 2025)
- Marketing Science Conference 2025 Invited Session (June 2025)
- Columbia Business School Marketing Brown Bag (June 2025)
- Boston University Online Research Seminar on Digital Business (March 2025)
- Northeastern University (February 2025)
- Northwestern-USC Platform Competition Conference (January 2025)
- INSEAD (January 2025)
- University of Kansas (November 2024)
- The Dialogue's 2nd Annual Knowledge Sharing Week on Competition Law in the Digital Age, New Delhi (August 2024)
- China Marketing International Conference (July 2024)
- Summer Institute in Competitive Strategy, UC Berkeley (June 2024)
- Behavioral Industrial Organization and Marketing Symposium, University of Michigan (May 2018)
- University of Pittsburgh (April 2024)
- Carnegie Mellon University (April 2024)
- Chinese University of Hong Kong, Shenzhen (April 2024)
- HEC Paris (March 2024)
- Toulouse School of Economics (March 2024)
- Federal Trade Commission PrivacyCon (March 2024)*
- Next Generation Antitrust and Consumer Protection Scholars Conference, NYU School of Law (January 2024) (discussant)
- Indian School of Business (December 2023)
- Business and Society—GDPR, Privacy Rights, and the Emergence of Data Markets, Conference at Columbia Business School (November 2023)
- INFORMS Annual Meeting (October 2023)
- Summer Institute in Competitive Strategy, UC Berkeley (June 2023)
- 14th Workshop on Economics of Advertising and Marketing, Sofia (June 2023)
- Harvard Business School (March 2023)
- Bass Frontiers of Research in Marketing Science Conference at UT Dallas (March 2023) (discussant)
- Workshop on Digital Platforms, Universitat Pompeu Fabra (December 2022)
- Amity University (November 2022)
- 11th Workshop on Consumer Search and Switching Costs, New York University (September 2022)
- Summer Institute in Competitive Strategy, UC Berkeley (June 2022)
- 13th Workshop on Economics of Advertising and Marketing, London (June 2022)
- Customer Journeys in a Digital World, Bocconi University (June 2022, Keynote speaker)
- Bass Frontiers of Research in Marketing Science Conference at UT Dallas (March 2022)

- Indian Institute of Management Bangalore (March 2022)
- University of Illinois at Urbana-Champaign (UIUC) and University of Science and Technology of China (USTC) joint seminar (January 2022)
- 2021 Conference on Artificial Intelligence, Machine Learning, and Business Analytics (December 2021), Keynote talk
- Attribution & Analytics Accelerator Conference (November 2021)
- Marketing Science Institute Lunch Lectures (May 2021)
- Rutgers University (May 2021)
- Annual Four-School (Columbia, NYU, Penn, Yale) Conference (April 2021)
- Consumer Search Digital Seminar Series (March 2021)
- Concurrences Global Antitrust Economics Conference: Consumer Protection & Antitrust (panelist; December 2020)
- Carnegie Mellon University (December 2020)
- University of California at Davis (November 2020)
- University of Minnesota (November 2020)
- Johns Hopkins University (October 2020)
- Indiana University (September 2020)
- AMA-Sheth Doctoral Consortium (June 2020, August 2021; both cancelled due to pandemic)
- China India Insights Conference (September 2019)
- 12th Workshop on Economics of Advertising and Marketing, Porto (July 2019)
- 17th ZEW Conference on the Economics of Information and Communication Technologies (June 2019)
- Goethe University Frankfurt (June 2019)
- AMA-Sheth Doctoral Consortium (June 2019)
- MIT Sloan School (April 2019)
- University of California, San Francisco Data Science Symposium (March 2019)
- Amazon (March 2019)
- University of California at Berkeley (November 2018)
- Cornerstone Research (November 2018)
- China India Insights Conference (July 2018)
- 11th Workshop on Economics of Advertising and Marketing, New York (July 2018)
- Summer Institute in Competitive Strategy, UC Berkeley (June 2018)
- Behavioral Industrial Organization and Marketing Symposium, University of Michigan (May 2018)
- Columbia University (Decision, Risk and Operations Division; October 2017)
- China India Insights Conference (as discussant; September 2017)
- Summer Institute in Competitive Strategy (as discussant), UC Berkeley (June 2017)
- Frontiers of Research in Marketing Conference at UT Dallas (March 2017)
- Wharton Baker Retailing Center “Disruption in Retail” conference (October 2016)
- Summer Institute in Competitive Strategy (as discussant), UC Berkeley (July 2016)
- University of Alberta Marketing Camp (June 2016)
- Choice Symposium, workshop on “Advertising and Choice” (May 2016)
- University of Texas at Austin (May 2016)
- Yale University (March 2016)
- MIT Sloan School (PhD lecture; March 2016)
- Drexel University (January 2016)
- Duke University (December 2015)

