

ODED NETZER

(Updated July 2024)

Columbia University
Graduate School of Business
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ACADEMIC POSITIONS

Vice Dean for Research, Columbia Business School

July 2022-Present

Arthur J. Samberg Professor of Business, Columbia Business School

July 2020-Present

Professor of Business, Columbia Business School

July 2017-June 2020

Associate Professor of Business, Columbia Business School

July 2013-June 2017

Visiting Researcher, Interdisciplinary Center, Herzliya

August 2013-July 2014

Philip H. Geier Jr., Associate Professor of Business, Columbia Business School

January 2011-June 2013

Associate Professor of Business, Columbia Business School

July 2008-December 2010

Assistant Professor of Business, Columbia Business School

July 2004-June 2008

EDUCATION

Graduate School of Business, Stanford University, CA

Ph.D. in Marketing, June 2004

Statistics Department, Stanford University, CA

M.Sc. in Statistics, April 2002

Faculty of Industrial Engineering and Management, Technion, Israel Institute of Technology, Israel

B.Sc. in Industrial Engineering and Management (summa cum laude), February 1997

HONORS AND AWARDS

Recipient, Weitz-Winer-O'Dell Best Paper Award, 2024
Finalist, John Little Best Paper Award, 2023, 2014
Recipient, ISMS Don Morison Long Term Impact award, 2021
Recipient, EMAC-Sheth Foundation Sustainability Research Competition, 2021
Finalist, Paul E. Green Best Paper Award, 2020, 2019, 2017, 2005
Finalist, Robert D. Buzzell Best Paper Award, 2019
The 2018 Marketing Science Institute, Scholar Program
Recipient, John Little Best Paper Award, 2017, 2008
Finalist, Gary L. Lilian ISMS_MSI Practice Prize Award, 2017
Recipient of The 2016-2017 Columbia University GSAC Faculty Mentoring Award to commemorate excellence in the mentoring of Ph.D. students.
Finalist, William O'Dell Best Paper Award, 2016, 2009
Finalist, Frank M. Bass Outstanding Dissertation Award. 2015, 2014
Recipient, ISMS Long Term Impact award, 2014,
AMA Sheth Foundation Doctoral Consortium Faculty Fellow, 2012, 2015, 2017, 2019, 2022
Recipient of The George S. Eccles Research Fund Award, 2012
Marketing Science Institute, Young Scholar Program, 2011.
Recipient of The Columbia Business School Dean's Award for Teaching Excellence, 2010.
Recipient of The Best Competitive Paper Award, *Society for Consumer Psychology (SCP)*, Winter Conference, 2010.
Recipient of the 2009 Rudolph Schoenheimer Faculty Fund Award.
Recipient, Frank M. Bass Outstanding Dissertation Award. 2008
Honorable Mention, Alden G. Clayton Doctoral Dissertation Competition, Marketing Science Institute, 2002 .
INFORMS Doctoral Consortium Fellow, University of Alberta, 2002.
AMA-Sheth Doctoral Consortium Fellow, University of Miami, 2001.
Super Jaedicke Merit Award, Stanford University, 1999.
Pinchas Naor's Award for Achievement in the Field of Operations Research, Technion, Israel Institute of Technology, Israel, 1996.
President's High Honors Award, Technion, Israel Institute of Technology, Israel, 1995-1996.
Participant in the Program for Excellent Students in the Industrial Engineering and Management Department, Technion, Israel Institute of Technology, Israel 1995-1997.

BOOKS

1. Christopher Frank, Paul Magnone and Oded Netzer (2022), *Decisions over Decimals: Striking the Balance between Intuition and Information*, Wiley.

PUBLICATIONS

2. Michal Herzenstein, Sanjana Rosario, Shin E. Oblander, and Oded Netzer (2024) “The Language of (Non) Replicable Science,” *Psychological Science* (forthcoming).
3. Ryan Dew, Eva Ascarza, Oded Netzer, and Nachum Sicherman (2024), “Detecting Routines in Ride-sharing: Implications for Customer Management,” *Journal of Marketing Research*, 61(4), 368-392.
4. Yael Karlinsky-Shichor and Oded Netzer (2024), “Automating the B2B Salesperson Pricing Decisions: A Human-Machine Hybrid Approach,” *Marketing Science*, 43(1), 138-157.
 - **Finalist, 2017, Gary L. Lilian ISMS-MSI Practice Prize Award**
 - **Recipient, 2017 Vithala R., and Saroj V. Rao ISMS Doctoral Dissertation Award**
5. Schoenmueller, Verena, Oded Netzer, and Florian Stahl (2023), “Polarized America: From Political Polarization to Preference Polarization,” *Marketing Science Frontiers*, 42(1), 48-60.
 - **Finalist, 2023 John Little Best Paper Award**
6. Ebbes, Peter and Oded Netzer (2022), “Using Social Network Activity Data to Identify and Target Job Seekers,” *Management Science*, 68(4), 3169-3174.
7. Jaeyeon Chung, Yanayn Li, Gita Johar, Oded Netzer, and Matthew Pearson (2022) “Mining Consumer Minds: The Downstream Consequences of Host Motivations for Home Sharing Platforms,” *Journal of Consumer Research*, 48(5), 817-838.
8. Bertozzi Giacomo, Saeed R. Bagheri, Brett Graham, Peter Knowles, Oded Netzer and Koen Pauwels (2022), “How Much Does Digital Advertising Accelerates New Product Success,” *Applied Marketing Analytics* 7(4), 318-328.
9. Hartmann, Jochen, Mark Heitmann, Christina Schamp and Oded Netzer (2021) “The Power of Brand Selfies,” *Journal of Marketing Research*, 58(6), 1159-1177.
10. Du, Rex, Oded Netzer, David A. Schweidel and Debanjan Mitra (2021), “Capturing Marketing Information to Fuel Growth,” *Journal of Marketing*, 85(1), 163-183.
11. Schoenmueller, Verena, Oded Netzer, and Florian Stahl (2020), “The Polarity of Online Reviews: Prevalence, Drivers and Implications,” *Journal of Marketing Research*, 57(5), 853-877.
 - **Finalist, 2020 Paul E. Green Best Paper Award**
12. Berger, Jonah, Ashlee Humpherys, Stephan Ludwig, Wendy Moe, Oded Netzer and David Schweidel (2020), “Uniting the Tribes, Using Text for Marketing Insights,” *Journal of Marketing*, 84(1), 1-25 (lead article).
13. Netzer, Oded, Alain Lemaire, and Michal Herzenstein (2019), “When Words Sweat: Identifying Signals of Loan Default,” *Journal of Marketing Research*, 56(6), 960-980.

