

# ODED NETZER

(Updated Sept. 2023)

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## ACADEMIC POSITIONS

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**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

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**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

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Winner, 2021 ISMS Don Morison Long Term Impact award, given to a marketing paper published in Marketing Science, Management Science, or another INFORMS journal, that is viewed to have made a significant long-run impact on the field of Marketing.

Winner, 2021 EMAC-Sheth Foundation Sustainability Research Competition.

Finalist, 2020 Paul E. Green Best Paper Award, *Journal of Marketing Research*, for an article published in 2019 that “shows or demonstrates the most potential to contribute significantly to the practice of marketing research and research in marketing.”

Finalist, 2019 Paul E. Green Best Paper Award, *Journal of Marketing Research*, for an article published in 2019 that “shows or demonstrates the most potential to contribute significantly to the practice of marketing research and research in marketing.”

Finalist, 2019 Robert D. Buzzell Best Paper Award, to “honor the authors of MSI working papers that have made the most significant contribution to marketing practice and thought.”

The 2018 Marketing Science Institute, Scholar Program

Winner, 2017, John Little Best Paper Award, award for best marketing paper published in *Marketing Science* or *Management Science* in 2017

Finalist, 2017 Paul E. Green Best Paper Award, *Journal of Marketing Research*, for an article published in 2017 that “shows or demonstrates the most potential to contribute significantly to the practice of marketing research and research in marketing.”

Finalist, 2017, Gary L. Lilian ISMS\_MSI Practice Prize Award for outstanding implementation of marketing science concepts and methods.

The 2016-2017 Columbia University GSAC Faculty Mentoring Award to commemorate excellence in the mentoring of Ph.D. students.

Finalist, 2016 William O’Dell Best Paper Award, *Journal of Marketing Research*, an article published in 2011 (five years ago) that “made the most significant long-term contribution to marketing theory, methodology and/or practice.”

Finalist, 2015 Frank M. Bass Outstanding Dissertation Award. Award for best marketing paper derived from a Ph.D. thesis published in *Marketing Science* or *Management Science* in 2015

Winner, 2014 ISMS Long Term Impact award, given to a marketing paper published in Marketing Science, Management Science, or another INFORMS journal, that is viewed to have made a significant long-run impact on the field of Marketing.

Finalist, 2014 John Little Best Paper Award, award for best marketing paper published in *Marketing Science* or *Management Science* in 2014

Finalist, 2014 Frank M. Bass Outstanding Dissertation Award. Award for best marketing paper derived from a Ph.D. thesis published in *Marketing Science* or *Management Science* in 2014

AMA Sheth Foundation Doctoral Consortium Faculty Fellow, 2012, 2015, 2017, 2019, 2022

2012 George S. Eccles Research Fund Award.

Marketing Science Institute, Young Scholar Program, 2011.

Columbia Business School Dean’s Award for Teaching Excellence, 2010.

Best Competitive Paper Award, *Society for Consumer Psychology (SCP)*, Winter Conference, 2010.

Finalist, 2009 William O'Dell Best Paper Award, *Journal of Marketing Research*, an article published in 2004 that "made the most significant long-term contribution to marketing theory, methodology and/or practice."

Winner, 2008 John Little Best Paper Award, award for best marketing paper published in *Marketing Science* or *Management Science*, in 2008

Winner, 2008 Frank M. Bass Outstanding Dissertation Award. award for best marketing paper derived from a Ph.D. thesis published in *Marketing Science* or *Management Science*, in 2008

Finalist, 2005 Paul E. Green Best Paper Award, *Journal of Marketing Research*, an article published in 2004 that "shows or demonstrates the most potential to contribute significantly to the practice of marketing research and research in marketing." in 2005

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

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

## PUBLICATIONS

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2. Ryan Dew, Eva Ascarza, Oded Netzer, and Nachum Sicherman "Detecting Routines in Ride-sharing: Implications for Customer Management," *Journal of Marketing Research*, forthcoming.
3. Yael Karlinsky-Shichor and Oded Netzer "Automating the B2B Salesperson Pricing Decisions: A Human-Machine Hybrid Approach," *Marketing Science*, forthcoming.
  - **Finalist, 2017, Gary L. Lilian ISMS\_MSI Practice Prize Award**
  - **Winner, 2017 Vithala R., and Saroj V. Rao ISMS Doctoral Dissertation Award**
4. Schoenmueller, Verena, Oded Netzer, and Florian Stahl (2023), "Polarized America: From Political Polarization to Preference Polarization," *Marketing Science Frontiers*, 42(1), 48-60.
5. Ebbes, Peter and Oded Netzer (2022), "Using Social Network Activity Data to Identify and Target Job Seekers," *Management Science*, 68(4), 3169-3174.

