ANDREY SIMONOV

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CONTACTS

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ACADEMIC APPOINTMENTS

- Glenn Campbell and Rita Ricardo-Campbell National Fellow, Hoover Institution, Stanford University, 09/2022 – 08/2023

- Gary Winnick and Martin Granoff Associate Professor of Business, Columbia Business School, 07/2022 –

- affiliated faculty member, Department of Economics, Columbia University, 2020 –

- Research Affiliate, Centre for Economic Policy Research (CEPR), IO Programme, 2021 –

PAST ACADEMIC APPOINTMENTS

- Associate Professor, Marketing Division, Columbia Business School, 07/2021 – 06/2022

- Assistant Professor, Marketing Division, Columbia Business School, 07/2017 – 06/2021

EDUCATION

University of Chicago, Booth School of Business *June 2017*
Ph.D. Business: (Quantitative) Marketing

Tilburg University (CentER) *August 2012*
M.Sc. Business: Marketing

Tilburg University *August 2011*
M.Sc. Econometrics and Mathematical Economics

Lomonosov Moscow State University *June 2010*
B.Sc. Economics

PUBLICATIONS

1. **Competition and Crowd-out for Brand Keywords in Sponsored Search**
   w/ Chris Nosko and Justin Rao
   Marketing Science 37(2), 2018

   - **Finalist, 2018 John D. C. Little Award**

2. **Firms' Reactions to Public Information on Business Practices:**
   Case of Search Advertising
   w/ Justin Rao
   Quantitative Marketing and Economics 17(2), 2019

   - **Runner-up, 2020 Dick Wittink Prize**

3. **State-Dependent Demand Estimation with Initial Conditions Correction**
   w/ Jean-Pierre Dubé, Günter Hitsch and Peter Rossi
   Journal of Marketing Research 57(5), 2020

- **Lead article**

4. **Competitive Advertising on Brand Search: Traffic Stealing and Click Quality**
   w/ Shawndra Hill
   Marketing Science, 40(5), 2021

5. **Demand for Online News under Government Control: Evidence from Russia**
   w/ Justin Rao
   Journal of Political Economy, 130(2), 2022

   - **Lead Article**

   - **Online Appendix**

6. **Frontiers: The Persuasive Effect of Fox News: Non-Compliance with Social Distancing During the Covid-19 Pandemic**
   w/ Szymon Sacher, Jean-Pierre Dubé, and Shirsho Biswas
   Marketing Science, 41(2), 2022

   - *NBER Working Paper #27237*

   - **Chazen Global Research Grant ($10,000)**

7. **Suspense and Surprise in Media Product Design: Evidence from Twitch.tv**
   w/ Raluca Ursu and Carolina Zheng
   Journal of Marketing Research, 60(1), 2023

   - **Lead Article**

WORKING PAPERS

1. **Online Advertising as Passive Search**
   w/ Eunkyung An and Raluca Ursu
   R&R Management Science

   - *CEPR Discussion Paper #16193*

2. **News Content and Advertising Effectiveness: Evidence from an Eye-Tracking Experiment**
   w/ Tommaso Valletti and Andre Veiga

3. **Dark Defaults: How Choice Architecture Steers Campaign Donations**
   w/ Nathaniel Posner, Kellen Mrkva, and Eric Johnson

WORK IN PROGRESS

- **Gaming or Gambling? An Empirical Investigation of the Role of Loot Boxes in Video Games**
  with Tomomichi Amano

  - **Center on Japanese Economy and Business Grant ($18,500)**

- **A New Instrument for Measuring the Effectiveness of TV Ads: Channel Position Effects**
  with Shirsho Biswas and Jean-Pierre Dubé

  - **Chazen Global Research Grant ($10,000)**

  - **MSI Grant #4000410 ($10,000)**

- **News Persuasiveness**
  with Shiri Melumad, Andrea Prat, and Tommaso Valletti

- **Beyond the Paywall**
  with Gregory Martin and Shoshana Vasserman

- **Church and Political Persuasion in Russia**
  with Vasily Korovkin

CONFERENCE PRESENTATIONS

- *Online Advertising as Passive Search*
  CEPR Applied IO; ESMT Berlin   *June 2022*

- *Suspense and Surprise in Media Product Design: Evidence from Twitch.tv*
  Four Schools Conference; NYU   *April 2022*
  Quantitative Marketing and Economics; UCLA Anderson   *October 2021*
  Frank M. Bass Conference; UT Dallas   *February 2021*

- *The Persuasive Effect of Fox News: Non-Compliance with
  Social Distancing During the Covid-19 Pandemic*
  Columbia COVID-19 Symposium   *June 2020*
  Marketing Science, Duke   *June 2020*
  NYC Media Seminar   *May 2020*

- *Gaming or Gambling? An Empirical Investigation of the Role
  of Loot Boxes in Video Games*
  FTC Public Workshop on Loot Boxes   *August 2019*

- *A New Instrument for Measuring the Effectiveness of TV Ads:
  Channel Position Effects*
  IO Fest, Berkeley   *December 2022*
  IIOC   *April 2021*
  Marketing Science, Rome   *June 2019*

- *Competitive Advertising on Brand Search: Traffic Stealing and Click Quality*
  Digital Platforms, Toulouse   *October 2020*
  Barcelona GSE Summer Forum   *June 2019*
  MSI Media Analytics; Columbia   *February 2019*
  Digital Economics; Toulouse School of Economics   *January 2019*
  Quantitative Marketing and Economics; Chicago Booth   *August 2018*
  Marketing Science; Temple   *June 2018*