- **Recipient, 2024 Weitz-Winer-O'Dell Best Paper Award**
 - **Finalist, 2019 Paul E. Green Best Paper Award**
14. Li Yang, Brett Gordon, and Oded Netzer (2018), "An Empirical Study of National vs. Local Pricing under Multimarket Competition," *Marketing Science*, 37(5), 812-837.
15. Ascarza, Eva, Oded Netzer and Bruce Hardie (2018), "Some Customers Would Rather Leave Without Saying Goodbye," *Marketing Science*, 37(1), 54-77.
16. Ascarza, Eva, Scott Neslin, Oded Netzer, Zachery Anderson, Peter Fader, Sunil Gupta, Bruce Hardie, Aurelie Lemmens, Barak Libai, David Neal, Foster Provost and Rom Y. Schrift (2018), "In Pursuit of Enhanced Customer Retention Management," *Customer Needs and Solutions*, 5(1), 65-81.
- **Finalist, 2019 Robert D. Buzzell Best Paper Award**
17. Ascarza, Eva, Peter Ebbes, Oded Netzer, and Matthew Danielson (2017), "Beyond the Target Customer: Social Effect of CRM Campaigns," *Journal of Marketing Research*, 54(June), 347-363 (lead article).
- **Finalist, 2017 Paul E. Green Best Paper Award**
18. Matz, Sandra and Oded Netzer (2017), "Using Big Data as a Window into Consumers' Psychology," *Current Opinion in Behavioral Sciences*, 18(December), 7-12
19. Sharpe-Wessling, Kathrine, Joel Huber and Oded Netzer (2017), "MTurk Character Misrepresentation: Assessment and Solutions," *Journal of Consumer Research*, 44(1), 211-230.
20. Toubia, Olivier and Oded Netzer (2017), "Idea Generation, Creativity, and Prototypicality," *Marketing Science*, 36(1), 1-20 (lead article).
- **Recipient, 2017 John Little Best Paper Award**
21. Keinan Anat, Ran Kivetz, and Oded Netzer (2016), "The Functional Alibi," *Journal of Academy of Consumer Research*, 1(4), 479-496 (lead article).
22. Schrift, Rom, Ran Kivetz and Oded Netzer (2016), "Complicating Decisions: The Work Ethic Heuristic and the Construction of Effortful Decisions," *Journal of Experimental Psychology: General*, 145(7), 807-829 (lead article).
23. Zhang, Jonathan, Oded Netzer and Asim Ansari (2014), "Dynamic Targeted Pricing in B2B Relationships," *Marketing Science*, 33(3), 317-337 (lead article).
- **Finalist, 2014 John Little Best Paper Award**
 - **Finalist, 2014, 2015 Frank M. Bass Outstanding Dissertation Award**
 - **Recipient, Shankar-Spiegel Dissertation Award (DMEF), 2009**
24. Ansari, Asim, Ricardo Montoya and Oded Netzer (2012), "Dynamic Learning in Behavioral Games: A Hidden Markov Mixture of Experts Approach," *Quantitative Marketing and Economics*, 10(4), 475-503.
25. de Jong Martijn G., Donald R. Lehmann and Oded Netzer (2012), "State Dependence Effects in Surveys," *Marketing Science*, 31(5), 838-854.

26. Netzer, Oded, Ronen Feldman, Jacob Goldenberg and Moshe Fresko (2012), "Mine Your Own Business: Market Structure Surveillance through Text Mining," *Marketing Science*, 31(3), 521-543.
- **Recipient, 2021 ISMS Don Morison Long-term Impact Award**
27. Micu, Anca C., Kim Dedeker, Ian Lewis, Robert Moran, Oded Netzer, Joseph Plummer and Joel Robinson (2011), "Guest Editorial: The Shape of Marketing Research in 2021," *Journal of Advertising Research*, 51(1), 213-221.
28. Schrift, Rom Y., Oded Netzer and Ran Kivetz (2011), "Complicating Choice," *Journal of Marketing Research*, 28(2), 308-326.
- **Best Competitive Paper Award, 2010 Society for Consumer Psychology (SCP), Winter Conference**
 - **Finalist, 2016 William O'Dell Best Paper Award**
 - **Honorable Mention, 2011 AMA/John Howard, Doctoral Dissertation Competition**
 - **Honorable Mention, AMS Mary Kay Doctoral Dissertation Competition, 2011**
29. Netzer, Oded and V. Srinivasan (2011), "Adaptive Self-Explication of Multi-Attribute Preferences," *Journal of Marketing Research*, 48(1), 140-156.
30. Montoya, Ricardo, Oded Netzer and Kamel Jedidi (2010), "Dynamic Allocation of Pharmaceutical Detailing and Sampling for Long-Term Profitability," *Marketing Science*, 29(5), September-October, 909-924.
- **Reprinted in the book From Little's Law to Marketing Science: Essays in Honor of John D. C. Little.**
 - **Honorable Mention, 2006 Alden G. Clayton Doctoral Dissertation Competition**
31. Netzer, Oded, James M. Lattin and V. Srinivasan (2008), "A Hidden Markov Model of Customer Relationship Dynamics," *Marketing Science*, 27, March-April, 185-204
- **Recipient, 2014 ISMS Long-term Impact Award**
 - **Recipient, 2008 ISMS John Little Best Paper Award**
 - **Recipient, 2008 ISMS Frank M. Bass Outstanding Dissertation Award**
 - **Honorable Mention, 2002 Alden G. Clayton Doctoral Dissertation Competition**
32. Netzer, Oded, Olivier Toubia, Eric T. Bradlow, Ely Dahan, Theodoros Evgeniou, Fred M. Feinberg, Eleanor M. Feit, Sam K. Hui, Joseph Johnson, John C. Liechty, James B. Orlin and Vithala R. Rao (2008), "Beyond Conjoint Analysis: Advances in Preference Measurement," *Marketing Letters*, 19(3-4), 337-354.
33. Kivetz, Ran, Oded Netzer and Rom Schrift (2008), "The Synthesis of Preference: Bridging Behavioral Decision Research and Marketing Science," *Journal of Consumer Psychology*, 18(3), 179-186.