- Washington University in St. Louis (December 2015)
- University of Southern California (November 2015)
- City University of New York (Operations Management Department, October 2015)
- Quantitative Marketing and Economics (QME) Conference (October 2015)
- University of Chile (October 2015)
- China India Insights Conference (September 2015)
- Temple University (September 2015)
- Columbia Marketing Division Research Brown Bag (Summer 2015, 2017, 2019, 2021)
- Faculty speaker at ISMS Doctoral Student Consortium (June 2015)
- IDC Herzliya (June 2015)
- Sabanci University (May 2015)
- Brand Leaders Forum, Center on Global Brand Leadership, Columbia Business School (May 2015)
- Koç University (March 2015)
- Frontiers of Research in Marketing Conference at UT Dallas (February 2015)
- Indian School of Business (December 2014)
- Rice University (August 2014)
- Summer Institute in Competitive Strategy, UC Berkeley (July 2014)
- 7th Annual Workshop on Economics of Advertising and Marketing, Vienna (June 2014)
- The Marketing Modelers Group, New York (May 2014)
- Stanford University (November 2013)
- 3rd Theory & Practice in Marketing (TPM) Conference (June 2013)
- 2013 Yale Customer Insights Conference (May 2013)
- Annual Four-School (Columbia, NYU, Penn, Yale) Conference (April 2013)
- Penn State University (February 2013)
- Biennial MSI Young Scholars Meeting (January 2013)
- Purdue University (December 2012)
- Invited discussant for Marketing-Operations Interface Special Session at the Manufacturing and Service Operations Management (MSOM) Society Conference (June 2012)
- University of Toronto (April 2012)
- Information Systems and Operations Management Workshop, University of Florida (February 2012)
- University of Southern California (February 2012)
- Columbia University (January 2012)
- Workshop on Information Systems and Economics 2011 (December 2011)
- Conference on New Developments in the Practice of Marketing Science 2011-2012: Impact and Implementation (December 2011)
- Cornell University (December 2011)
- Conference on Information Systems and Technology 2011 (November 2011) [*Best Student Paper Award*]*
- London Business School (October 2011)
- Erasmus University Rotterdam (October 2011)
- Summer Institute in Competitive Strategy (as discussant), UC Berkeley (July 2011)
- Special track on “Internet and Interactive Marketing” in Marketing Science 2011 (June 2011)
- Special session on “Game Theory in Marketing: Decisions under Limited Information” in Marketing Science 2011 (June 2011)
- Special track on “Internet and Interactive Marketing” in Marketing Science 2011 (June 2011)
- Special track on “Google/WPP Funded Projects” in Marketing Science 2011 (June 2011)

- Dartmouth College (May 2011)
- Marketing Academic Research Colloquium at the University of Maryland, College Park (May 2011)
- Frontiers of Research in Marketing Conference at UT Dallas (February 2011)
- University of St. Gallen (February 2011)
- INSEAD (February 2011)
- “Cross-Platform and Multi-Channel Customer Behavior” conference at the Wharton School (December 2010)
- Massachusetts Institute of Technology (November 2010)
- Frontiers of Research in Marketing Science Conference at UT Dallas (February 2010)
- Special session on “Frontiers in Interactive Marketing” in Marketing Science 2010 (June 2010)
- Invited tutorial on “Customer Lifetime Value Models,” at the University of Pittsburgh (February 2010)
- “Customer Insights Conference” at Yale School of Management (May 2010)
- University of Pittsburgh (February 2010)
- Panelist for the session on “Customer Lifetime Value Models and Measurements” in the invitation-only conference “The Practice and Impact of Marketing Science” (January 2010)
- Operations Management and Manufacturing group at Carnegie Mellon University (September 2009)
- EMAC (June 2009)
- Special session on “Frontiers in Marketing Channels” at Marketing Science (June 2008)
- Special session on “Marketing and Operations Management Interface” in the Revenue Management and Pricing Conference (June 2008)
- Symposium on Challenges in E-Commerce Research (May 2008)
- Carnegie Mellon University (October 2007)
- University of California at Berkeley (October 2007)
- Northwestern University (October 2007)
- Washington University in St. Louis (October 2007)
- University of Washington at Seattle (October 2007)
- University of Minnesota Twin Cities (October 2007)
- University of Texas at Dallas (October 2007)
- University of Miami (September 2007)
- Emory University (September 2007)
- Hong Kong University of Science and Technology (September 2007)
- National University of Singapore (September 2007)
- EMAC (June 2006)
- Workshop on Information Technology and Systems (December 2005)

Other Conference Presentations:

