

Olivier Toubia

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(updated 12/10/2025)

EMPLOYMENT

2012-present: Glaubinger Professor of Business, Columbia Business School, New York, NY.

2011-2012: Professor of Marketing, Columbia Business School.

2010-2011: Associate Professor of Marketing (with Tenure), Columbia Business School.

2007-2010: David W. Zalaznick Associate Professor of Business (without Tenure), Columbia Business School.

2004-2007: Assistant professor of marketing, Columbia Business School, New York, NY.

EDUCATION

Ph.D., Marketing, June 2004
Massachusetts Institute of Technology, Sloan School of Management, Cambridge, MA.

S.M., Operations Research, January 2001
Massachusetts Institute of Technology, Cambridge, MA.

Ingénieur, June 2000
Ecole Centrale Paris, Paris, France.

RESEARCH INTERESTS

Innovation, Idea Generation, Creativity, Preference Measurement, Computational Social Science, Generative AI.

HONORS AND AWARDS

Recipient of the John Little award for best marketing paper published in *Marketing Science* or *Management Science*, 2003, 2006, 2017, 2018.

Recipient of the Don Morrison Long Term Impact Award, 2022.

Recipient of the INFORMS Society for Marketing Science Long Term Impact Award, 2016.

Recipient of the Paul E. Green award for the *Journal of Marketing Research* paper having the greatest potential for significant impact for marketing practice, 2015.

Recipient of the Don Lehmann award (best dissertation-based paper published in the *Journal of Marketing Research* or the *Journal of Marketing*), 2012.

Recipient of the Frank M. Bass outstanding dissertation award, 2005.

Recipient of the John A. Howard AMA dissertation award, 2005.

Finalist for the John Little award for best marketing paper published in *Marketing Science* or *Management Science*, 2013, 2022.

Finalist for the Paul Green Award, 2004, 2010.

Finalist for the INFORMS Society for Marketing Science Long Term Impact Award, 2011, 2012, 2013, 2014, 2015.

Finalist for the William F. O'Dell Award, 2015.

Finalist for the Exeter Prize for Research in Experimental Economics, Decision Theory and Behavioral Economics, 2020.

Haring Symposium Distinguished Scholar, 2013.

Management Science Meritorious Service Award, 2010.

MSI Young Scholar, 2007.

Presidential Fellow, Massachusetts Institute of Technology, 2001-2004.

Recipient of the Jean Walter Zellidja Fellowship (Académie Française), 1999.

Recipient of the Jean Gaillard Memorial Fellowship, 1999.

PROFESSIONAL ACTIVITY

2025-present: Associate Editor, *Journal of Marketing*.

2025-present: member of the Advisory Board, *Marketing Science*.

2022-2024: Editor-in-Chief, *Marketing Science*.

2019-2022: Chair of Marketing Division, Columbia Business School.

2019-2022: member of the Tenure Review Advisory Committee (TRAC), Columbia University.

2019-2021: Senior Editor, *Marketing Science*.

2016-2019: Faculty Director, The Eugene Lang Center for Entrepreneurship, Columbia Business School.

2016-2018: VP Education, INFORMS Society for Marketing Science.

2018: Co-Editor, *Quantitative Marketing and Economics*.

2013-2018: Senior Editor, *Customer Needs and Solutions*.

2013-2015: Associate Editor, *International Journal of Research in Marketing*.

2015-2017: Associate Editor, *Journal of Consumer Research*.

2014-2018: Associate Editor, *Management Science*.

2016-2018: Associate Editor, *Marketing Science*.

2010-2017: Associate Editor, *Operations Research*.

2008-2018: Member of the Editorial Board, *International Journal of Research in Marketing*.

2010-2018: Member of the Editorial Board, *Journal of Marketing Research*.

2006-2016: Member of the Editorial Board, *Marketing Science*.

Ad-hoc reviewer: *American Economic Review*, *Applied Stochastic Models in Business and Industry*, *California Management Review*, *Decision Support Systems*, *European Journal of Operations Research*, *European Research Council*, *Interfaces*, *International Journal of Product Development*, *Israeli Science Foundation*, *Journal of Behavioral Decision Making*, *Journal of Business and Economic Statistics*, *Machine Learning*, *Marketing Letters*, *National Science Foundation*, *Physica A*, *Proceedings of the National Academy of Science*, *Product and Operation Management*, *Psychometrika*, *Review of Marketing Science*.