- *Demand for Online News under Government Control: Evidence from Russia*
  Moscow State University, Department of Economics' 80th Anniversary   *December 2021*
  Cornell Young Scholars Research Camp (inaugural)   *April 2021*
  Wallis Conference on Political Economy   *September 2020*
  Behavioral Insights from Text; Wharton   *January 2020*
  4th Economics of Media Bias Workshop; Berlin   *February 2019*
  Media Economics Workshop; UPF Barcelona   *October 2017*
  Marketing Science; University of Southern California   *June 2017*
  Economics of Media and Communications Conference;   *December 2016*
  Becker Friedman Institute, UChicago
  Kellogg-Booth Student Symposium; Kellogg, Northwestern University   *April 2016*
  Trans-Atlantic Doctoral Consortium, LBS   *May 2016*

- *Competition and Crowd-out for Brand Keywords in Sponsored Search*
  Quantitative Marketing and Economics; Sloan, MIT   *October 2015*

SEMINAR PRESENTATIONS

- *Suspense and Surprise in Media Product Design: Evidence from Twitch.tv*
  eQMS   *2022*
  Yale SOM   *2021*

- *Gaming or Gambling? An Empirical Investigation of the Role of Loot Boxes
  in Video Games*
  UCLA Anderson, Vrije Universiteit Amsterdam, Toronto Rotman, Duke Fuqua, Temple Fox,
  Rochester Simon   *2022*
  Wharton, Michigan Ross, Manhattan College   *2021*

- *A New Instrument for Measuring the Effectiveness of TV Ads:
  Channel Position Effects*
  Kellogg (mrkt camp)   *2019*

- *Demand for Online News under Government Control: Evidence from Russia*
  Northwestern (IO)   *2020*
  FCC   *2019*
  NYU Stern, University of Washington Foster   *2018*
  Lomonosov Moscow State University, Stanford   *2017*
  CMU, Columbia, Duke, HKUST, LBS, Southern Methodist University,
  UC Berkeley, UCLA, UCSD, Minnesota, Rochester, Southern California   *2016*

- *Competitive Advertising on Brand Search: Traffic Stealing and Click Quality*
  UCLA   *2020*
  FTC, Dartmouth (mrkt camp)   *2019*
  Temple   *2018*

CONFERENCE DISCUSSIONS AND DISCUSSION PANELS

2022: CEPR-EIEF-Tor Vergata Workshop on Media, Technology, Politics, and Society (Rome), QME
(Rochester)
2021: IIOC, SICS (Berkeley), NBER Japan Project
2020: Frank M. Bass Conference (UT Dallas)
2019: Quantitative Marketing and Structural Econometrics Workshop (Kellogg)
2018: SICS (Berkeley)
2017: QME (Goethe), Big Data and Marketing Analytics (Columbia), Media Economics Workshop
(Barcelona)

ACADEMIC AWARDS AND GRANTS

Runner-up, 2020 Dick Wittink Prize	*2020*
Chazen Global Research Grant ($10,000)	*2020*
Center on Japanese Economy and Business Grant ($18,500)	*2019*
Finalist, 2018 John D. C. Little Award	*2018*
Chazen Global Research Grant ($10,000)	*2018*
MSI Grant #4000410 ($10,000)	*2018*
Sanford J. Grossman Fellowship in Honor of Arnold Zellner, Chicago Booth	*2017*

ASA Annual Doctoral Research Award – Statistics in Marketing	*2017*
ISMS Doctoral Dissertation Award	*2016*
Kilts Fellowship, Chicago Booth	*2016-2017*
Bradley Fellowship, Stigler Center, Chicago Booth	*2016-2017*
Katherine Dusak Miller PhD Fellowship, Chicago Booth	*2015-2017*
Joseph A. and Susan E. Pichler PhD Fellowship, Chicago Booth	*2013*
Chicago Booth PhD Fellowship, Chicago Booth	*2012-2017*
CentER Scholarship, Tilburg University	*2011-2012*
TU Scholarship Program, Tilburg University	*2010-2011*

TEACHING

- Core Marketing Strategy (part 2): EMBA, EMBA Americas, EMBA Global Asia, EMBA Global America & Europe
  Columbia Business School
  Spring 2018
  Fall 2018
  Spring 2019
  Fall 2019
  Spring 2020
  Summer 2020
  Fall 2020
  Spring 2021
  Fall 2021

- Graduate Industrial Organization-3
  Columbia University, Department of Economics.
  Spring 2019
  Spring 2021

- Columbia & Google SMART Program, Faculty Advisor
  MSc in Marketing Science, Columbia Business School
  Summer 2021
  Spring 2022

PROFESSIONAL SERVICE

- Editorial Review Boards:

  - *Marketing Science* (January 2022 – currently)

  - *Journal of Marketing Research* (July 2022 – currently)

- Ad-hoc reviewer:

  - *American Political Science Review, British Journal of Political Science, Econometrica, Journal of Business and Economic Statistics, Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Journal of Political Economy, Journal of Politics, Journal of Public Economics, Journalism, Information Economics and Policy, Information Systems Research, Management Science, Marketing Science, Nature Human Behavior, Quantitative Marketing and Economics, Quarterly Journal of Economics, RAND Journal of Economics, Review of Economic Studies*

- Conferences/Seminars Organized:

  - *Virtual Quant Marketing Seminar* [link]

OUTSIDE ACTIVITIES

Columbia Business School requires faculty members to disclose any recent activities that might present a real or apparent conflict of interest. My recent activities:

- Litigation consulting work, search advertising
  Fall 2021

- Microsoft Research, NYC   *July 2017 - June 2018*
  Consulting Researcher

- Microsoft Research, NYC   *June 2015 - September 2015*
  Research Intern   *June 2014 - October 2014*