Stanford



# Harikesh Nair

## Bio

### BIO

Harikesh Nair is the Jonathan B. Lovelace Professor of Marketing at Stanford GSB. His research is in the area of marketing analytics and computational social science. His research brings together social science theory, statistical tools and Marketing data to better understand consumer behavior and to improve the strategic marketing decisions of firms. This work speaks to the challenges and opportunities firms face as they transition to a world where Marketing becomes a data-oriented, algorithmically-driven business function

His recent research covers pricing, workplace analytics, quantitative incentive design, social media and social interactions, advertising, network effects, diffusion of technologies and empirical industrial organization, especially in contexts in which marketing activities have dynamic implications for the behavior of consumers and firms.

His research has been published in leading marketing journals such as “Journal of Marketing Research”, “Management Science”, “Marketing Science”, and “Quantitative Marketing and Economics”, and written up in popular-press outlets like “CNBC”, “The Economist”, “Financial Times”, “US News” and the “Wall St. Journal”. This research has been recognized with awards from the Quantitative Marketing & Economics Journal, the American Marketing Association Foundation, the Swiss Academy of Marketing Science, and the U.S. Council for University Transportation Centers.

Prof. Nair received his PhD in Business from the Graduate School of Business at the University of Chicago. Prior to that, he received his MS in Transportation Engineering from the University of Texas at Austin, and his B.Tech in Engineering from the Indian Institute of Technology (IIT) at Madras, India. He has been at Stanford since 2005, and teaches classes on Data and Decisions, Pricing and Monetization in the Stanford MBA program; on empirical analysis of dynamic decision contexts in the GSB PhD program; and on Marketing and Pricing in the GSB executive education and custom education programs. Prof. Nair serves as an area editor at Operations Research and associate editor at Management Science and Quantitative Marketing and Economics.

At the GSB, Nair was the Fletcher Jones Faculty Scholar from 2007-2008, the Spence Faculty Scholar from 2011-12 and the Louise and Claude Rosenberg Faculty Scholar from 2009-2010 and 2012-13. In 2014, “Poets&Quants,” a magazine focused on Business schools, voted him one of the “40 Most Outstanding B-School Profs Under 40 in the World”.

### ACADEMIC APPOINTMENTS

- Faculty Affiliate, Institute for Human-Centered Artificial Intelligence (HAI)

### LINKS

- Personal Website: https://gsb-faculty.stanford.edu/harikesh-nair/

## Research & Scholarship

### CURRENT RESEARCH AND SCHOLARLY INTERESTS

Marketing analytics, workplace analytics, pricing, advertising, empirical agency, technology and online markets, dynamic decision contexts, network effects, social interactions, empirical industrial organization

## Publications

### PUBLICATIONS

- **Comparison Lift: Bandit-based Experimentation System for Online Advertising**
  Geng, T., Lin, X., Nair, H. S., Hao, J., Xiang, B., Fan, S., Assoc Advancement Artificial Intelligence
  ASSOC ADVANCEMENT ARTIFICIAL INTELLIGENCE.2021: 15117-15126
- **Does Advertising Serve as a Signal? Evidence from a Field Experiment in Mobile Search** *REVIEW OF ECONOMIC STUDIES*
  Sahni, N. S., Nair, H.
  2020; 87 (3): 1529–64
- **Sponsorship Disclosure and Consumer Deception: Experimental Evidence from Native Advertising in Mobile Search** *MARKETING SCIENCE*
  Sahni, N. S., Nair, H. S.
  2020; 39 (1): 5–32
- **Online Evaluation of Audiences for Targeted Advertising via Bandit Experiments**
  Geng, T., Lin, X., Nair, H. S., Assoc Advancement Artificial Intelligence
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- **Advertising Content and Consumer Engagement on Social Media: Evidence from Facebook** *MANAGEMENT SCIENCE*
  Lee, D., Hosanagar, K., Nair, H. S.
  2018; 64 (11): 5105–31
- **Television ad-skipping, consumption complementarities and the consumer demand for advertising** *QME-QUANTITATIVE MARKETING AND ECONOMICS*
  Tuchman, A. E., Nair, H. S., Gardete, P. M.
  2018; 16 (2): 111–74
- **Homogeneous Contracts for Heterogeneous Agents: Aligning Sales Force Composition and Compensation** *JOURNAL OF MARKETING RESEARCH*
  Daljord, O., Misra, S., Nair, H. S.
  2016; 53 (2): 161-182
- **Social Ties and User-Generated Content: Evidence from an Online Social Network** *MANAGEMENT SCIENCE*
  Shriver, S. K., Nair, H. S., Hofstetter, R.
  2013; 59 (6): 1425-1443
- **Estimating Causal Installed-Base Effects: A Bias-Correction Approach** *JOURNAL OF MARKETING RESEARCH*
  Narayanan, S., Nair, H. S.
  2013; 50 (1): 70-94
- **Repositioning Dynamics and Pricing Strategy** *JOURNAL OF MARKETING RESEARCH*
  Ellickson, P. B., Misra, S., Nair, H. S.
  2012; 49 (6): 750-772
- **Discrete-Choice Models of Consumer Demand in Marketing** *MARKETING SCIENCE*
  Chintagunta, P. K., Nair, H. S.

2011; 30 (6): 977-996

- **Identifying Causal Marketing Mix Effects Using a Regression Discontinuity Design** *MARKETING SCIENCE*
  Hartmann, W., Nair, H. S., Narayanan, S.
  2011; 30 (6): 1079-1097
- **A structural model of sales-force compensation dynamics: Estimation and field implementation** *QME-QUANTITATIVE MARKETING AND ECONOMICS*
  Misra, S., Nair, H. S.
  2011; 9 (3): 211-257
- **Asymmetric Social Interactions in Physician Prescription Behavior: The Role of Opinion Leaders** *JOURNAL OF MARKETING RESEARCH*
  Nair, H. S., Manchanda, P., Bhatia, T.
  2010; 47 (5): 883-895
- **Retail Competition and the Dynamics of Demand for Tied Goods** *MARKETING SCIENCE*
  Hartmann, W. R., Nair, H. S.
  2010; 29 (2): 366-386
- **MEASURING MARKETING-MIX EFFECTS IN THE 32/64 BIT VIDEO-GAME CONSOLE MARKET** *JOURNAL OF APPLIED ECONOMETRICS*
  Chintagunta, P. K., Nair, H. S., Sukumar, R.
  2009; 24 (3): 421-445
- **Modeling social interactions: Identification, empirical methods and policy implications** *7th Triennial Invitational Choice Symposium*
  Hartmann, W. R., Manchanda, P., Nair, H., Bothner, M., Dodds, P., Godes, D., Hosanagar, K., Tucker, C. E.
  SPRINGER.2008: 287–304
- **Intertemporal price discrimination with forward-looking consumers: Application to the US market for console video-games** *QME-QUANTITATIVE MARKETING AND ECONOMICS*
  Nair, H.
  2007; 5 (3): 239-292