

Harikesh S. Nair

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Updated: June 2018

Employment

- JD.com
 - Chief Business Strategy Scientist, July 2017-present.
- Graduate School of Business, Stanford University (on leave AY: 2017-19)
 - Jonathan B. Lovelace Professor of Marketing, April 2017-present.
 - Professor of Marketing, Sept 2014-present.
 - Associate Professor of Marketing (with tenure), Sept 2011-Aug 2014.
 - Associate Professor of Marketing, Sept 2009-Aug 2011.
 - Assistant Professor of Marketing, July 2005-Aug 2009.

Education

- Doctor of Philosophy (PhD: Business), 2000-05, Booth School of Business, University of Chicago.
- Master of Science (MSE: Transportation Engg.), 1998-00, University of Texas at Austin.
- Bachelor of Technology (B. Tech: Civil Engg.), 1994-98, Indian Institute of Technology, Madras, India.

Research Interests

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

Published/Accepted Papers

1. "Sponsorship Disclosure and Consumer Deception: Assessing Native Advertising in Mobile Search," with Navdeep Sahni (2016), *Marketing Science*, forthcoming.
2. "Advertising Content and Consumer Engagement in Social Media: Evidence from Facebook," with Dokyun Lee and Kartik Hosanagar (2013), *Management Science*, forthcoming.
 - 2016, CMU Lave-Weil Award
3. "Television Ad-Skipping, Consumption Complementarities and the Consumer Demand for Advertising," with Anna Tuchman and Pedro Gardete (2018), *Quantitative Marketing and Economics*, 16(2), pp. 111-174.
 - Lead Article
4. "Big Data and Marketing Analytics in Gaming: Combining Empirical Models and Field Experimentation," with Sanjog Misra, William Hornbuckle IV, Ranjan Mishra and Anand Acharya (2017), *Marketing Science*, 36(5), Sept-Oct, pp. 699-725.
5. "Homogenous Contracts for Heterogeneous Agents: Aligning Salesforce Composition and Compensation," with Øystein Daljord and Sanjog Misra (2016), *Journal of Marketing Research*, April, 53(2), pp. 161-182.

6. "Social Ties and User-Generated Content: Evidence from an Online Social Network," with Scott Shriver and Reto Hofstetter (2013). *Management Science*, 59(6), June, pp. 1425-43.
 - 2014, Rigor & Relevance Research Award
7. "Measuring Causal Installed-Base Effects: A Bias Correction Approach," with Sridhar Narayanan (2013). *Journal of Marketing Research*, 50(1), pp. 70-94.
8. "Repositioning Dynamics and Pricing Strategy," with Paul Ellickson and Sanjog Misra (2012). *Journal of Marketing Research*, 49(6), Dec, pp. 750-772.
 - Lead Article
9. "Identifying Causal Marketing Mix Effects Using a Regression Discontinuity Design," with Wes Hartmann and Sridhar Narayanan (2011). *Marketing Science*, 30(6), Nov-Dec, pg. 1079-97.
10. "Discrete-Choice Models of Consumer Demand in Marketing," with Pradeep Chintagunta (2011). *Marketing Science*, 30(6), Nov-Dec, pg. 977-996.
 - Invited Paper
11. "A Structural Model of Sales-Force Compensation Dynamics: Estimation and Field Implementation," with Sanjog Misra (2011). *Quantitative Marketing and Economics*, 9 (3), Sept, pp. 211-25.
 - Lead article
 - 2012, QME Dick Wittink Prize
 - "A Structural Model of Sales-Force Compensation Dynamics: Estimation and Field Implementation: Response to Profs. Rust and Staelin," with Sanjog Misra (2011). *Quantitative Marketing and Economics*, (Follow-up note), 9 (3), Sept, 267-273.
12. "Asymmetric Social Interactions in Prescription Behavior: The Role of Opinion Leaders," with Puneet Manchanda and Tulikaa Bhatia (2010). *Journal of Marketing Research*, Vol. XLVII (Oct), pp. 883-895.
 - 2015, Finalist William O'Dell Award
13. "Retail Competition and the Dynamics of Demand for Tied Goods," with Wes Hartmann (2010). *Marketing Science*, March/April, 29(2), pp. 366-386.
14. "Measuring Marketing Mix Effects in the Video-Game Console Market," with Pradeep Chintagunta, and R. Sukumar (2009). *Journal of Applied Econometrics*, March/April 24(3).
15. "Modeling Social Interactions: Identification, Empirical Methods and Policy Implications," with Wes Hartmann, Puneet Manchanda, Matt Bothner, Peter Dodds, Dave Godes, Karthik Hosanagar and Catherine Tucker (2008). *Marketing Letters*, 19(4), pg. 287-304.
16. "Intertemporal Price Discrimination with Forward-looking Consumers: Application to the US Market for Console Video-Games," (2007). *Quantitative Marketing and Economics*, 5(3), 239-292.
 - 2006, John A. Howard AMA Doctoral Dissertation Award
 - 2008, QME Dick Wittink Prize
17. "Accounting for Primary and Secondary Demand Effects with Aggregate Data," with Jean-Pierre Dubé and Pradeep Chintagunta (2005). *Marketing Science* 24(3), 444-460.
18. "Empirical Analysis of Indirect Network Effects in the Market for Personal Digital Assistants," with Pradeep Chintagunta and Jean-Pierre Dubé (2004). *Quantitative Marketing and Economics* 2(1), 23-58.
 - 2005, Finalist AMA TechSIG Best Article Award
19. "Diffusion of New Pharmaceutical Drugs in Developing and Developed Nations," with Ramarao Desiraju, and Pradeep Chintagunta. (2004). *International Journal of Research in Marketing* 21 (4), 341-357.

