

# ANDREY SIMONOV

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## CONTACTS

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## ACADEMIC APPOINTMENTS

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- Gary Winnick and Martin Granoff Associate Professor of Business (with tenure), Columbia Business School, 07/2025 – ...
- Faculty Member, Harriman Institute, Columbia University, 11/2023 – ...
- Stigler Center Affiliate Fellow, University of Chicago Booth School of Business, 07/2023 – ...
- Research Affiliate, Centre for Economic Policy Research (CEPR), IO Programme, 2021 – ...
- affiliated faculty member, Department of Economics, Columbia University, 2020 – ...

## PAST ACADEMIC APPOINTMENTS

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- Gary Winnick and Martin Granoff Associate Professor of Business, Columbia Business School, 07/2022 – 06/2025
- Glenn Campbell and Rita Ricardo-Campbell National Fellow, Hoover Institution, Stanford University, 09/2022 – 08/2023
- Associate Professor, Marketing Division, Columbia Business School, 07/2021 – 06/2022
- Assistant Professor, Marketing Division, Columbia Business School, 07/2017 – 06/2021

## EDUCATION

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<b>University of Chicago, Booth School of Business</b> Ph.D. Business: (Quantitative) Marketing	<i>June 2017</i>
<b>Tilburg University (Center)</b> M.Sc. Business: Marketing	<i>August 2012</i>
<b>Tilburg University</b> M.Sc. Econometrics and Mathematical Economics	<i>August 2011</i>
<b>Lomonosov Moscow State University</b> B.Sc. Economics	<i>June 2010</i>

## PUBLICATIONS

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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
  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**
    - **Finalist, 2023 Paul E. Green Award**
  8. **Dark Defaults: How Choice Architecture Steers Political Campaign Donations**  
w/ Nathaniel Posner, Kellen Mrkva, and Eric Johnson  
*Proceedings of the National Academy of Sciences*, 120(40), 2023
  9. **Online Advertising as Passive Search**  
w/ Eunkyung An and Raluca Ursu  
*Management Science*, 71(2), 2025
  10. **Attention Spillovers from News to Ads: Evidence from an Eye-Tracking Experiment**  
w/ Tommaso Valletti and Andre Veiga  
*Journal of Marketing Research*, 62(2), 2025

## WORKING PAPERS

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- **What Makes Players Pay? An Empirical Investigation of In-Game Lotteries**  
w/ Tomomichi Amano *R&R, Journal of Marketing Research*
  - **Center on Japanese Economy and Business Grant (\$18,500)**
  - *CEPR Discussion Paper #17939*
- **The Impact of Banning Gambling Livestreams: Evidence from Twitch**  
w/ Qifan Han and Jasmine Yang

## WORK IN PROGRESS

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- **Advertising Load Discrimination on Social Media**  
with George Beknazar-Yuzbashev, Rafael Jiménez-Durán, and Mateusz Stalinsk

- Digital Future Initiative Grant (\$62,000)
- George Mason University Antonin Scalia Law School, Law & Economics Center’s Program on Economics & Privacy (\$13,000)
- Chazen Global Research Grant (\$10,000)
- Marketing Science Institute (\$5,000)
- **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)
- **Beyond the Paywall: Measuring Supply and Demand for Online News in a Rapidly Changing News Environment**  
with Gregory Martin and Shoshana Vasserman
- **Platform Power of News Aggregators**  
with Ruben Durante, Ruben Enikolopov, and Daniil Mikhailov
  - Chazen Global Research Grant (\$10,000)
  - Harriman Faculty Small Grant (\$7,500)
- **Language Identity and Foreign Propaganda: Evidence from the Russia-Ukraine War**  
with Sergey Sanovich
  - Harriman Faculty Small Grant (\$7,500)
- **Church and Political Persuasion in Russia**  
with Vasily Korovkin and Oksana Kuznetsova
- **Creator Content Production Decisions on Twitch**  
with Jasmine Yang

## CONFERENCE PRESENTATIONS

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- *Social Media Advertising Loads as Prices*  
Marketing Science, DC *June 2025*  
Workshop on Advertising and Marketing, Tallinn *July 2025*  
Virtual Quant Marketing Conference *September 2025*  
IO+, UChicago *September 2025*  
Stigler Center Affiliate Fellows Conference, UChicago *September 2025*
- *Language Identity and Foreign Propaganda: Evidence from the Russia-Ukraine War*  
Marketing Science, Sydney *June 2024*
- *Platform Power of News Aggregators*  
Digital Economics, Toulouse *January 2025*  
Conference on AI, ML, and Business Analytics, Yale University *December 2024*  
Digital Competition and Tech Regulation, Harvard Business School *April 2024*  
Authoritarian Propaganda and Media Control Conference, Columbia University *October 2023*