34. Kivetz, Ran, Oded Netzer and V. Srinivasan (2004), "Extending Compromise Models to Complex Buying Situations and other Context Effects," *Journal of Marketing Research*, 41(3), 262-268.
35. Kivetz, Ran, Oded Netzer and V. Srinivasan (2004), "Alternative Models for Capturing the Compromise Effect," *Journal of Marketing Research*, 41 (3), 237-257 (lead article).
 - **Finalist, 2009 William O'Dell Best Paper Award**
 - **Finalist, 2005 Paul E. Green Best Paper Award**

BOOK CHAPTERS

36. Jochen Hartmann and Oded Netzer (2023), "Natural Language Processing in Marketing," *Review of Marketing Research: Special Issue on Artificial Intelligence in Marketing* edited by K. Sudhir and Olivier Toubia, Emerald Publishing.
37. Netzer Oded, Peter Ebbes and Tammo Bijmolt (2017), "Hidden Markov Models in Marketing," *Advanced Methods for Modeling Markets* edited by Peter Leeflang, Jaap Wieringa, Koen Pauwels, Springer.
38. Moe, Wendy W., Oded Netzer and David A. Schweidel (2017), "Social Media and User Generated Content Analysis," *Handbook of Marketing Decision Models*, edited by Berend Wierenga and Ralf van der Lans, Springer.
39. Montoya, Ricardo, Oded Netzer and Kamel Jedidi (2016), "Dynamic Allocation of Pharmaceutical Detailing and Sampling for Long-Term Profitability," *From Little's Law to Marketing Science: Essays in Honor of John D.C. Little*, MIT Press.
40. Feldman Ronen, Moshe Fresko, Jacob Goldenberg, Oded Netzer and Lyle Ungar (2014) "Analyzing Product Comparisons on Discussion Boards." In *Language, Culture, Computation. Computing-Theory and Technology*, 399-408. Springer, Berlin Heidelberg, 2014.

OTHER PUBLICATIONS

41. Frank, Christopher, Paul Magnone and Oded Netzer (2023), "How to Evaluate a Job Candidate's Critical Thinking Skills in an Interview," *Harvard Business Review* (online).
42. Sussman, B. Abigail, Hal E. Hirschfeld and Oded Netzer (2023), "Consumer Financial Decision Making: Where We've Been and Where We're Going," *Journal of the Association for Consumer Research*, 8 (4) 365-372.
43. Lehmann, Donald R., Gita V. Johar, Eric J. Johnson and Oded Netzer (2020), "Introduction to Lehmannfest Honoring Don Lehmann's 50 Years at Columbia Business School," *Marketing Letters*, 31 (2-3), 121.
44. Johar, Gita V., Eric J. Johnson and Oded Netzer (2020), "Reflections on Lehmannfest Honoring Don Lehmann's 50 Years at Columbia Business School," *Marketing Letters*, 31 (2-3), 123-124.
45. Sharpe-Wessling Kathrine, Joel Huber and Oded Netzer (2017) "MTurk Survey Deception: Sources, Risks and Remedies," *Proceedings of the Sawtooth Software Conference*, September 2016.

46. Lehmann, Donald, Oded Netzer and Olivier Toubia (2015), “The Future of Quantitative Marketing: Results of a Survey,” Introduction to the special issue on the future of quantitative marketing, *Customer Needs and Solutions*, 2 (1), 5-18.
47. Feldman Ronen, Oded Netzer, Aviv Peretz, and Binyamin Rosenfeld (2015) “Utilizing Text Mining on Online Medical Forums to Predict Label Change due to Adverse Drug Reactions” 30. *Proceedings of 21st ACM SIGKDD International Conference of Knowledge Discovery and Data Mining (KDD 2015)*
48. Feldman, Ronen, Moshe Fresko, Jacob Goldenberg, Oded Netzer and Lyle Ungar (2008) “Using Text Mining to Analyze User Forums” *Proceedings of the International Conference on Service Systems and Service Management (ICSSSM 2008)*
49. Feldman, Ronen, Moshe Fresko, Jacob Goldenberg, Oded Netzer and Lyle Ungar (2007) “Extracting Product Comparisons from Discussion Boards,” *Proceedings of the 2007 IEEE International Conference on Data Mining (ICDM. 2007)*

WORKING PAPERS

50. “The Customer Journey as a Source of Information,” with Nicolas Padilla and Eva Ascarza – under review
 - **Finalist, Mary Kay Doctoral Dissertation Competition**
 - **2019 Alden G. Clayton Doctoral Dissertation Competition**
51. “Linguistic-Based Recommendation: The Role of Linguistic Match Between Users and Products,” with Alain Lemaire – under review
52. “Empowering Consumer Behavior Researchers with Generative AI” with Nofar Duani and Travis Oh – under review
53. “A Recipe for Creating Recipes: An Ingredient Embedding Approach,” with Sibel Sozuer and Kriste Krstovski – under review
 - **Shankar-Spiegel Dissertation Proposal Award**
54. “Personalized Game Design for Improved User Retention and Monetization in Freemium Mobile Games,” with Eva Ascarza and Julian Runge – under review
55. “Personalization and Targeting: How to Experiment, Learn & Optimize” with Aurelie Lemmens, Jason M.T. Roos, Sebastian Gabel, Eva Ascarza, Hernan Bruno, Brett R. Gordon, Ayelet Israeli, Elea McDonnell Feit, Carl F. Mela – under review
56. “Diversity in Advertising in Times of Racial Unrest” with Jochen Hartmann and Rachel Zalta
57. “Heterogeneity in HMMs: Allowing for Heterogeneity in the Number of States,” with Nicolas Padilla and Ricardo Montoya
58. “Sell Me a Story: On the Role of Conflict, and Other Story Elements, in Ads’ Success” with Ron Shachar and Lev Muchnik