Working Papers

20. "A Copycat Penalty: Micro Evidence From an Online Crowdsourcing Platform," with Reto Hofstetter and Sanjog Misra (2017).
21. "Does Advertising Serve as a Signal? Evidence from Field Experiments in Mobile Search," with Navdeep Sahn (2016).

Work-in-progress

1. “Price Promotions in Freemium,” with Julian Runge and Jonathan Levav.
2. “Valuing Salesagents with Contractual Externalities,” with Øystein Daljord and Sanjog Misra.
3. “Group Production with Indirect Complementarities: with Empirical Applications to Salesforce Compensation and School Tracking,” with Sanjog Misra and Øystein Daljord.
4. “Dynamic Incentive Contracts: Evidence from Salesforce Compensation,” with Sanjog Misra.

Other Publications

- “New Approaches for New Products: Summary of Proceedings,” with Gary Gebhart, Sridhar Narayanan and Jeff Shulman. (2003). Marketing Science Institute (MSI) Report 03-108.
- “Modeling Trip Duration for Mobile Source Emissions Forecasting,” with Chandra Bhat. (2003). *Journal of Transportation and Statistics* 6(1), 17-32.
- “A Heavy-Lift Planning System for Crane Lifts,” with Ashwin Mahalingam and Koshy Varghese. (2001). Proceedings of the 8th International Conference on Construction Management, Stanford University.
- “Modeling Soak-time Duration of Trips for Mobile Source Emissions Forecasting: Formulation and Empirical Application,” with Chandra Bhat and Ryan Kelly. (2001). *Transportation Research Record* 1750, 24-31.
- “VMT Mix Modeling for Mobile Source Emissions Forecasting: Formulation and Empirical Application,” with Chandra Bhat (2000). *Transportation Research Record* 1738, 39-48.

Book Reviews

- “Review of Bayesian Statistics and Marketing, by Peter E. Rossi, Greg M. Allenby and Robert McCulloch,” (2006). *Journal of Marketing*, Oct, 70 (4).

Research Recognitions

- Rigor & Relevance Research Award, Swiss Academy of Marketing Science.
 - 2014, for “*Social Ties and User-Generated Content: Evidence from an Online Social Network*,” with Scott Shriver and Reto Hofstetter.
- Dick Wittink Best Paper Award, *Quantitative Marketing and Economics* journal.
 - 2012, for “*A Structural Model of Salesforce Compensation Dynamics: Estimation and Field Implementation*,” with Sanjog Misra.
 - 2008, for “*Intertemporal Price Discrimination with Forward-looking Consumers: Application to the US Market for Console Video-Games*.”
- John A. Howard AMA Doctoral Dissertation Award, 2006, American Marketing Association Foundation.
- Milton Pikarsky Memorial Best Thesis Award, 2000, Council for University Transportation Centers (CUTC).