- Marketing Science 2019 (June 2019)
- Marketing Science 2018 (June 2018)
- Marketing Science 2015 (June 2015)
- Direct Marketing Educational Foundation Research Summit (October 2012)
- Marketing Science 2012 (June 2012)
- INFORMS Annual Meeting 2011 (November 2011)
- Marketing Science 2011 (June 2011)
- INFORMS Annual Meeting 2010 (November 2010)
- Marketing Science 2008 (June 2008)

- Marketing Science 2007 (June 2007)
- Marketing Science 2006 (June 2006)

Teaching

At Harvard Business School, Harvard University:

- Multiple guest lectures on AI in Advertising and Marketing, on Retailing, and on Innovation in various MBA courses and Executive Education programs, Spring 2026

At Columbia Business School, Columbia University:

- Digital Marketing (MBA, EMBA, and MS elective), Spring 2016, Fall 2016, Summer 2017, Spring 2018, Summer 2018, Spring 2019, Summer 2019, Spring 2021, Fall 2021, Spring 2022, Fall 2022, Spring 2024, Summer 2024, Fall 2024, Summer 2025, Fall 2025, Summer 2026
 - The course was renamed “Digital Marketing in the AI Era” in 2026, along with appropriate modifications to the syllabus
- New Frontiers in Retailing (MBA elective), Spring 2022, Spring 2023, Spring 2024, Spring 2025, Fall 2025
- Customer Management: Concepts and Tools (MBA elective), Spring 2019, Fall 2019
- Customer Management: Concepts and Tools (MS elective), Fall 2019, Spring 2022
- Marketing: Innovation through Customer Centricity II (MBA core), Spring 2014
- Marketing Strategy (EMBA core), Fall 2014, Fall 2015, Fall 2016, Fall 2017
- Analytical Models in Marketing (PhD), Spring 2015, Spring 2017, Fall 2018, Spring 2021, Spring 2023
- Marketing Strategy (UG core), Fall 2014
- Supervised multiple Independent Study courses for MBA students, Fall 2013–present
- Digital Marketing Intensive (21-week Online Executive Education course), offered multiple times a year starting September 2021

At Tepper School of Business, Carnegie Mellon University:

- Marketing I (UG core), Fall 2008, Spring 2010, Spring 2011, Spring 2012, Fall 2012
- Customer Management Using Probability Models (PhD, MBA and UG), Spring 2010, Spring 2011, Spring 2012
- Analytical Models in Marketing (PhD), Fall 2010, Fall 2011

At Wharton School, University of Pennsylvania:

- Teaching Assistant for “Probability Models in Marketing” (Ph.D., MBA and UG), Peter S. Fader, Spring 2007 and Spring 2008
- Teaching Assistant for “Pricing” (UG), Z. John Zhang, Fall 2007
- Teaching Assistant for “Introduction to the Computer as an Analysis Tool” (UG core for the Operations and Information Management Department), Fall 2004, Spring 2005, Fall 2005, Spring 2006, Fall 2006

Student Advising

Doctoral thesis chair:

- Woohyun Jason Choi (Marketing, Columbia, 2020; “Essays on Advertising;” placed at Rutgers University)

- Fei Long (Marketing, Columbia, 2019; “Long-Term Versus Short-Term Contracting in Salesforce Compensation;” placed at University of North Carolina at Chapel Hill)
- Qitian Ren (Marketing, Columbia, 2018; “Consumer Bounded Rationality and Its Marketing Implications;” placed at The Chinese University of Hong Kong, Shenzhen)
- Amin Sayedi (Marketing, Tepper, 2012; “Essays in Sponsored Search Advertising;” placed at University of North Carolina at Chapel Hill), co-chair

Doctoral thesis committee member:

- Kohei Onzo (Marketing, Columbia, expected 2027)
- Xinyu Wei (Marketing, Columbia, expected 2027)
- Maren Hoff (Marketing, Columbia, 2025; “How Time Shapes Products, Consumers, and Trends;” placed at Harvard University)
- Yi Liu (Marketing, Wharton, 2022; “Essays on Technology and Platforms;” placed at University of Wisconsin–Madison)
- Aleksandr Gritckevich (Marketing, Columbia, 2022; “Essays in Online Advertising”)
- Ryan Dew (Marketing, Columbia, 2018; “Machine Learning Methods for Data-Driven Decisions;” placed at University of Pennsylvania)
- Abhinav Uppal (Marketing, Wharton, 2018; “Selling Formats in Retailing With Applications to Emerging Markets;” placed at Indian School of Business)
- Jia Liu (Marketing, Columbia, 2016; “Modeling Text-based Search Behavior: Linking Users’ Online Queries with Their Information Needs;” placed at Hong Kong University of Science and Technology)
- Tinglong Dai (Operations Management, Tepper, 2013; “Incentives in US Healthcare Operations;” placed at Johns Hopkins University)
- Yingda Lu (Information Systems, Tepper, 2012; “Essays on Social Media Platforms;” placed at Rensselaer Polytechnic Institute)
- Tuba Pinar Yildirim (Marketing, University of Pittsburgh, 2012; “Essays on News Media: The Impact of Advertising and User-Generated Content on Media Bias;” placed at University of Pennsylvania)
- Marcel Goic (Marketing, Tepper, 2011; “Essays on Multi-Product Pricing;” placed at University of Chile)
- Baojun Jiang (Marketing, Tepper, 2011; “Strategic Analyses of User-Generated Content and Platforms;” placed at Washington University in St. Louis)
- Liye Ma (Marketing, Tepper, 2011; “Essays on Internet and Network Mediated Marketing Interactions;” placed at University of Maryland, College Park)
- Jian Ni (Marketing, Tepper, 2010; “A Dynamic Structural Analysis of the Health Care Service Market with Information Asymmetry;” placed at Johns Hopkins University)
- Ismail Civelek (Operations Management, Tepper, 2010; “Essays in Operations Management;” placed at Northwestern University)
- John Turner (Operations Management, Tepper, 2010; “Ad Slotting and Pricing: New Media Planning Models for New Media;” placed at UC Irvine; First Place in George B. Dantzig Dissertation Award 2011 by INFORMS)
- Zumurat Imamoglu (Economics, Tepper, 2010; “Understanding International Price Dispersion;” placed at Bahçeşehir University)
- Sameer Mathur (Marketing, Tepper, 2009; “Product-Line Design in Emerging Markets;” placed at McGill University)

Service

At Columbia Business School, Columbia University:

- Chair of the Marketing Division, 2022–2025
- Executive Committee (school-wide), 2022–2025
- Core Course Redesign Strategy Committee (chair, Marketing division), 2025
- Teaching and Elective Coordination Committee (Marketing division), 2022–2023
- Curriculum and Instruction Committee (school-wide), 2019, 2021–2022
- Curriculum Working Group (school-wide), 2019–2020
- Online and Digital Initiatives Faculty Committee (school-wide), 2018–2019
- DRO Faculty Recruiting Committee (DRO division, outside observer), 2016–2017, 2017–2018, 2018–2019
- Marketing Course Review Committee (Marketing division), 2016
- Marketing Faculty Recruiting Committee (Marketing division), 2013–2014, 2015–2016, 2017–2018, 2019–2020 (chair), 2020–2021, 2021–2022 (co-chair), 2022–2023
- Strategy Cross Disciplinary Area seminar series organizer (school-wide), 2015, 2016, 2017
- Marketing Division PhD Committee (Marketing division), 2015–2019
- Marketing Camp primary organizer (Marketing division), 2014

At Tepper School of Business, Carnegie Mellon University:

- Marketing area PhD coordinator, 2009–2012
 - Marketing faculty recruiting committee, 2008, 2009, 2010, 2011
 - Marketing area undergraduate faculty advisor, 2009, 2010, 2011
 - Marketing area seminar series coordinator, Fall 2008, 2009, 2010, 2011, 2012, Spring 2013
 - Faculty Computing Committee, 2010, 2011
 - Multiple faculty promotion committees, 2008, 2009, 2010, 2011, 2012
-

Outside Activities 2021–2026

Expert Witness: Delivered expert testimony in the following cases (parties I was retained by are underlined)

- Facebook Inc. and Subsidiaries v. Commissioner of Internal Revenue, United States Tax Court, Case No. 21959-16.
Trial Testimony: October 2021
- In Re: JUUL Labs, Inc. Marketing Sales Practices and Products Liability Litigation, United States District Court, Northern District of California, Case No. 3:19-md-2913-WHO.
Deposition: December 2021
- United States of America v. Google LLC, United States District Court, District of Columbia, Case No. 1:20-cv-03010-APM.
Deposition: November 2022, April 2025; Trial Testimony: October 2023 and May 2025
- Bold Limited and Bold LLC v. Rocket Resume Inc and Stephen Zimmerman, United States District Court, Northern District of California, Case No. 5:22-cv-1045-BLF.
Deposition: February 2024
- Jane Doe and John Doe v. Virginia Mason Medical Center, and Virginia Mason Health System, Superior Court of the State of Washington in and for the County of King, Case No. 19-2-26674-1 SEA; and
Jane Doe, et al., v. Medstar Health, Inc., and Medstar Good Samaritan Hospital, Inc., Circuit Court for Baltimore City, Case No. 24-C-20-000591.
Deposition: February 2024
- Nextpulse, LLC v. Brunswick Corporation and DOES 1-25, Superior Court of California, County of San Francisco, Case No. CGC-18-571065, 2024.
Deposition: October 2024