2011-present: Member of the Scientific Committee, *Recherche et Applications en Marketing*.

PEER-REVIEWED JOURNAL PUBLICATIONS

Toubia, Olivier, Duncan I. Simester, John R. Hauser, and Ely Dahan (2003), "Fast Polyhedral Adaptive Conjoint Estimation," *Marketing Science*, 22(3) (lead article).

Winner, 2003 John Little award for best marketing paper published in *Marketing Science* or *Management Science*.

Winner, 2005 Frank M. Bass outstanding dissertation award.

Finalist, 2011 INFORMS Society for Marketing Science Long Term Impact Award.

Finalist, 2012 INFORMS Society for Marketing Science Long Term Impact Award.

Finalist, 2013 INFORMS Society for Marketing Science Long Term Impact Award.

Toubia, Olivier, John R. Hauser, and Duncan I. Simester (2004), "Polyhedral Methods for Adaptive Choice-Based Conjoint Analysis," *Journal of Marketing Research*, 16, 116-131.

Finalist, 2004 Paul Green award (best paper published in the *Journal of Marketing Research*).

Hauser, John R., and Olivier Toubia (2005), "The Impact of Utility Balance and Endogeneity in Conjoint Analysis," *Marketing Science*, 24(3) (authors listed alphabetically).

Toubia, Olivier (2006), "Idea Generation, Creativity, and Incentives," *Marketing Science*, 25(5) (lead article).

Winner, 2006 John Little award for best marketing paper published in *Marketing Science* or *Management Science*.

Finalist, 2013 INFORMS Society for Marketing Science Long Term Impact Award.

Finalist, 2014 INFORMS Society for Marketing Science Long Term Impact Award.

Finalist, 2015 INFORMS Society for Marketing Science Long Term Impact Award.

Winner, 2016 INFORMS Society for Marketing Science Long Term Impact Award.

Toubia, Olivier, and Laurent Florès (2007), "Adaptive Idea Screening Using Consumers," *Marketing Science*, 26(3), 342-361.

Toubia, Olivier, John R. Hauser, and Rosanna Garcia (2007), "Probabilistic Polyhedral Methods for Adaptive Choice-Based Conjoint Analysis: Theory and Application," *Marketing Science*, 26(5) (lead article).

Winner, 2005 John A. Howard AMA dissertation award.

Toubia, Olivier, and John R. Hauser (2007), "On Managerial Efficiency for Experimental Designs," *Marketing Science*, 26(6).

Evgeniou, Theodoros, Massimiliano Pontil, and Olivier Toubia (2007), "A Convex Optimization Approach to Modeling Consumer Heterogeneity in Conjoint Estimation," *Marketing Science*, 26(6) (authors listed alphabetically).

Abernethy, Jacob, Theodoros Evgeniou, Olivier Toubia, and Jean-Philippe Vert (2008), "Eliciting Consumer Preferences using Robust Adaptive Choice Questionnaires," *IEEE*

Transactions on Knowledge and Data Engineering, 20(2) (lead article - authors listed alphabetically).

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, Vithala R. Rao (2008), "Beyond Conjoint Analysis: Advances in Preference Measurement," *Marketing Letters*, 19(3).

Jarnebrant, Peter, Olivier Toubia, and Eric Johnson (2009), "The Silver Lining Effect: Formal Analysis and Experiments," *Management Science*, 55(11).

Stephen, Andrew, and Olivier Toubia (2009), "Explaining the Power-Law Degree Distribution in a Social Commerce Network," *Social Networks*, 31 (262-270).

Ofek, Elie, and Olivier Toubia (2009), "Marketing and Innovation Management: An Integrated Perspective," *Foundations and Trends in Marketing*, 4(2), 77-128.

Stephen, Andrew, and Olivier Toubia (2010), "Deriving Value from Social Commerce Networks," *Journal of Marketing Research*, 47(2), 215-228.

Finalist, 2010 Paul Green award (best paper published in the *Journal of Marketing Research*).

Finalist, 2015 William F. O'Dell Award.

Winner, 2010 Don Lehmann award (best dissertation-based paper published in the *Journal of Marketing Research* of the *Journal of Marketing*).

