

ANDREY SIMONOV

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CONTACTS

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ACADEMIC APPOINTMENTS

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

- 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

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

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**
 - **Finalist, 2023 Paul E. Green Award**
8. **Online Advertising as Passive Search**
w/ Eunkyung An and Raluca Ursu
Management Science, *Forthcoming*
9. **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
10. **Attention Spillovers from News to Ads: Evidence from an Eye-Tracking Experiment**
w/ Tommaso Valtetti and Andre Veiga
Journal of Marketing Research, *Forthcoming*

WORKING PAPERS

- **What Makes Players Pay? An Empirical Investigation of In-Game Lotteries**
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)
- **Beyond the Paywall**
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
- **Advertising Load Discrimination on Social Media**
with George Beknazar-Yuzbashev, Rafael Jiménez-Durán, and Mateusz Stalinsk
 - Digital Future Initiative Grant (\$42,000)
 - George Mason University Antonin Scalia Law School, Law & Economics Center’s Program on Economics & Privacy (\$13,000)
 - Chazen Global Research Grant (\$10,000)
- **The Impact of Banning Gambling Livestreams: Evidence from Twitch**
with Qifan Han and Jasmine Yang
- **Creator Content Production Decisions on Twitch**
with Jasmine Yang
- **Church and Political Persuasion in Russia**
with Vasily Korovkin and Oksana Kuznetsova
- **News Persuasiveness**
with Andrea Prat

CONFERENCE PRESENTATIONS

- *Language Identity and Foreign Propaganda: Evidence from the Russia-Ukraine War*
Marketing Science, Sydney *June 2024*
- *Platform Power of News Aggregators*
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 *September 2023*
Choice Symposium, INSEAD *August 2023*
- *Attention Spillovers from News to Ads: Evidence from an Eye-Tracking Experiment*
Behavioral IO and Marketing Seminar, Michigan *May 2024*
Workshop on Platform Analytics, UCSD *April 2024*
Conference on AI, ML, and Business Analytics, Fox Temple *December 2023*
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
- *What Makes Players Pay? An Empirical Investigation of In-Game Lotteries*
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; Becker Friedman Institute, UChicago December 2016
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

- *Media Capture of News Aggregators: Evidence from Russia*
UC Riverside, Marketing Modelers (NYC), Center for
Informed Democracy and and Social Cybersecurity (IDeaS), CMU 2024

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

- *Media Capture in Russia in 2022*
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

- *What Makes Players Pay? An Empirical Investigation of In-Game Lotteries*
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

- *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, 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

2024: NBER Digital Economy and AI (Stanford), IIOC (Boston)

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

Early Career Faculty Impact Fellow, Columbia World Projects (CWP), Columbia Global	<i>2024</i>
Chazen Global Research Grant (\$10,000)	<i>2024</i>
Harriman Faculty Small Grant (\$7,500)	<i>2024</i>
Finalist, 2023 Paul E. Green Award	<i>2024</i>
Rudolph Schoenheimer Faculty Fund Award	<i>2023</i>
MSI Young Scholar 2023	<i>2023</i>
V. Seenu Srinivasan Young Scholar Award in Quantitative Marketing	<i>2023</i>
Chazen Global Research Grant (\$10,000)	<i>2023</i>
Digital Future Initiative Grant (\$42,000)	<i>2023</i>
Marketing Science Service Award (Inaugural)	<i>2022</i>
ISMS Early-Career Scholars Camp Fellow	<i>2022</i>
Runner-up, 2020 Dick Wittink Prize	<i>2020</i>
Chazen Global Research Grant (\$10,000)	<i>2020</i>
Center on Japanese Economy and Business Grant (\$18,500)	<i>2019</i>
Finalist, 2018 John D. C. Little Award	<i>2018</i>
Chazen Global Research Grant (\$10,000)	<i>2018</i>
MSI Grant #4000410 (\$10,000)	<i>2018</i>
Sanford J. Grossman Fellowship in Honor of Arnold Zellner, Chicago Booth	<i>2017</i>
ASA Annual Doctoral Research Award – Statistics in Marketing	<i>2017</i>
Vithala R. and Saroj V. Rao ISMS Doctoral Dissertation Award	<i>2016</i>
AMA-Sheth Foundation Doctoral Consortium Fellow	<i>2016</i>
Kilts Fellowship, Chicago Booth	<i>2016-2017</i>
Bradley Fellowship, Stigler Center, Chicago Booth	<i>2016-2017</i>
Katherine Dusak Miller PhD Fellowship, Chicago Booth	<i>2015-2017</i>
Joseph A. and Susan E. Pichler PhD Fellowship, Chicago Booth	<i>2013</i>
Chicago Booth PhD Fellowship, Chicago Booth	<i>2012-2017</i>
CentER Scholarship, Tilburg University	<i>2011-2012</i>
TU Scholarship Program, Tilburg University	<i>2010-2011</i>

TEACHING

- Core Marketing Strategy (part 2): EMBA, EMBA Americas, EMBA Global Asia, EMBA Global America & Europe, Columbia Business School

<i>Spring 2018</i>
<i>Fall 2018</i>
<i>Spring 2019</i>
<i>Fall 2019</i>
<i>Spring 2020</i>
<i>Summer 2020</i>
<i>Fall 2020</i>
<i>Spring 2021</i>
<i>Fall 2021</i>
- Graduate Industrial Organization-3, Columbia University, Department of Economics.

<i>Spring 2019</i>
<i>Spring 2021</i>

- Columbia & Google SMART Program, Faculty Advisor
MSc in Marketing Science, Columbia Business School *Summer 2021*
Spring 2022
- Marketing Management
Columbia Business School *Fall 2023*

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; 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 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 –
- Awards Scientific Committees:
 - *Dick Wittink Prize* (best paper at *Quantitative Marketing and Economics*) 2022
- 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
Consulting Researcher *July 2017 - June 2018*
- Microsoft Research, NYC
Research Intern *June 2015 - September 2015*
June 2014 - October 2014