SELECTED WORK IN PROGRESS

59. “Leveraging Repeated Marketing Interventions for Effective Targeting/Personalization” with Peter Ebbes, and Eva Ascarza

RESEARCH INTERESTS

Leveraging information from unstructured data

Using textual, image, audio, and video data to make better business decisions

Data-driven decision making

Helping organizations make better data-driven decisions

Consumer choice modeling

Understanding how choices change over time and across contexts

Customer relationship management

Managing the firm’s customer base via dynamic segmentation (hidden Markov models)

Bridging behavioral decision theory and marketing science

INVITED TALKS

Monash University, Mini-Conference, Melbourne, Australia, June 2024

Stanford University, Graduate School of Business, Marketing Camp, Stanford, California, May 2024

Michigan State University, Open Minds Seminar Series, East Lansing, Michigan (online), April 2024.

Rice University, Jones Graduate School of Business, Marketing Camp, Houston, Texas, April 2024

University of Notre Dame, Mendoza College of Business, Clark Lecture Series Speaker, South Bend, Indiana, March 2024

University of Michigan, Ross School of Business, Ann Arbor, Michigan, March 2024

Nanyang Technology University, Nanyang Business School, Singapore, February 2024

National University of Singapore, NUS Business School, Singapore, February 2024

Arizona University, Eller College of Management, Tuscon, Arizona, Marketing Camp, December 2023

Arizona State University, W. P. Carey School of Business, Tempe, Arizona, November 2023

Frankfurt School of Finance and Business, Frankfurt Germany, Artificial Intelligence and Business Analytics Workshop, July 2023

University of Washington, Foster School of Business, Seattle, Washington, Marketing Camp, April 2023

Cornell University, Johnson Graduate School of Management, Ithaca, New York, April 2023

Marketing Modelers Group, New York, April 2023

Georgia Tech University, Scheller College of Business, Atlanta, Georgia, March 2023

Purdue University, Krannert School of Management, West Lafayette, Indiana, February 2023
University of Florida, Warrington College of Business, Gainesville, Florida, December 2022
University of Manitoba, Asper School of Business, Hickson Research Day, Research Methodology Workshop, Winnipeg, Canada (online), September 2022
INSEAD, Fontainebleau, France, June 2022
University of Alberta, Marketing Group, 2022 Research Camp, Alberta, Canada, May 2022
European Quantitative Marketing Seminar (online), May 2022
Rochester University, Simon Business School, Rochester, New York April 2022
Boston College, Carroll School of Management, March 2022
London School of Economics, London, UK (online), October 2021
Business Data Science Program, Erasmus University, University of Amsterdam, and Vrije Universiteit Amsterdam (online), August 2021
Ben Gurion University, Guilford Glazer Faculty of Business & Management Beer Sheva, Israel (online), May 2021
IESEG School of Management Grande Ecole, Paris, France (online), April 2021
Lubin Research Seminar Series, Pace University, New York, New York (online), April 2021
George Mason University, Fairfax, Virginia (online), March 2021
University of Miami, Miami, Florida (online), February 2021
Coller School of Management, Tel Aviv University (online), Israel, November 2020
Virtual Quantitative Marketing Seminar, Boston University, Massachusetts (online), September 2020
Kellogg School of Management, Northwestern University, Illinois, March 2020
Kelley School of Business, Indiana University, Bloomington, Indiana, December 2019
University of California at Davis, Graduate School of Management, Davis, California, November 2019
McCombs School of Business, University of Texas at Austin, Austin, Texas, November 2019
Goizueta Business School, Emory University, Atlanta, Georgia, October 2019
University of North Carolina, Kenan-Flagler Business School, Chapel Hill, North Carolina, May 2019
Tsinghua University, Beijing, China, April 2019
Cox School of Business, South Methodist University, Dallas, Texas, March 2019
University of Texas A&M, Mays Business School, College Station, Texas, February 2019
Bocconi University, Marketing Department, Milano, Italy, January 2019
Hamburg University, Marketing Camp, Hamburg, Germany, January 2019
Amazon Advertising Research Group, New York, NY, December 2018
Columbia University, Data Science Speaker Series, New York, New York, November 2018
McGill University, Desautels Faculty of Management, Montreal, Canada, October 2018

University of Michigan, School of Information, Ann Arbor, Michigan, September 2018
Moody's Analytics, MIS Innovation Speaker Series, New York, NY, August 2018
Federal Deposit Insurance Corporation (FDIC), Financial Research Seminar, Washington DC, July 2018
American Express (AMEX), AI University, New York, NY, May 2018
Western University, Ivey Business School, London, Ontario, Canada, April 2018
University of Texas at Dallas, Navin Jindhal School of Management, Dallas, Texas, April 2018
Penn State University, Smeal College of Business, State Park, Pennsylvania, April 2018
University of Southern California, Marshall School of Business, Los Angeles, February 2018
Carnegie Mellon University, Tepper School of Business, Business Technology group, Pittsburgh, Pennsylvania, October 2017
The 2017, Marketing Science Doctoral Consortium, University of Southern California, Los Angeles, California, June 2017
Columbia Research Colloquium, Columbia Business School of Business, May 2017
University of California at Los Angeles, Anderson School of Business, Marketing Camp, March 2017
Drexel University, Philadelphia, February 2017
Erasmus University, Rotterdam School of Management, Rotterdam, January 2017
University de Carlos III, Madrid, January 2017
Georgetown University, McDonough School of Business, Washington D.C, October 2016
The 2016, Marketing Science Doctoral Consortium, Fudan University, Shanghai, China, June 2016
The 11th Triennial Choice Symposium, University of Alberta, May 2016
University of Chicago, Graduate School of Business, April 2016
Marketing Modelers Group, PHD Media, New York, February 2016
University of Chile, Department of Industrial Engineering, Workshop on Consumer Analytics, San Pedro de Atacama, Chile, 2016
Northwestern University, Kellogg School of Management, Marketing Camp, Evanston, Illinois, September 2015
University of Miami, Marketing Camp, Miami, Florida, March 2015
National University of Singapore, NUS Business School, Singapore, March 2015
Temple University, Fox School of Business, Philadelphia, Pennsylvania, February 2015
University of Michigan, Ross School of Business, Ann Arbor, Michigan, January 2015
Yale University, Yale School of Management, New Haven, Connecticut, January 2015
American Express, Global Marketplace Insights University, New York, December 2014
HEC Paris, Paris, France, October 2014
Vienna University of Economics and Business, Vienna, Austria, May 2014