Fellowships and Other

- Graduate School of Business, Stanford University
 - 2016, PhD Faculty Distinguished Service Award
 - 2015, Faculty to Global Leader for Digital Business, Young Presidents Organization/World President’s Organization
 - 2012-2013, Louise and Claude N. Rosenberg Jr. Faculty Scholar
 - 2011-2012, Spence Faculty Scholar
 - 2009-2010, Louise and Claude N. Rosenberg Jr. Faculty Scholar
 - 2007-2008, Fletcher Jones Faculty Scholar

- 2014, Poets&Quants “40 Most Outstanding B-School Profs Under 40 in the World”
- Booth School of Business, University of Chicago
 - 2004-2005, Sanford J. Grossman Fellowship in honor of Arnold Zellner
 - 2004-2005, Kilts Center for Marketing Doctoral Fellow
 - 2001, Summer Research Award
 - 2000-2004, Doctoral Fellowship
- Doctoral Consortia
 - AMA-Sheth Doctoral Consortium Fellow, June 2004, Texas A&M University.
 - INFORMS ISMS Doctoral Consortium Fellow, June 2002 (University of Alberta, Edmonton) & June 2003 (University of Maryland, College Park).
- National Talent Search Examination (NTSE) Undergraduate Scholarship, 1994-1998, awarded by the National Council of Education, Research and Training (NCERT), Government of India.

Invited Speaking

- Keynote
 - AI & Marketing Science Workshop, AAAI Conference on Artificial Intelligence, New Orleans, Feb 2018
 - NYU Conference on Digital, Mobile Marketing, and Social Media Analytics, New York, Dec 2017
 - Greater-China Conference on Mobile Big Data Marketing, Hong Kong, June 2016
 - Conference on Economics of Information and Communication Technology, Center for European Economic Research (ZEW), Mannheim, Germany, June 2014
- Consortia
 - American Marketing Association-Sheth Doctoral Consortium, Ann Arbor, June 2013
 - INFORMS Society for Marketing Science Doctoral Consortium, Boston, June 2012; Rice University, Houston, June 2011; Cologne, Germany, June 2010; Los Angeles, June 2017

Teaching

- Classes
 - *Monetization*, MBA elective (2015-present), Graduate School of Business, Stanford University.
 - *The Travel and Airline Industry*, MBA elective (2014-present), Graduate School of Business, Stanford University.
 - *Data and Decisions*, MBA core (2009-13), Graduate School of Business, Stanford University.
 - *Pricing Strategy and Analysis*, MBA elective (2005-09), Graduate School of Business, Stanford University.
 - *Empirical Analysis of Dynamic Decision Contexts*, PhD elective (2007-present), Graduate School of Business, Stanford University.
- Executive Education and Custom Programs
 - *Advanced Leadership Program (2014-15); Digital Marketing Program (2013); Executive Leadership and Development (2014-16); Executive Program in Strategy and Organization (2014); Executive Program for Growing Companies (2016); PEOPLE (2017); Stanford Executive Program (2015-6); Stanford IGNITE, Palo Alto, Bangalore (2014-17); Strategic Marketing Management (2012-17); Strategic Financial Leadership (2016).*
 - *Custom Programs: China-Life (2014); Colgate-Palmolive (2014); General Motors (2015); BNP Paribas (2015); India Innovation Growth Program, Joint with Stanford-Lockheed Martin and Govt. of India, Goa, India (2013-14); CyberPort Entrepreneurship Program, Joint with Stanford and Govt. of Hong Kong SAR (2015-16); Stanford-Endeavor Innovation and Growth Program (2016); Stanford go-to-market Entrepreneurship Program, Mexico City (2015-16); Malaysia Global Innovation & Creativity Center (MaGIC) Entrepreneurship Program, Joint with Stanford and Govt. of Malasia, CyberJaya, Malasia, (2015-17); Young Presidents Organization (2017).*

- Case Development
 - “Ad Technology: Display Advertising and the Growth of Programmatic,” (2015), with Allan Thygesen and Jaclyn Foroughi.
 - “Data Monetization and Consumer Tracking,” (2015), with Allan Thygesen and Jaclyn Foroughi.
 - “Qihoo 360: A Subversive Tiger in the Internet Jungle,” (2015), with Sheila Melvin.
 - “eBay’s ‘Connected Technologies’: Innovating Customer Engagement in the Retail Industry”, (2014), with David Hoyt.

