

Rajeev Kohli

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Columbia University, New York, NY 10027.

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Employment

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| 1991– | Graduate School of Business, Columbia University
Ira Leon Rennert Professor of Business
Chairman, Marketing Division, 2010–2013
Professor since 1995. Associate professor 1991–1994 |
| 1984–1991 | Graduate School of Business, University of Pittsburgh
Associate professor 1988–1990. Assistant professor 1984–1987 |
| 1977–1978 | Electrical Engineer, Association of Indian Engineering Industry |

Education

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| 1985 | PhD., Applied Economics and Decision Sciences
Wharton School, University of Pennsylvania, Philadelphia, PA |
| 1980 | MBA
Northern Illinois University, DeKalb, Ill |
| 1977 | Bachelors of Engineering (Electrical)
Birla Institute of Technology and Science, Pilani, India |

Research and teaching interests

Product design, choice models, algorithms, reinforcement learning, discrete mathematics.

Editorial board memberships

2009 – 10	<i>Management Science</i> , Guest Associate Editor (Marketing)
2008 – 09	<i>Operations Research</i> , Guest Associate Editor (Marketing)
1997–2004	<i>Journal of Interactive Marketing</i>
1986–2000	<i>Management Science</i> , Associate Editor (Marketing)
1992–1995	<i>Marketing Letters</i>

Other board memberships

- Board of Directors, CrisprBits Private Limited, India, 2020–.
- Academic advisory board, Jerome A. Chazen Institute for Global Business, Columbia Business School, 2018– .
- Advisory board, Deepak and Neera Raj Center on Indian Economic Policies, Columbia University, 2016–23.
- Advisory board, NYC Media Labs, 2011–2017.

Outside activity

None.

Working papers

Kohli, Rajeev (2026), “LLM Knowledge and Alignment.”

Kohli, Rajeev, Kriste Krstovski, Hengyu Kuang and Hengxu Lin (2025), “Sequential Choice in Ordered Bundles.”

Wang, Shatian and Rajeev Kohli (2024), “A Social Network Approach to Predicting Oscar Nominations and Winners Using Crowdsourced Ratings.”

Kohli, Rajeev (2023), “Structure and Symmetries of the Genetic Codes for Vertebrate, Ascidian and Yeast Mitochondria.”

Kohli, Rajeev, Xiao Lei and Yeqing Zhou (2022), “Herdin, Learning and Incentives for Online Reviews.”

Ben Sliman, Malek, Rajeev Kohli and Kamel Jedidi (2021), “The Impact of Auction Houses on Art Valuation.”

Boughanmi, Khaled, Kamel Jedidi and Rajeev Kohli (2021), “Framing, Context and Value Averaging.”

Publications

Kohli, Rajeev (2020), “Properties of Reciprocity Formulas for the Rogers-Ramanujan Continued Fractions,” *The Ramanujan Journal*, 51 (3), 501–517.

Kohli, Rajeev, Khaled Boughanmi and Vikram Kohli (2019), “Randomized Algorithms for Lexicographic Inference,” *Operations Research*, 67 (2), 357–375.

Kohli, Rajeev and Kamel Jedidi (2017), “Relation Between Elimination-by-Aspects and Nested-Logit Models,” *Operations Research*, 65 (3), 621–634.

Aribarg, Anocha, Thomas Otter, Daniel Zantedeschi, Greg M. Allenby, Taylor Bentley, David J. Curry, Marc Dotson, Ty Henderson, Elisabeth Honka, Rajeev Kohli, Kamel Jedidi, Stephan Seiler and Xin (Shane) Wang (2017), “Advancing Non-Compensatory Choice Models in Marketing,” *Customer Needs and Solutions*, (May), 1–11.

Kohli, Rajeev and Kamel Jedidi (2015), “Error Theory for Elimination-by-Aspects,” *Operations Research*, 63 (3), 512–526.

Kohli, Rajeev and Jagdish Bhagwati (2012), “Organized Retailing in India: Issues and Outlook,” in *Indian Economic Policies in the Twenty-First Century*, Jagdish Bhagwati and Arvind Panagariya (eds.), Cambridge University Press.

Koenigsberg, Oded, Rajeev Kohli and Ricardo Montoya (2011), “The Design of Durable Goods,” *Marketing Science*, 30 (1), 111–122.