Ben Gurion University, Guilford Glazer Faculty of Business & Management Beer Sheva, Israel, May 2014

Bar Ilan University, Business School, Israel, February 2014

Tel Aviv University, Recanati Business School, Israel, December 2013

University Mannheim, Department of Business Administration, November 2013

The Interdisciplinary Center, Arison School of Business, Hertzelia, Israel, October 2013

Stanford University, Graduate School of Business, Stanford, California, May 2013

Dartmouth College, Tuck School of Business, Hanover, New Hampshire, March 2013

Duke University, The Fuqua School of Business, Durham, North Carolina, March 2013

University of Pittsburgh, The Sheth Marketing Camp, Pittsburgh, Pennsylvania, January 2013

Cheung Kong Graduate School of Business, Beijing, China, November 2012

University of Houston, Bauer College of Business, Houston Texas, October 2012

University of California at Davis, Graduate School of Management, Davis California, October 2012

University of Minnesota, Carlson School of Management, Marketing Camp, Twin Cities Minnesota, April 2012

University of Texas at Dallas, Dallas Texas, March 2012

BRITE Conference, Columbia University, New York, March 2012

The Wharton School, University of Pennsylvania, Marketing Camp, February 2012

Boston University, School of Management, January 2012

University of Delaware, Alfred Lerner College of Business and Economics, October 2011

Sacred Heart University, Welch College of Business, Business Research Forum Series, September 2011

The Interdisciplinary Center, Arison School of Business, Hertzelia Israel, Marketing Camp, August 2011

Darden Business School, University of Virginia, May 2011

Harvard Business School, Cambridge, Massachusetts, March 2011

Ohio State University, Fisher College of Business, Marketing Camp, January 2011

The 6th MSI Young Scholars Conference, Park City, Utah, January 2011

University of Zurich, Institute for Strategy and Business Economic, October 2010

Erasmus University, Rotterdam School of Management, Rotterdam, September 2010

The 8th Triennial Choice Symposium, University of Miami, June 2010

University of Maryland, Robert H. Smith School of Business, Marketing Research Camp, May 2010

Penn State, Smeal College of Business, Marketing Research Camp, April 2010

University of Southern California, Los Angeles, Marshall School of Business, January 2010

MIT Sloan School of Management, Cambridge, Massachusetts, November 2009

University of Wisconsin School of Business, Madison, Wisconsin, November 2009
Korea University Business School, 5th International Marketing Symposium, Seoul, Korea, November 2009
Tel Aviv University, The Leon Recanati Graduate School of Business Administration, Tel Aviv Israel, July 2009
AutoUni, Volkswagen University, Wolfsburg, Germany, May 2009
Ludwig Maximilian University of Munich, Munich, Germany, May 2009
London Business School, London, UK, May 2009
Cornell University, Ithaca, New York, April 2009
New York University, New York, New York, April 2009
The Council of Marketing Research, Miami, Florida, January 2008
University of California, San Diego, The Rady School of Management, October 2007
The 7th Triennial Choice Symposium, The Wharton School of the University of Pennsylvania, June 2007
University of California, Los Angeles, Anderson School of Management, April 2007
Marketing Modelers Group, Advertising Research Foundation, New York, April 2007
Hebrew University, Jerusalem, March 2006
University of Chicago, Graduate School of Business, April 2005
Hebrew University, Jerusalem, December 2004
The Interdisciplinary Center, Arison School of Business, Hertzelia Israel, December 2003
Technion - Israel Institute of Technology, The Faculty of Industrial Engineering and Management, Haifa Israel, December 2003
University of Toronto, Toronto CA, October 2003
New York University, New York, New York, October 2003
Kellogg School of Management, Northwestern University, Evanston, Illinois, October 2003
London Business School, London, UK, October 2003
Carnegie Mellon University, Pittsburgh, Pennsylvania, October 2003
Columbia University, New York, New York, October 2003
University of Texas at Austin, Austin, Texas, September 2003
University of Texas at Dallas, Dallas, Texas, September 2003
Hong Kong University of Science and Technology, Hong Kong, September 2003
University of Maryland, College Park, Maryland, September 2003

CONFERENCE PRESENTATIONS

“AI in Disguise: AI-generated Ads Outperform Human-made Ads If They Don't Look Like AI” Marketing Science Conference, Sydney, Australia, June 2024.

- “The Power of Unstructured Data,” Marketing Science Doctoral Consortium, UNSW, Sydney, Australia, June 2024.
- “Leveraging Repeated Marketing Interventions for Effective Targeting/Personalization,” The 12th Triennial Invitational Choice Symposium, INSEAD, Fontainebleau, August 2023.
- “Using Unstructured Data for Marketing Insights,” Summer AMA Workshop (online), July 2023.
- “It Takes Two: Decision Making is a Team Sport,” IIEX North America, Insights Innovation Exchange, Austin, Texas, May 2023
- “Collaborating Across Disciplines,” Methodology, Organization, and Management (MOM): Technological Adoption and Human-Algorithm Interaction workshop, Harvard Business School, Boston, Massachusetts, May 2023. [Workshop](#)
- “Automating the B2B Salesperson Pricing Decisions: A Human-Machine Hybrid Approach,” The Conference on Web and Internet Economics (WINE), Tory, New York (Online), December 2022.
- “Striking the Balance between Intuition and Information,” 2022 CIO Innovation Summit (online), December 2022.
- “Leading in a Data Driven World – Developing Quantitative Intuition” INFORMS, New York Chapter, November 2022
- “Using Unstructured Data for Business Insights,” 2022 Melbourne Business Analytics Conference, University of Melbourne, Melbourne Business School, Melbourne, Australia, September 2022 (Keynote Speaker).
- “Diversity in U.S. Advertising in Times of Racial Unrest,” 2022 Marketing Science Conference, Chicago University, Illinois (Online), June 2022.
- “Using Unstructured Data for Marketing Insights,” 2022 Marketing Science Conference, Doctoral Consortium, Chicago University, Illinois (Online), June 2022.
- “Diversity in U.S. Advertising in Times of Racial Unrest, 2021 Conference on Artificial Intelligence, Machine Learning, and Business Analytics (online), December 2021, (Keynote Speaker).
- “What Words Sweat: Written Words Can Predict Default,” Neudata Summer Summit (online), June 2021.
- “Click to Brick: How Many Customers Research Products on Amazon, and Purchase Them Elsewhere,” Marketing Science Conference, Rochester University, New York (online), June 2021.
- “Using Unstructured Data for Marketing Insights,” Marketing Science Conference, Doctoral Consortium, Rochester University, New York (Online), June 2021.