Conference Presentations & Invited Seminars

- “Modern Data Driven e-Commerce”
 - School of Management, Yale University, April 2018
 - Marketing Seminar, Stanford GSB, Jan 2018
 - *Pricing Strategy and Tactics* class, Questrom School of Business, Boston University, Jan 2018
 - Marketing In Israel Conference, Tel Aviv, Dec 2017
- “Does Advertising Serve as a Signal? Evidence from Field Experiments in Mobile Search”
 - National Bureau of Economic Research (NBER) Summer I.O. meeting (discussed by Joel Waldfogel), Boston, July 2017
 - International Industrial Organization Conference, Boston, (discussed by Matthijs Wildenbeest), April 2017
 - Carey School of Business, Johns Hopkins University, Baltimore, March 2017
 - London Business School, London, Jan 2017
 - School of Management, University College London, Jan 2017
 - Quantitative Marketing & Economics Conference, Chicago (discussed by Randall Lewis), Oct 2016
 - Hong Kong University of Science and Technology, Hong Kong, June 2016
 - HEC Business School, Paris, March 2016
 - Goethe University, Frankfurt, March 2016
 - University of Mannheim, Mannheim, March 2016
 - Harvard Business School, Boston, Feb 2016
 - MIT Sloan School of Management, Boston, Feb 2016
- “A Copycat Penalty: Micro Evidence From an Online Crowdsourcing Platform,” previously titled “The Costs of Free Riding: Evidence from Crowdsourcing”
 - Marketing Seminar, Stanford GSB, Nov 2016
- “Sponsorship Disclosure and Consumer Deception: Assessing Native Advertising in Mobile Search”
 - Marketing Science Conference, Marshall School of Business, USC, Los Angeles, June 2017
 - Big Data Marketing Analytics Conference, Booth School of Business, Chicago, (discussed by Brad Shapiro), Sept 2016
 - MKS-FTC Conference on Marketing & Consumer Protection, Washington D.C, (discussed by Yesim Orhun), Sept 2016
 - Greater-China Conference on Mobile Big Data Marketing, Hong Kong, June 2016
- “Three Problems in Advertising (for which better solutions would be welcomed by industry)”
 - INFORMS Institute for Marketing Science Doctoral Consortium, June 2017, Los Angeles

- “Television Ad-Skipping, Consumption Complementarities and the Consumer Demand for Advertising,” previously titled “Complementarities in Consumption and the Consumer Demand for Advertising”
 - Payne Symposium, Eller College of Management, University of Arizona, Feb 2016
 - Ross School of Business, University of Michigan, Jan 2016
 - Marketing Camp, Kellogg School of Management, Sept 2015
 - Foster School of Business, University of Washington, Aug 2015
 - National Bureau of Economic Research (NBER) Winter I.O. meeting (discussed by Joel Waldfogel), Stanford, Feb 2015
 - Booth School of Business, University of Chicago, Feb 2015
 - Center for Big Data in Mobile Analytics, Fox School of Business, Temple University, Jan 2015
 - Marketing Camp, Anderson School of Management, UCLA, May 2014