Koenigsberg, Oded, Rajeev Kohli and Ricardo Montoya (2010), “Package Size Decisions,” *Management Science*, 56 (3): 485–494.

Gaur, Daya, Ramesh Krishnamurti and Rajeev Kohli (2009), “The Minimum Violation Problem in Commercial Scheduling,” *Operations Research*, 57 (5), 1098–1105.

Kohli, Rajeev and Kamel Jedidi (2008), “Inferring Latent Class Lexicographic Rules From Choice Data,” *Journal of Mathematical Psychology*, 52 (4), 241–249.

Iyengar, Raghuram, Kamel Jedidi and Rajeev Kohli (2008), “A Conjoint Approach to Multi-Part Pricing,” *Journal of Marketing Research*, 45 (2), 195–210. Finalist for the 2008 Paul Green Award for contributions to the practice of marketing research.

Gaur, Daya, Ramesh Krishnamurti and Rajeev Kohli (2008), “The Capacitated Max k -Cut Problem,” *Mathematical Programming* (Series A), 115, 65–72. Also see erratum to this paper in *Mathematical Programming* (Series A), 126 (1), 191.

Kohli, Rajeev and Kamel Jedidi (2007), “Representation and Inference of Lexicographic Preference Models and Their Variants,” *Marketing Science*, 26 (3), 380–399.

Kohli, Rajeev and Ramesh Krishnamurti (2007), “Probabilistic Greedy Algorithms for Satisfiability Problems,” in *Approximation Algorithms and Metaheuristics*, T.F. Gonzalez (Ed.), New York: Kluwer.

Kohli, Rajeev and Raaj Sah (2006), “Some Empirical Regularities in Market Shares,” *Management Science*, 52 (11), 1792–1798.

Kohli, Rajeev, Ramesh Krishnamurti and Kamel Jedidi (2006), “Subset Conjunctive Rules for Breast-Cancer Diagnosis,” *Discrete Applied Mathematics*, 154 (7), 1100–1132.

Kohli, Rajeev and Kamel Jedidi (2005), “Probabilistic Subset Conjunction,” *Psychometrika*, 70 (4), 737–757.

Jedidi, Kamel and Rajeev Kohli (2005), “Probabilistic Subset-Conjunctive Models for Heterogeneous Consumers,” *Journal of Marketing Research*, 42 (3), 483–494.

Kohli, Rajeev, Ramesh Krishnamurti and Prakash Mirchandani (2004), “Average Performance of Greedy Heuristics for the Integer Knapsack Problem,” *European Journal of Operational Research*, 154 (1), 36–45.

Iyengar, Raghunath and Rajeev Kohli (2003), “Why Parrondo’s Paradox is Irrelevant for Utility Theory, Stock Buying and the Emergence of Life,” *Complexity*, 9 (1), 23–27.

Kohli, Rajeev (2001), “Infrastructure of E-Business,” in *Digital Marketing*, Jerry Wind and Vijay Mahajan (eds.), New York: John Wiley.

Ansari, Asim, Skander Essegaiar and Rajeev Kohli (2000), "Internet Recommendation Systems," *Journal of Marketing Research*, 37 (August), 363–375. Finalist for the 2005 O'Dell Award for the most significant, long-term contribution to marketing theory, methodology and/or practice.

Kohli, Rajeev (1999), "Lexicographic Systems," *Complexity*, 4 (4), 15–25.

Kohli, Rajeev, Donald R. Lehmann and Jae Pae (1999), "Incubation Time," *Journal of Product Innovation Management*, 16 (March), 134–144.

Jedidi, Kamel, Rajeev Kohli and Wayne DeSarbo (1996), "Consideration Sets in Conjoint Analysis," *Journal of Marketing Research*, 28 (August), 364–372.

Mirchandani, Prakash, Rajeev Kohli and Arie Tamir (1996) "Capacitated Location Problems on a Line," *Transportation Science* 30, 75–80.

Kohli, Rajeev, Ramesh Krishnamurti and Prakash Mirchandani (1995), "The Minimum Satisfiability Problem," *SIAM Journal on Discrete Mathematics*, 7 (2), 275–283.

Kohli, Rajeev and Ramesh Krishnamurti (1995), "Joint Performance of Greedy Heuristics for the Integer Knapsack Problem," *Discrete Applied Mathematics*, 56, 37–48.