- “Automating the B2B Salesperson Pricing Decisions: Can Machines Replace Humans and When?” Data Science Day, Columbia Data Science Institute, New York, New York (Online), April 2021
- “Using Textual Data for Marketing Insights,” Winter AMA, Text-mining Workshop (online), February 2021.
- “Capture Information to Fuel Growth,” Winter AMA, JM-MSI Special Issue Track, (online), February 2021.
- “When Words Sweat: Identifying Signals of Loan Default in the Text of Loan Applications,” Paul Green Award Session, AMA Summer Academic Conference (online), August 2020.
- “Using Textual For Business Insights,” Marketing Science Institute, Lunch Speaker Series (online), July 2020.
- “Using Unstructured (Textual) Data for Marketing Insights,” Marketing Science Conference, Doctoral Consortium, Duke University, North Carolina (online), June 2020
- “Using Unstructured (Textual) Data for Marketing Insights,” Inaugural Marketing Analytics Symposium – Sydney (MASS) 2020, Sydney, Australia, February 2020, (Keynote Speaker)
- “When Word Sweat, Written Words Can Predict Default,” 3rd Annual SQA – CFA Society NY, Joint Conference, Data in Finance: From Theory to Practice, January 2020
- “Uniting the Tribes: Using Textual Analysis for Marketing Insights,” Journal of Marketing Workshop, Indian School of Business, Hyderabad, India, January 2020
- “Automating the B2B Salesperson Pricing Decisions: Can Machines Replace Humans and When?” Conference on Artificial Intelligence, Machine Learning and Business Analytics. Temple University, December 2019, (Keynote Speaker)
- “Models of Behavioral Decision Making,” Academy of Consumer Research Conference, Atlanta, Georgia, October 2019
- “Consumption Ideology,” Academy of Consumer Research Conference, Atlanta, Georgia, October 2019
- “Capturing Information to Fuel Growth,” Marketing Science Conference, Rome, Italy, June 2019
- “Social Media Data as a Source of Research Innovation,” AMA Sheth Doctoral Consortium, NYU, New York, 2019
- “Using Unstructured (Textual) Data,” Journal of Marketing Workshop, Tsinghua University, Beijing, China, April 2019
- “Data as a Source of Innovation,” Conference on Digital Marketing, and Machine Learning. Carnegie Mellon University, December 2018, (Keynote Speaker)

- “Data as Innovation: Leveraging Unstructured Data,” Marketing Science Conference, Temple University, Philadelphia, Pennsylvania, June, 2018
- “When Word Sweat, Written Words Can Predict Default,” Behavioral Insights from Text Conference, Wharton School of Business, Philadelphia, Pennsylvania, January 2018
- “Leveraging Unstructured (Textual) Data,” Conference on Digital, Mobile Marketing, and Social Media Analytics. NYU, New York, December 2017, (Keynote Speaker).
- “Beyond the Target Customer: Social Effects of CRM Campaigns,” Marketing Science Institute Workshop on Integrated Customer Retention Management, New York, October 2017
- “When Word Sweat, Written Words Can Predict Default,” Frontiers of Applied Statistics in Marketing, Columbia University, April 2017
- “When Word Sweat, Written Words Can Predict Default,” Big Data Conference, Chicago University, October 2016
- “Idea Generation, Creativity, and Prototypicality,” Marketing Science Conference, John Hopkins University, Baltimore, Maryland, June 2015
- “The Contagious Effect of Marketing Campaigns: Evidence from a Field Experiment,” Marketing Science Conference, John Hopkins University, Baltimore, Maryland, June, 2015
- “Identifying Signals for Loan Default in the Text of Loan Applications,” Boulder Summer Conference on Consumer Financial Decision Making, Boulder Colorado, June 2015
- “Idea Generation, Creativity, and Prototypicality,” AMA - ECMI - EMAC Marketing & Innovation Symposium, Erasmus University, Rotterdam, Netherlands, May 2014
- “Mine Your Own Business: Can We Use the Web as a Marketing Research Playground?” AMA - ECMI - EMAC Marketing & Innovation Symposium, Erasmus University, Rotterdam, Netherlands, May 2014
- “Using Hidden Markov Models to Identify Job Seekers from Social Network Data,” Joint Statistical Meeting, Montreal, CA, August 2013
- “Using Hidden Markov Models to Identify Job Seekers from Social Network Data,” Theory and Practice in Marketing, London Business School, London, UK, May 2013
- “Using Hidden Markov Models to Identify Job Seekers from Social Network Data,” Marketing Dynamics Conference, Tilburg University, Tilburg, Netherlands, August 2012
- “Mine Your Own Business: Market Structure Surveillance through text Mining,” Advanced Research Techniques Forum AMA, Seattle, Washington, June 2012
- “Using Hidden Markov Models to Identify Job Seekers from Social Network Data,” Marketing Science Conference, Boston University, Boston, Massachusetts, June, 2012
- “Experiments in Social Media,” Winter AMA, St. Petersburg, Florida, February 2012

