ANDREY SIMONOV

Updated: July 24, 2023

CONTACTS

Tel.:	+1 (773) 710 7268
Email:	as5443@gsb.columbia.edu
Website:	<http://www.andreysimonov.com/>

ACADEMIC APPOINTMENTS

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

- Stigler Center Affiliate Fellow, University of Chicago Booth School of Business, 07/2023 –

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

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

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

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

   - **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. **Attention Spillovers from News to Ads: Evidence from an Eye-Tracking Experiment**
   w/ Tommaso Valletti and Andre Veiga

   - *CEPR Discussion Paper #17956*

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

4. **A Welfare Analysis of Lotteries in Video Games**
   w/ Tomomichi Amano

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

   - *CEPR Discussion Paper #17939*

WORK IN PROGRESS

- **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

- *Attention Spillovers from News to Ads: Evidence from an Eye-Tracking Experiment*
  SICS, Berkeley   *June 2023*
  Regulating the Digital Economy Conference, TSE-Yale   *February 2023*

- *Online Advertising as Passive Search*
  Workshop on Advertising and Marketing, Sofia   *June 2023*
  Workshop on Platform Analytics, UCSD   *April 2023*
  CEPR Applied IO; ESMT Berlin   *June 2022*

- *Suspense and Surprise in Media Product Design: Evidence from Twitch.tv*
  AEA Meeting; New Orleans   *January 2023*
  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*

- *A Welfare Analysis of Lotteries in Video Games*
  FTC Public Workshop on Loot Boxes   *August 2019*

- *A New Instrument for Measuring the Effectiveness of TV Ads:*
  Channel Position Effects
  AEA Meeting; New Orleans   *January 2023*
  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

- *Consumer Preferences for News and Avenues for Sustainable Journalism
  in an Online News Economy*
  Hoover Institution   *2023*

- *Russian Media During the War*
  Columbia Business School-BAID Hub   *2023*

- *Online Advertising as Passive Search*
  Amazon Advertising   *2023*

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

- *A Welfare Analysis of Lotteries in Video Games*
  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*

- *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

2023: Utah Winter Business Economics Conference, Behavioral IO and Marketing Seminar (Michigan), Workshop on Advertising and Marketing (Sofia), CEPR-EIEF-Tor Vergata Workshop on Media, Technology, Politics, and Society (Rome)

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

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*
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 *Spring 2019*
  Columbia University, Department of Economics. *Spring 2021*

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

PROFESSIONAL SERVICE

- Editorial Review Boards:
  - *Marketing Science* (January 2022 – currently)
  - *Journal of Marketing Research* (July 2022 – currently)
- Ad-hoc reviewer:
  - Marketing: *Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Management Science, Marketing Science, Quantitative Marketing and Economics*
  - Economics: *American Economic Review, Econometrica, Economic Journal, Journal of Business and Economic Statistics, 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 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 –
- Conference Scientific Committees:
  - *Workshop on Platform Analytics* [link] 2024
    2023

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*