Kohli, Rajeev and Heungsoo Park (1994), "Coordinating Buyer-Seller Transactions Across Multiple Products," *Management Science*, 40 (9), September, 1145–1150.

Kohli, Rajeev and Ramesh Krishnamurti (1992), "A Total Value Greedy Heuristic for the Integer Knapsack Problem," *Operations Research Letters*, 12, 65–71.

Kohli, Rajeev and Vijay Mahajan (1991), "A Reservation Price Model for Optimal Pricing of Multiattribute Products in Conjoint Analysis," *Journal of Marketing Research*, 28 (August), 347–354. See also the erratum to this paper in *Journal of Marketing Research*, 28 (November), 506.

Gupta, Sunil and Rajeev Kohli, (1990), "Designing Products and Services for Consumer Welfare: Theoretical and Empirical Issues," *Marketing Science*, 9 (3), Summer, 230–246.

Kohli, Rajeev and R. Sukumar (1990), “Heuristics for Product Line Design Using Conjoint Analysis.” *Management Science*, 36 (12), December, 1464–1478.

Kohli, Rajeev and Ramesh Krishnamurti (1989), “Average Performance of Heuristics for Satisfiability,” *SIAM Journal on Discrete Mathematics*, 2 (November), 508–523.

Kohli, Rajeev and Ramesh Krishnamurti (1989), “Optimal Product Design Using Conjoint Analysis: Computational Complexity and Algorithms,” *European Journal of Operational Research*, 40, 186–195.

Kohli, Rajeev and Heungsoo Park (1989), “A Cooperative Game Theory Model for Quantity Discounts,” *Management Science*, 35 (6), June, 693–707.

Kohli, Rajeev (1988), “Assessing Interaction Effects in Latin-Square Type Designs,” *International Journal of Research in Marketing*, 5, 25–37.

Kohli, Rajeev (1988), “Assessing Attribute Significance in Conjoint Analysis: Nonparametric Tests and Validation.” *Journal of Marketing Research*, 25 (May), 123–133.

Kohli, Rajeev and Ramesh Krishnamurti (1987), “A Heuristic Approach to Product Design,” *Management Science*, 33 (December), 1523–1533.

Cases (Columbia Caseworks)

Kohli, Rajeev (2025), *CRISPR Therapeutics: Gene Editing the Future of Humanity*.

Kohli, Rajeev and Kriste Krstovski (2025), *Google in the Age of AI* (revised; with teaching note).

Kohli, Rajeev (2020), *Impossible Foods: Fighting Climate Change with Plant-Based Meat*.

Kohli, Rajeev (2017), *Amazon: Taking on India*.

Martinez, Alonso and Rajeev Kohli (2017), *Finding Coherence in Diversified Conglomerates: How Tata and 3M Pursue Strategic Growth*.

Kohli, Rajeev and Alonso Martinez (2016), *Sanitary Protection: Issues and Outlook in Emerging Markets*.

Kohli, Rajeev and Alonso Martinez (2013), *Walmart: From China to India*.

Kohli, Rajeev (2009), *The Launch of the Indian Premier League*.

Kohli, Rajeev (2009), *Scrabulous on Facebook*.

Doctoral students

Malek Ben Sliman, Sothebys, 2020.

Khaled Boughanmi, Assistant Professor, Cornell University, 2019.

Peter DeMeyer, *Essays on Media Planning*, Columbia University, 2001.

Jae Pae, *Incubation Time*, Columbia University, 1996.

Krishnakumar Srinivasan, *Noncompensatory Models of Preference and Choice*, University of Pittsburgh, 1987

Heungsoo Park, *Three Essays on Quantity Discounts, Product Bundling and Cooperative Buying*, University of Pittsburgh, 1986.

Several dissertation committees at Columbia University and University of Pittsburgh.

Selected Service

2026–	Promotion and tenure committee, Columbia Business School.
2024–25	Chairman, Recruiting Committee, Marketing Division.
2025–26	Core Review Committee, Marketing Division.
2020–24	Computing Committee, Columbia Business School.
2020–23	Marketing MS Committee, Columbia Business School.
2016–18	Chairman, PhD Committee, Marketing Division.

2010–13	Chairman, Marketing Division.
2010–13	Executive committee, Columbia Business School.
2011–12	Executive programs committee, Columbia Business School.
2009–10	Promotion and tenure committee, Columbia Business School.

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