- “Big Data and Marketing Analytics in Gaming: Combining Empirical Models and Field Experimentation”
 - Google-Marketing EDGE, I-MIX Program, Mountain View, Aug 2015
 - Stanford Marketing, Stanford University, April 2015
 - American Marketing Association Winter Conference, San Antonio, Feb 2015
 - Regional Knowledge Networking Event, Marketing Science Institute, San Francisco, Jan 2015
 - Big Data Marketing Analytics Conference, Booth School of Business, Chicago, Oct 2014
 - Lerner School of Business, University of Delaware, Oct 2014
 - Summer Institute in Competitive Strategy, University of California, Berkeley, (discussed by Vineet Kumar), July 2014
 - Theory and Practice in Marketing Conference, Kellogg School of Management, Northwestern University, May 2014
 - NASSCOM Innotrek2014 (Silicon Valley Immersion Program for Indian Technology Entrepreneurs and Founders), Menlo Park, May 2014
 - Marketing Camp, Tippie School of Management, University of Iowa, May 2014
 - 1st Workshop on Social and Business Analytics (WSBA), McCombs School of Business, University of Texas at Austin, March 2014
 - Wharton School of Business, University of Pennsylvania, March 2014
 - Columbia Business School, Columbia University, Feb 2014
 - Marketing Seminar, Stanford GSB, Feb 2013

- “Computational Incentive Design and Workplace Analytics”
 - 4th Annual Conference on Computational Social Science, Institute for Research in Social Sciences (IRISS), Stanford, April 2014

- “Homogenous Contracts for Heterogeneous Agents: Aligning Salesforce Composition and Compensation”
 - Tepper School of Business, Carnegie Mellon University, March 2014
 - National Bureau of Economic Research (NBER) Winter I.O. meeting (discussed by Jeremy Fox), Stanford, Feb 2013
 - Saunderson School of Business, University of British Columbia, Vancouver, Jan 2013
 - IOFest, Stanford University, Dec 2012
 - MIT Sloan School of Management, Dec 2012
 - Rotman School of Business, University of Toronto, Nov 2012
 - McCombs School of Business, University of Texas at Austin, Oct 2012
 - Econ “Brown Bag” Lunch, Stanford GSB, Oct 2012
 - Marketing Dynamics Conference, Tilburg, The Netherlands, Aug 2012

- “Using Analytics to Drive Incentive Compensation Plans”
 - Oracle CloudWorld, San Francisco, Jan 2014
- “Identifying Social Interactions in Empirical Marketing Models”
 - INFORMS Institute for Marketing Science Doctoral Consortium, June 2012, Boston
- “Social Ties and User Generated Content: Evidence from an Online Social Network”
 - College of Management, Georgia Tech, May 2012
 - Macro-OB Lunch, Stanford GSB, April 2012
 - INFORMS Stanford Chapter, Stanford University, April 2012
 - Fuqua School of Business, Duke University, April 2012
 - Marketing Dynamics Conference, Jaipur, India, July 2011
 - Marketing Science Conference, Houston, June 2011
 - Simon School of Business, University of Rochester, Dec 2010
- “Improving Salesforce Compensation using Applied Numerical Dynamic Programming”
 - INFORMS Conference on Business Analytics & Operations Research, Huntington Beach, CA, April 2012
- “Identifying Demand Under Targeted Marketing”
 - INFORMS Institute for Marketing Science Doctoral Consortium, Rice University, Houston, June 2011
- “Dynamics of Experience Rating: Evidence from Automobile Insurance Contracts”
 - Stanford I.O. “Structural Lunch” Brown Bag, Aug 2010
 - Marketing Science Conference, Cologne, Germany, June 2010
- “Dynamics in Contracts”
 - INFORMS Institute for Marketing Science Doctoral Consortium, June 2010, Cologne, Germany
- “The Dynamic Consequences of Incentive Schemes: Evidence from Salesforce Compensation”
 - Department of Economics, Yale University, Sept 2010
 - National Bureau of Economic Research (NBER) Summer I.O. meeting (discussed by Adam Copeland), Boston, July 2009
 - Stanford Institute in Theoretical Economics (SITE), Stanford, July 2009
- “Identification of Marketing Mix Effects Using a Regression Discontinuity Design,” previously titled “Firms’ Rules of Thumb and the Measurement of Marketing Effects: A Regression Discontinuity Approach”
 - Quantitative Marketing and Economics Conference (discussed by Florian Zettlemeyer), UCLA, Oct 2010
 - School of Management, Yale University, Oct 2010
 - Stern School of Business, New York University, New York, May 2010
 - Olin School of Business, Washington University, St. Louis, April 2010
 - Marketing Science Conference, University of Michigan, Ann Arbor, June 2009
 - Indian Institute of Management, Bangalore, Dec 2007