- “State Dependence Effects in Surveys: A Cross-national Investigation,” Marketing Dynamics Conference, Jaipur, India, July 2011
- “Assessing the Validity of Market Structure Analysis Derived from Text Mining Data,” Marketing Science Conference, Rice University, Houston, Texas, June, 2011
- “Mine Your Own Business: Assessing Market Structure by “Listening” to Consumers using Text Mining,” Customer Insights Conference, Yale University, New Haven, Connecticut, May 2011
- “Mine Your Own Business: Assessing Market Structure by “Listening” to Consumers using Text Mining,” TRC Conference, New York AMA, New York, October 2010
- “The Longitudinal Aspects of Alumni Relationships,” Ivy + Conference, Columbia University, New York, June 2010
- “Dynamic Pricing in B2B Settings,” Marketing Science Conference, Cologne, Germany, June 2010
- “Mine Your Own Business: Assessing Market Structure by “Listening” to Consumers using Text Mining,” TRC Conference, New York AMA, New York, June 2010
- “Mine Your Own Business: Market Structure Surveillance,” The Emergence and Impact of User-Generated Content Conference, Wharton, Philadelphia, NY, December 2009
- “Dynamic Marketing Mix Allocation for Long-Term Profitability,” DMEF Research Summit, San Diego, CA, October 2009
- “Mine Your Own Business: Assessing Market Structure by “Listening” to Consumers using Text Mining,” TRC Conference, Philadelphia, PA, October 2009
- “Dynamic Customer Interdependencies,” Marketing Dynamics Conference, New York University, NY, August 2009
- “Adaptive Self-Explication of Multi-Attribute Preferences,” Joint Statistical Meeting, Denver, Colorado, August 2008
- “Mine Your Own Business: Assessing Market Structure by “Listening” to Consumers using Text Mining,” INFORMS Marketing Science Conference, Vancouver, June 2008
- “Assessing Market Structure by Listening to Consumers Using Text Mining,” INFORMS, Seattle, November 2007
- “Mining Product Discussion Forums for Market Structure,” INFORMS, Seattle, November 2007
- “Modeling Dynamic Customer Interdependencies,” INFORMS Marketing Science Conference, Singapore, June 2007
- “Adaptive Self-Explication of Multi-Attribute Preferences,” ART Forum AMA, Monterey, California, June 2006
- “A Hidden Markov Model of Customer Relationship Dynamics,” Marketing Dynamics Conference, Sacramento, California, September 2005

- “Adaptive Self-Explication of Multi-Attribute Preferences,” INFORMS Marketing Science Conference, Atlanta, Georgia, June 2005
- “A Hidden Markov Model of Customer Relationship Dynamics,” Bayesian Methods in Marketing Workshop, Frankfurt, Germany, September 2004
- “A Hidden Markov Model of Customer Relationship Dynamics,” INFORMS Marketing Science Conference, Rotterdam, Netherlands, June 2004
- “Adaptive Self-Explicated Approach for Preference Structure Measurement,” INFORMS Marketing Science Conference, Rotterdam, Netherlands, June 2004
- “Alternative Models for Capturing the Compromise Effect,” Marketing in Israel Conference, Tel-Aviv University, Tel-Aviv, Israel, December 2003
- “Alternative Models for Capturing the Compromise Effect in Multi-Attribute Logit Choice Models,” INFORMS Marketing Science Conference, Edmonton, Alberta, Canada, July 2002

TEACHING EXPERIENCE

Marketing Strategy Core Executive MBA, Columbia Business School

Spring 2023 (Student Evaluation 4.3, 4.2 on a 5-point scale)

Marketing Core MBA, Columbia Business School

Fall 2021 (Student Evaluation 4.2, 4.1, 4.1 on a 5-point scale), Fall 2020 (Student Evaluations 4.7, 4.7 and 4.5 on a 5-point scale), Spring 2019 (Student Evaluations 4.9, 4.8 and 4.7 on a 5-point scale), Fall 2017 (Student Evaluations 4.9, 4.8 and 4.6 on a 5-point scale), Fall 2016 (Student Evaluations 4.7, 4.6 and 4.6 on a 5-point scale), Fall 2015 (Student Evaluations 4.6, 4.4 and 4.3 on a 5-point scale), Fall 2014 (Student Evaluations 4.6, 4.4 and 3.9 on a 5-point scale)

Marketing Research, MBA, Columbia Business School

Spring 2013 (Student Evaluations 4.7 and 4.4 on a 5-point scale), Spring 2012 (Student Evaluations 4.9 and 4.6 on a 5-point scale), Spring 2011 (Student Evaluations 4.9 on a 5-point scale), Spring 2010 (Student Evaluations 4.8 on a 5-point scale), Fall 2008 – (Student Evaluations 5.0 on a 5-point scale), Spring 2008 – (Student Evaluations 5.0 on a 5-point scale), Fall 2006 (Student Evaluations 4.8 on a 5-point scale), Fall 2005 – (Student Evaluations 4.8 on a 5-point scale), Spring 2005 (Student Evaluations 4.7 on a 5-point scale).

Marketing Research, Executive MBA, Columbia Business School

Spring 2011 (Student Evaluations 4.9 on a 5-point scale), Spring 2010 (Student Evaluations 5.0 on a 5-point scale), Spring 2008 (Student Evaluations 4.9 on a 5-point scale), Fall 2006 (Student Evaluations 4.5 on a 5-point scale).

Developing Quantitative Intuition/Leading in a Data-driven World, Executive MBA, Columbia Business School

Summer 2023 (Student Evaluations 4.8 on a 5-point scale), Summer 2022 (Student Evaluations 4.4 on a 5-point scale), Summer 2021 (Student Evaluations 4.4 on a 5-point scale), Summer 2020 (Student Evaluations 4.3 on a 5-point scale), Summer 2019 (Student Evaluations 4.5 on a 5-point scale), Fall 2018 (Student Evaluations 4.4 on a 5-point scale), Summer 2017 (Student Evaluations

4.1 on a 5-point scale), Summer 2016 (Student Evaluations 4.5 on a 5-point scale), Fall 2015 (Student Evaluations 4.1 on a 5-point scale).