6. 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.
7. 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.
8. Hartmann, Jochen, Mark Heitmann, Christina Schamp and Oded Netzer (2021) “The Power of Brand Selfies,” *Journal of Marketing Research*, 58(6), 1159-1177.
9. Du, Rex, Oded Netzer, David A. Schweidel and Debanjan Mitra (2021), “Capturing Marketing Information to Fuel Growth,” *Journal of Marketing*, 85(1), 163-183.
10. 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**
11. 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).
12. Netzer, Oded, Alain Lemaire, and Michal Herzenstein (2019), “When Words Sweat: Identifying Signals of Loan Default,” *Journal of Marketing Research*, 56(6), 960-980.
  - **Finalist, 2019 Paul E. Green Best Paper Award**
13. 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.
14. Ascarza, Eva, Oded Netzer and Bruce Hardie (2018), “Some Customers Would Rather Leave Without Saying Goodbye,” *Marketing Science*, 37(1), 54-77.
15. 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**
16. 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**
17. Matz, Sandra and Oded Netzer (2017), “Using Big Data as a Window into Consumers’ Psychology,” *Current Opinion in Behavioral Sciences*, 18(December), 7-12
18. Sharpe-Wessling, Kathrine, Joel Huber and Oded Netzer (2017), “MTurk Character Misrepresentation: Assessment and Solutions,” *Journal of Consumer Research*, 44(1), 211-230.

19. Toubia, Olivier and Oded Netzer (2017), "Idea Generation, Creativity, and Prototypicality," *Marketing Science*, 36(1), 1-20 (lead article).
- **Winner, 2017 John Little Best Paper Award**
20. Keinan Anat, Ran Kivetz, and Oded Netzer (2016), "The Functional Alibi," *Journal of Academy of Consumer Research*, 1(4), 479-496 (lead article).
21. 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).
22. 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**
  - **Winner, Shankar-Spiegel Dissertation Award (DMEF), 2009**
23. 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.
24. de Jong Martijn G., Donald R. Lehmann and Oded Netzer (2012), "State Dependence Effects in Surveys," *Marketing Science*, 31(5), 838-854.
25. 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.
- **Winner, 2021 ISMS Don Morison Long-term Impact Award**
26. 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.
27. 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**
28. Netzer, Oded and V. Srinivasan (2011), "Adaptive Self-Explication of Multi-Attribute Preferences," *Journal of Marketing Research*, 48(1), 140-156.
29. 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.

- **This paper has been 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**
30. Netzer, Oded, James M. Lattin and V. Srinivasan (2008), "A Hidden Markov Model of Customer Relationship Dynamics," *Marketing Science*, 27, March-April, 185-204
- **Winner, 2014 ISMS Long-term Impact Award**
  - **Winner, 2008 ISMS John Little Best Paper Award**
  - **Winner, 2008 ISMS Frank M. Bass Outstanding Dissertation Award**
  - **Honorable Mention, 2002 Alden G. Clayton Doctoral Dissertation Competition**
31. 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.
32. 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.
33. 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.
34. 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

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35. 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.
36. 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.
37. 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.
38. 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.

39. 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

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40. 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.
41. 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.
42. Sharpe-Wessling Kathrine, Joel Huber and Oded Netzer (2017) "MTurk Survey Deception: Sources, Risks and Remedies," *Proceedings of the Sawtooth Software Conference*, September 2016.
43. 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.
44. 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 21<sup>st</sup> ACM SIGKDD International Conference of Knowledge Discovery and Data Mining (KDD 2015)*
45. 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)*
46. 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

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47. "The Language of (Non) Replicable Science," with Michal Herzenstein, Sanjana Rosario, and Shin E. Oblander – under review
48. "Diversity in Advertising in Times of Racial Unrest" with Jochen Hartmann and Rachel Zalta
49. "Linguistic-Based Recommendation: The Role of Linguistic Match Between Users and Products," with Alain Lemaire – under review
50. "Heterogeneity in HMMs: Allowing for Heterogeneity in the Number of States," with Nicolas Padilla and Ricardo Montoya
51. "The Twofold Effect of Customer Retention in Freemium Settings," with Eva Ascarza and Julian Runge
52. "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

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53. “The Customer Journey as a Source of Information,” with Nicolas Padilla and Eva Ascarza
54. “Leveraging repeated marketing interventions for effective targeting/personalization” with Peter Ebbes, and Eva Ascarza
55. “A Recipe for Creative Recipes: An Ingredient Embedding Approach,” with Sibel Sozuer and Kriste Krstovski

## RESEARCH INTERESTS

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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

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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 Melon 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 6<sup>th</sup> 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 Scholl, 5<sup>th</sup> 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

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- “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,” 3<sup>rd</sup> 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

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### **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**

### **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

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### **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  
Martin Schleicher, Columbia University (Co-advisor)  
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  
Jasmine Yang

### **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  
Eric Park, Columbia University

## EXTERNAL PROFESSIONAL ACTIVITIES & SERVICE

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- Co-Editor – Journal of Association of Consumer Research – Special issue on Financial Decision Making
- Area Editor – *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)*, *Journal of American Statistical Association (JASA)*, *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 Workshop on Integrated Customer Retention Management, Co-chair, 2017
- 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 13<sup>th</sup> Triennial Choice Symposium, INSEAD, Fontainebleau, Program Committee, 2023
- The 7<sup>th</sup> Triennial Choice Symposium, The Wharton School of the University of Pennsylvania, June 2007 – Session Co-chair
- The 11<sup>th</sup> Triennial Choice Symposium, University of Alberta, Canada, May 2016 – Session Co-chair

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