- *Media Capture in Russia in 2022*  
Stigler Center Affiliate Fellows Conference, UChicago  
Choice Symposium, INSEAD  
September 2023  
August 2023
- *Attention Spillovers from News to Ads: Evidence from an Eye-Tracking Experiment*  
Behavioral IO and Marketing Seminar, Michigan  
Workshop on Platform Analytics, UCSD  
Conference on AI, ML, and Business Analytics, Fox Temple  
SICS, Berkeley  
Regulating the Digital Economy Conference, TSE-Yale  
May 2024  
April 2024  
December 2023  
June 2023  
February 2023
- *Online Advertising as Passive Search*  
Workshop on Advertising and Marketing, Sofia  
Workshop on Platform Analytics, UCSD  
CEPR Applied IO; ESMT Berlin  
June 2023  
April 2023  
June 2022
- *Suspense and Surprise in Media Product Design: Evidence from Twitch.tv*  
AEA Meeting; New Orleans  
Four Schools Conference; NYU  
Quantitative Marketing and Economics; UCLA Anderson  
Frank M. Bass Conference; UT Dallas  
January 2023  
April 2022  
October 2021  
February 2021
- *The Persuasive Effect of Fox News: Non-Compliance with Social Distancing During the Covid-19 Pandemic*  
Columbia COVID-19 Symposium  
Marketing Science, Duke  
NYC Media Seminar  
June 2020  
June 2020  
May 2020
- *What Makes Players Pay? An Empirical Investigation of In-Game Lotteries*  
FTC Microeconomics Conference  
Barcelona GSE Summer Forum  
FTC Public Workshop on Loot Boxes  
November 2024  
June 2023  
August 2019
- *A New Instrument for Measuring the Effectiveness of TV Ads: Channel Position Effects*  
AEA Meeting; New Orleans  
IO Fest, Berkeley  
IIOC  
Marketing Science, Rome  
January 2023  
December 2022  
April 2021  
June 2019
- *Competitive Advertising on Brand Search: Traffic Stealing and Click Quality*  
Digital Platforms, Toulouse  
Barcelona GSE Summer Forum  
MSI Media Analytics; Columbia  
Digital Economics; Toulouse School of Economics  
Quantitative Marketing and Economics; Chicago Booth  
Marketing Science; Temple  
October 2020  
June 2019  
February 2019  
January 2019  
August 2018  
June 2018
- *Demand for Online News under Government Control: Evidence from Russia*  
Moscow State University, Department of Economics' 80th Anniversary  
Cornell Young Scholars Research Camp (inaugural)  
December 2021  
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; Becker Friedman Institute, UChicago	December 2016
Kellogg-Booth Student Symposium; Kellogg, Northwestern University	April 2016
Trans-Atlantic Doctoral Consortium, LBS	May 2016
• <i>Competition and Crowd-out for Brand Keywords in Sponsored Search</i> Quantitative Marketing and Economics; Sloan, MIT	October 2015

## SEMINAR PRESENTATIONS

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• <i>Platform Power of News Aggregators</i> HBS, Harriman Institute, Johns Hopkins University, CEPR Media Plurality Webinar	2025
CU Boulder, UC Riverside, Marketing Modelers (NYC), Center for Informed Democracy and and Social Cybersecurity (IDeaS), CMU	2024
• <i>Consumer Preferences for News and Avenues for Sustainable Journalism in an Online News Economy</i> Hoover Institution	2023
• <i>Media Capture in Russia in 2022</i> Columbia Business School-BAID Hub	2023
• <i>Online Advertising as Passive Search</i> Amazon Advertising	2023
• <i>Suspense and Surprise in Media Product Design: Evidence from Twitch.tv</i> eQMS	2022
Yale SOM	2021
• <i>What Makes Players Pay? An Empirical Investigation of In-Game Lotteries</i> Chicago Booth	2024
Stanford GSB, Berkeley Haas, Stanford GSB-Eddie Lunch	2023
UCLA Anderson, Vrije Universiteit Amsterdam, Toronto Rotman, Duke Fuqua, Temple Fox, Rochester Simon	2022
Wharton, Michigan Ross, Manhattan College	2021
• <i>A New Instrument for Measuring the Effectiveness of TV Ads: Channel Position Effects</i> Kellogg (mrkt camp)	2019
• <i>Demand for Online News under Government Control: Evidence from Russia</i> Northwestern (IO)	2020
FCC	2019
NYU Stern, University of Washington Foster, Marketing Modelers (NYC)	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