Hauser, John, Olivier Toubia, Theodoros Evgeniou, Rene Befurt, and Daria Dzyabura (2010), "Disjunctions of Conjunctions, Cognitive Complexity, and Consideration Sets," *Journal of Marketing Research*, 47(3), 485-496.

Toubia, Olivier, Martijn G. de Jong, Daniel Stieger, and Johann Fueller (2012), "Measuring Consumer Preferences Using Conjoint Poker," *Marketing Science*, 31(1), 138-156.

Toubia, Olivier, Eric Johnson, Theodoros Evgeniou, and Philippe Delquié (2013), "Dynamic Experiments for Estimating Preferences: An Adaptive Method of Eliciting Time and Risk Parameters," *Management Science*, 59(3), 613-640.

Toubia, Olivier, and Andrew T. Stephen (2013), "Intrinsic versus Image-Related Utility in Social Media: Why Do People Contribute Content to Twitter?," *Marketing Science*, 32(3), 368-392 (lead article).

Finalist, 2013 John Little award for best marketing paper published in *Marketing Science* or *Management Science*.

Winner, 2022 Don Morrison Long Term Impact Award.

Toubia, Olivier, Jacob Goldenberg, and Rosanna Garcia (2014), "Improving Penetration Forecasts Using Social Interactions Data," *Management Science*, 60(12), 3049-3066.

Yang, Cathy L., Olivier Toubia, and Martijn G. de Jong (2015), "A Bounded Rationality Model of Information Search and Choice in Preference Measurement," *Journal of Marketing Research*, 52(2), 166-183.

Winner, 2015 Paul E. Green award for the *Journal of Marketing Research* paper having the greatest potential for significant impact for marketing practice.

Lehmann, Donald R., Oded Netzer, and Olivier Toubia (2015), "The Future of Quantitative Marketing: Results of a Survey," *Customer Needs and Solutions*, 2, 5-18.

Luo, Lan, and Olivier Toubia (2015), "Improving Online Idea Generation Platforms and Customizing the Task Structure Based on Consumers' Domain Specific Knowledge," *Journal of Marketing*, 79(5), 100-114.

Pham, Michel Tuan, Ali Faraji-Rad, Olivier Toubia, and Leonard Lee (2015), "Affect as an ordinal system of utility assessment," *Organizational Behavior and Human Decision Processes*, 132 (November), 81-94.

Toubia, Olivier, and Oded Netzer (2017), "Idea Generation, Creativity, and Prototypicality," *Marketing Science*, 36(1), 1-20 (lead article).

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

Liu, Jia, and Olivier Toubia (2018), "A Semantic Approach for Estimating Consumer Content Preferences from Online Search Queries," *Marketing Science*, 37(6), 930-952.

Winner, 2018 John Little award for best marketing paper published in *Marketing Science* or *Management Science*.

Yang, Cathy L., Olivier Toubia, and Martijn G. de Jong (2018), "Attention, Information Processing and Choice in Incentive-Aligned Choice Experiments," *Journal of Marketing Research*, 55(6), 783-800 (lead article).

Johnson, Eric, Stephan Meier, and Olivier Toubia (2019), "What's the Catch? Suspicion in Motives of Banks and Sluggish Refinancing," *The Review of Financial Studies*, 32(2), 467-495.

Finalist, 2020 Exeter Prize for Research in Experimental Economics, Decision Theory and Behavioral Economics.

Toubia, Olivier, Garud Iyengar, Renée Bunnell, and Alain Lemaire (2019), "Extracting Features of Entertainment Products: A Guided LDA Approach Informed by the Psychology of Media Consumption," *Journal of Marketing Research*, 56(1), 18-36.

Liu, Jia, and Olivier Toubia (2020), "Search Query Formation by Strategic Consumers," *Quantitative Marketing and Economics*, 18, 155-194.

Toubia, Olivier, Jonah Berger, and Jehoshua Eliashberg (2021), "How Quantifying the Shape of Stories Predicts Their Success," *Proceedings of the National Academy of Sciences*, 118(26).

Liu, Jia, Olivier Toubia, and Shawndra Hill (2021), "Content-Based Model of Web Search Behavior: An Application to TV Show Search," *Management Science*, 67(10), 6378-6398.

Toubia, Olivier (2021), "A Poisson Factorization Topic Model for the Study of Creative Documents (and their Summaries)," *Journal of Marketing Research*, 58(6), 1142-1158.