Marketing Management, Undergraduate, Columbia Business School

Spring 2011 (Student Evaluations 4.9 on a 5-point scale), Spring 2010 (Student Evaluations 4.9 on a 5-point scale), Fall 2008 (Student Evaluations 5.0 on a 5-point scale), Spring 2008 (Student Evaluations 5.0 on a 5-point scale), Fall 2006 – (Student Evaluations 5.0 on a 5-point scale), Fall 2005 (Student Evaluations 5.0 on a 5-point scale), Spring 2005 (Student Evaluations 5.0 on a 5-point scale).

Empirical Models in Marketing (PhD) Spring, 2011, 2012, 2013, 2016, 2018, 2020, 2022, 2024

Empirical Models in Marketing (MS) Spring, 2016, 2018

Workshop on Hidden Markov Models, Harvard Business School (PhD workshop), 2011; Marketing Dynamics Conference, Tilburg University, 2012; Manheim University (PhD workshop), 2013; Vienna University (PhD workshop), 2014; HEC Paris (Master PhD Workshop), 2014.

Workshop on Bayesian Methods in Marketing, Stanford University (PhD workshop), 2004; Goethe-University, Frankfurt, 2004

DOCTORAL STUDENTS

Advisor - first job

Ricardo Montoya, Columbia University (Co-advisor) - University of Chile
Jonathan Zhang, Columbia University (Co-advisor) - University of Washington
Rom Schrift, Columbia University (Co-advisor) - Wharton School of Business
Yang Li, Columbia University (Co-advisor) – CKGSB, Beijing
Nick Reinholtz, Columbia University (Co-advisor) – University of Colorado
Yael Karlinsky-Shichor, Columbia University – Northeastern University
Nicolas Padilla, Columbia University (Co-advisor) – London Business School
Alain Lemaire, Columbia University – University of Texas Austin
Sibel Sozuer Zorlu – University of North Carolina
E. Shin Oblander (Co-advisor) – University of British Columbia
Jasmine Yang (Co-advisor)

Committee Member - first job

Eva Ascarza, London Business School - Columbia University
Anat Keinan, Columbia University - Harvard Business School
Oleg Urminsky, Columbia University - Chicago Booth School of Business
Agata Leszkiewicz, Carlos III, Madrid – Georgia State University
Jia Liu, Columbia University – Hong Kong University of Science and Technology (HKUST)
Daniel He, Columbia University – National University of Singapore (NUS)

Shiri Melumad, Columbia University – Wharton School of Business
 Jaeyeon Chung, Columbia University – Rice University
 Ryan Dew, Columbia University – Wharton School of Business
 Rachel Meng, Columbia University – NYU (postdoc)
 Hyunhwan “Aiden” Lee, University of Miami – HEC Montreal
 Jochen Hartmann, Hamburg University – University of Groningen
 Yu Ding, Columbia University – Stanford University
 Filipe Sengo Furtado, University of Vienna – University of Vienna
 Alisa Wu, Columbia University – University of Utah
 Chi Zhang, Texas A&M
 Eric Park, Columbia University

EXTERNAL PROFESSIONAL ACTIVITIES & SERVICE

- Co-Editor – *Journal of Association of Consumer Research* – Special issue on Financial Decision Making
- Area Editor – *Information Systems Research* (Special issue on Creativity)
 – *Journal of Marketing* (2017 – Present)
 – *Management Science* (2014 – 2019)
 – *Marketing Science* (2019 – Present)
 – *Quantitative Marketing and Economics (QME)* – (2014 – Present)
- Editorial Board – *Customer Needs and Solutions* (2012 – Present)
 – *International Journal of Research in Marketing (IJRM)* – (2009-Present)
 – *Journal of Interactive Marketing* (2018 – Present)
 – *Journal of Marketing* (2015 – Present)
 – *Journal of Marketing Research* (2014 – 2020)
 – *Marketing Science* (2014 – Present)
- Ad-hoc Reviewer – Association of Consumer Research (ACR) Conference, *Direct Marketing Education Foundation (DMEF)*, *Econometrica*, *EMAC conference*, *EMAC/McKinsey Dissertation Award*, *INFORMS Society for Marketing Science (ISMS)*, *Israel Science Foundation (ISF)*, *Information System Research (ISR)*, *Journal of American Statistical Association (JASA)*, *Journal of Association of Consumer Research (JACR)*, *Journal of Consumer Research (JCR)*, *Journal of the Operational Research Society (JORS)*, *Journal of Retailing (JR)*, *Manufacturing and Service Operations Management*, *Management Information Systems (MIS) Quarterly*, *(MSOM)*, *Marketing Letters*, *Marketing Science Institute (MSI)*, *Operation Research (OR)*, *EU Marie Curie Fellowship*, *Research Grants Council of Hong Kong*, *Swiss National Science Foundation*
- Amazon Scholar – 2019-Present
 Marketing Science Institute – Academic Fellow, 2023-Present

Marketing Science Institute Scholar Conference Committee, South Carolina, January 2023
Marketing Science Institute Workshop on Integrated Customer Retention Management, Co-chair, 2017
Advisory Board of American Marketing Association, Innovation, Technology and Innovation SIG, 2024-Present
Columbia Big Data and Marketing Analytics Conference, Co-chair, 2017
Marketing Dynamics Conference 2014, 2016, 2017, 2018 Program Committee
Association of Consumer Research Conference 2015, Program Committee
Advanced Research Techniques Forum 2013, Program Committee
Advertising Educational Foundation – Member of the Board of Directors, 2011-2015
Member of the Wharton Customer Analytics Initiative (WCAI) Council, 2011-2016
International Workshop on Data Mining for Service, Program Committee – 2006, 2010-2018
The 7th Triennial Choice Symposium, The Wharton School of the University of Pennsylvania, June 2007 – Session Co-chair
The 11th Triennial Choice Symposium, University of Alberta, Canada, May 2016 – Session Co-chair
The 13th Triennial Choice Symposium, INSEAD, Fontainebleau, Program Committee, 2023
Bayesian Methods in Marketing Workshop, for Marketing Scholars in Europe, Goethe-University, Frankfurt, Germany, September 2004 – Co-organizer
Section on Statistics in Marketing, American Statistical Association –
Elected Secretary/Treasurer, 2006-2008
Elected Chair, 2010