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2025: Winter Business Economics Conference (Utah), Workshop on Advertising and Marketing (Tallinn)  
 2024: NBER Digital Economy and AI (Stanford), IIOC (Boston), QME (Stanford)  
 2023: Winter Business Economics Conference (Utah), Behavioral IO and Marketing Seminar (Michigan), Workshop on Advertising and Marketing (Sofia), CEPR-EIEF-Tor Vergata Workshop on Media, Technology, Politics, and Society (Rome), QME (Imperial), Authoritarian Propaganda and Media Control Conference (Columbia), Future of Capitalism Hub (Columbia)  
 2022: CEPR-EIEF-Tor Vergata Workshop on Media, Technology, Politics, and Society (Rome), QME (Rochester)  
 2021: IIOC (Boston), SICS (Berkeley), NBER Japan Project (Virtual)  
 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

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MSI Grant SB-2691 (\$5,000)	2025
Harriman Faculty Small Grant (\$7,500)	2025
Digital Future Initiative Grant (\$20,000)	2024
RIMA Semester Senior Fellowship	2024
Journal of Marketing Research Outstanding Reviewer Award	2024
Early Career Faculty Impact Fellow, Columbia World Projects (CWP), Columbia Global	2024
Chazen Global Research Grant (\$10,000)	2024
Harriman Faculty Small Grant (\$7,500)	2024
Finalist, 2023 Paul E. Green Award	2024
Winner, 2024 AMA-EBSCO-RRBM Award for Responsible Research in Marketing	2024
Rudolph Schoenheimer Faculty Fund Award	2023
MSI Young Scholar 2023	2023
V. Seenu Srinivasan Young Scholar Award in Quantitative Marketing	2023
Chazen Global Research Grant (\$10,000)	2023
Digital Future Initiative Grant (\$42,000)	2023
Marketing Science Service Award (Inaugural)	2022
ISMS Early-Career Scholars Camp Fellow	2022
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

Vithala R. and Saroj V. Rao ISMS Doctoral Dissertation Award	2016
AMA-Sheth Foundation Doctoral Consortium Fellow	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
CenterER Scholarship, Tilburg University	2011-2012
TU Scholarship Program, Tilburg University	2010-2011

## TEACHING

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- Core Marketing: MBA  
Columbia Business School *Fall 2024*
- Industrial Organization-3: PhD  
Columbia University, Department of Economics *Spring 2025*  
*Spring 2021*  
*Spring 2019*
- Structural Empirical Models: PhD  
Columbia Business School *Spring 2025*
- Marketing Management: Undergraduate  
Columbia Business School *Fall 2023*
- Columbia & Google SMART Program, Faculty Advisor  
MSc in Marketing Science, Columbia Business School *Spring 2022*  
*Summer 2021*
- Core Marketing Strategy (part 2): EMBA, EMBA Americas, EMBA Global Asia,  
EMBA Global America & Europe  
Columbia Business School *Fall 2021*  
*Spring 2021*  
*Fall 2020*  
*Summer 2020*  
*Spring 2020*  
*Fall 2019*  
*Spring 2019*  
*Fall 2018*  
*Spring 2018*

## PROFESSIONAL SERVICE

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- Editorial Review Boards:
  - *Marketing Science* (January 2022 – currently)
  - *Journal of Marketing Research* (July 2022 – currently)
- Ad-hoc reviewer:
  - Marketing: *International Journal of Research in Marketing*; *Journal of Consumer Research*; *Journal of Marketing*; *Journal of Marketing Research*; *Management Science*; *Marketing Science*; *Quantitative Marketing and Economics*
  - Economics: *American Economic Review*; *American Economic Review: Insights*; *American Economic Journal: Microeconomics*; *Econometrica*; *Economic Journal*; *Journal of Business and Economic Statistics*; *Journal of Law, Economics and Organization*; *Journal of Political Economy*; *Journal of Public Economics*; *Information Economics and Policy*; *Quarterly Journal of Economics*; *RAND Journal of Economics*; *Review of Economic Studies*; *Review of Economics and Statistics*; *Review of Industrial Organization*

- Political Science: *American Journal of Political Science*, *American Political Science Review*; *British Journal of Political Science*; *Journal of Politics*
- Other: *Journalism*; *Information Systems Research*; *Nature Human Behavior*
- Conferences/Seminars Organized:
  - *Virtual Quant Marketing Seminar* [\[link\]](#) 2020 – 2025
- Awards Scientific Committees:
  - *Dick Wittink Prize* (best paper at *Quantitative Marketing and Economics*) 2022
- Conference Scientific Committees:
  - *Workshop on Platform Analytics* [\[link\]](#) 2025  
2024  
2023

## OUTSIDE ACTIVITIES

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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*