Friedman, Elizabeth, and Olivier Toubia (2022), "Pricing Fairness in a Pandemic: Navigating Unintended Changes to Value or Cost," *Journal of the Association for Consumer Research* (special issue on COVID-19), 7(1), 89-97.

Dew, Ryan, Asim Ansari, and Olivier Toubia (2022), "Letting Logos Speak: Leveraging Multiview Representation Learning for Data-Driven Branding and Logo Design," *Marketing Science*, 41(2), 401-425.

Finalist, 2013 John Little award for best marketing paper published in *Marketing Science* or *Management Science*.

Li, Ye, Antonia Krefeld-Schwalb, Daniel Wall, Olivier Toubia, Eric J. Johnson, Daniel M. Bartels (2022), "The More You Ask, the Less You Get: When Additional Questions Hurt External Validity," *Journal of Marketing Research*, 59(5), 963-982.

Piper, Andrew, and Olivier Toubia (2023), "A Quantitative Study of Non-Linearity in Storytelling," *Poetics*, 98 (101793).

Berger, Jonah, and Olivier Toubia (2024), "The Topography of Thought," *PNAS Nexus*, 3(5), pgae 163.

Brucks, Melanie, and Olivier Toubia (2025), "Prompt architecture induces methodological artifacts in large language models," *PlosOne*, 20(4).

Dahl, Darren W., Charles H. Noble, Martin Schreier, and Olivier Toubia (2025), "Better Innovation for a Better World," forthcoming, *Journal of Marketing*, 89(6), 100-118.

Toubia, Olivier, George Z. Gui, Tianyi Peng, Daniel J. Merlau, Ang Li, and Haozhe Chen (2025), "Database Report: Twin-2K-500: A dataset for building digital twins of over 2,000 people based on their answers to over 500 questions," *Marketing Science*, 44(6), 1446-1455.

Shaddy, Franklin, Elizabeth M. S. Friedman, and Olivier Toubia (2025), "Fairness Perceptions in Demographic Targeting," forthcoming, *Journal of Consumer Research*.

BOOK CHAPTERS AND NON PEER-REVIEWED PUBLICATIONS

Toubia, Olivier, Theodoros Evgeniou, and John R. Hauser (2008), “Optimization-Based and Machine-Learning Methods for Conjoint Analysis: Estimation and Question Design,” in *Conjoint Measurement: Methods and Applications*, 4th edition, edited by A. Gustafsson, A. Herrmann, and F. Huber.

Toubia, Olivier (2010), “New Product Development,” in *Handbook of Technology Management* (edited by Hossein Bidgoli).

Toubia, Olivier (2018), “Conjoint Analysis,” in *Handbook of Marketing Analytics: Methods and Applications in Marketing Management, Public Policy, and Litigation Support* (edited by Natalie Mizik and Dominique M. Hanssens).

Toubia, Olivier (2022), “Editorial: A New Chapter or a New Page for Marketing Science?” *Marketing Science*, 41(1), 1-6.

Aribarg, Anocha, et al. (2022), “Editorial: Next Steps for Frontiers in Marketing Science.” *Marketing Science*, 41(5), 443-444.

Shulman, Jeffrey D., Olivier Toubia, and Raena Saddler (2023), “Marketing’s Role in the Evolving Discipline of Product Management.” *Marketing Science*, 42(1), 1-5.

Sudhir, K., and Olivier Toubia (2023), “The State of AI Research in Marketing: Active, Fertile, and Ready for Explosive Growth.” In *Artificial Intelligence in Marketing*, 1-12, Emerald Publishing Limited.

Co-editor (with K.Sudhir) of the book *Artificial Intelligence in Marketing*, Review of Marketing Research series (vol. 20), Emerald Publishing Limited, 2023.

Korst, Jeremy, Stefano Puntoni, and Olivier Toubia (2025), “How Gen AI Is Transforming Market Research,” *Harvard Business Review Magazine*, May-June.

Korst, Jeremy, Stefano Puntoni, and Olivier Toubia (2025), “The AI Tools That Are Transforming Market Research,” *Harvard Business Review*, 11/17/2025.

OUTSIDE ACTIVITIES

Columbia Business School requires faculty members to disclose any recent activities that might present a real or apparent conflict of interest. Recently I have served as an expert witness on behalf of technology companies, dietary supplement companies, a children’s products company, a hospitality company, and consumer packaged goods companies.