- “Retail Competition and the Dynamics of Demand for Tied Goods”
 - School of Management, UT Dallas, April 2009
 - Robert Smith School of Business, University of Maryland, March 2009
 - Columbia Business School, Nov 2008
 - International Industrial Organization Conference (discussed by Andrew Sweeting), Washington DC, May 2008
 - Leavey School of Business, Santa Clara University, May 2008
 - Collaborative and Multidisciplinary Research Conference, Yale University, May 2008
 - Applied Microeconomics Seminar, Stanford University, April 2008
 - Summer Institute in Competitive Strategy (discussed by Yesim Orhun), University of California, Berkeley, July 2007
 - Marketing Science Conference, Singapore Management University, Singapore, June 2007

- “A Structural Model of Sales-Force Compensation Dynamics: Estimation and Field Implementation,” previously titled “Quota Dynamics and the Intertemporal Allocation of Salesforce Effort”
 - National University of Singapore Business School, Singapore, Dec 2009
 - Quantitative Marketing and Economics Conference (discussed by K. Sudhir), Chicago, Oct 2009
 - Operations and Information Technology Seminar, Stanford GSB, May 2009
 - Econ “Brown Bag” Lunch, Stanford GSB, April 2009
 - Operations Seminar, Stanford Management Science & Engineering, Feb 2009
 - Kellogg School of Management, Northwestern University, Jan 2009
 - Department of Economics, UC-Davis, Nov 2008
 - Marketing Seminar, Stanford University, Oct 2008
 - Summer Institute in Competitive Strategy (discussed by Preyas Desai), University of California, Berkeley, July 2008
 - Marketing Science Conference, Vancouver, June 2008

- “Asymmetric Peer Effects in Prescription Behavior: The Role of Opinion Leaders”
 - Google Faculty UNConference, Mountain View, July 2008
 - 7th Triennial Choice Symposium, Wharton School of Business, Univ. of Pennsylvania, June 2007
 - Frank M. Bass Conference, UT Dallas, March 2007
 - Haas School of Business, University of California, Berkeley, Feb 2007
 - IOFest, Stanford University, Nov 2006
 - Summer Institute in Competitive Strategy (discussed by Raphael Thomadsen), University of California, Berkeley, June 2006
 - Marketing Science Conference, University of Pittsburgh, June 2006

- “Intertemporal Price Discrimination with Forward-looking Consumers: Application to the US Market for Console Video-Games”
 - Department of Economics, UCLA, Oct 2007
 - INFORMS Conference, Pittsburgh, Nov 2006
 - Columbia Business School, Columbia University, March 2006
 - Stanford I.O. “Structural Lunch” Brown Bag, Nov 2005

- “Dynamics of Pricing in Durable Good Markets: Application to 32-bit Video-Games”
 - School of Business, University of Connecticut, Sept 2004

- Indian School of Business, Oct 2004
- School of Business, University of Wisconsin, Madison, Oct 2004
- Krannert School of Management, Purdue University, Oct 2004
- Olin School of Business, Washington University, St. Louis, Oct 2004
- Smith School of Business, University of Maryland, College Park, Oct 2004
- Sloan School of Management, MIT, Oct 2004
- Tuck School of Business, Dartmouth College, Oct 2004
- Wharton School, University of Pennsylvania, Oct 2004
- School of Management, Yale University, Oct 2004
- Tepper School of Business, Carnegie Mellon University, Nov 2004
- Haas School of Business, University of California, Berkeley, Nov 2004
- Kellogg School of Management, Northwestern University, Nov 2004
- Johnson School of Management, Cornell University, Nov 2004
- Graduate School of Business, Stanford University, Nov 2004
- Anderson School of Management, University of California, Los Angeles, Nov 2004
- Rotman School of Management, University of Toronto, Nov 2004
- Hong Kong University of Science and Technology, Dec 2004
- “Empirical Analysis of Indirect Network Effects in the Market for Personal Digital Assistants”
 - Marketing Science Conference, University of Maryland, College Park, June 2003
- “Accounting for Primary and Secondary Demand Effects with Aggregate Data”, previously titled “Discrete/Continuous Demand Estimation with Market-Level Data”
 - Marketing Science Conference, University of Alberta, Edmonton, June 2002

Professional Service

- Area Editor
 - Operations Research (“Marketing Science” area, 2015-17)
- Associate Editor
 - Management Science (Jan 2013-15)
 - Marketing Science (Jan 2016-17)
 - Quantitative Marketing and Economics (2011-present)
- Guest Associate Editor
 - Information Systems Research (Special Issue on “Social Media & Bus: Transformation,” 2011)
 - Journal of Marketing Research (Special Issue on “Marketing Dynamics,” 2011 and Ad-hoc)
 - Management Science (Special Issue on “Business Analytics,” 2012 and Ad-hoc)
- Editorial Board
 - Journal of Marketing Research (2010-present)
 - Marketing Science (2007-17)
- Reviewer for
 - American Economic Review; American Journal of Agricultural Economics; Econometrica; International Journal of Industrial Organization; International Association of Travel Behavior Research (IATBR); International Journal of Research in Marketing; Journal of Economics and Management Strategy; Journal of Labor Economics; Journal of Marketing; Journal of Marketing Research; Management Science; Marketing Science; *INFORMS Society for Marketing Science* (ISMS) and *Marketing Science Institute* (MSI) Dissertation Competitions; Operations Research;

Quantitative Marketing and Economics; Rand Journal of Economics; Review of Marketing Science; Transportation Research Record

- Memberships
 - American Marketing Association
 - INFORMS
 - TiE-Silicon Valley
- Advisory Boards
 - Aintu Inc. (2014-present)
 - BrandMedia Technologies (2015-17)
 - ESS Analysis (2010-15)
- Other Professional Activities
 - Conferences:
 - Chaired,
 - *Summer Institute in Competitive Strategy Conference*, Haas School of Business, Univ. of California, Berkeley, June 2018, (Co-chair with Zsolt Katona)
 - *Digital Marketing Conference*, Stanford GSB, Dec 2016, (Co-chair with Navdeep Sahnii & Xueming Luo)
 - *Modeling Firms' Decisions*, Special Session at INFORMS Marketing Science Conference, Cologne, June 2010
 - *Dynamic Structural Models*, Special Session at INFORMS Marketing Science Conference, Vancouver, June 2008
 - *Interdependent Choices and Social Multipliers: Identification, Methods and Policy Implications*, Seventh Triennial Choice Symposium, University of Pennsylvania, June 2007 (Co-chair with Wes Hartmann & Puneet Manchanda)
 - Program Committees,
 - Quantitative Marketing and Economics Conference
 - MIT Sloan School of Management, Oct 2015
 - Fuqua School of Business, Duke University, Oct 2012
 - Frontiers of Research in Marketing Science Conference, School of Management, UT Dallas, Feb 2012
 - Program Boards,
 - Big Data, Digital, and Mobile Conference, NYU-Stern Business School in collaboration with Fox Business School, Oct 2015
 - Korea Mobile Big Data Marketing Conference, Korea University Business School in collaboration with Fox Business School, Oct 2015
 - Advisor, "Big Data" Track, The Indus Entrepreneurs Conference (TiECon 2014), Santa Clara, May 2014
 - Field Service:
 - External Reviewer, Masters in Analytics Program, Simon School of Business, University of Rochester, 2015
 - INFORMS ISMS Doctoral Dissertation Award Committee, 2012
 - University Service/Affiliations:
 - Co-Director, Strategic Marketing Management, GSB Executive Program, 2016-17
 - Dean's Advisory Group, Stanford GSB, 2014-16
 - PhD Program Liaison, Quantitative Marketing, Stanford GSB, 2013-17
 - Stanford Cyber Initiative Steering Committee, 2015- 17
 - Affiliated faculty, Stanford Center for Computational Social Science, 2015-17

- Stanford Institute for Innovation in Developing Economies (SEED) Research Review Board, 2015- 17
 - Invited Events:
 - Speaker,
 - JD Artificial Intelligence Academy, Beijing, Feb 2018
 - Marketing Science Institute
 - Immersion Conference, Boston, Oct 2017
 - Advanced Analytics Roundtable, Foster City, Feb 2017
 - Latent View Analytics Summit,
 - San Francisco, April 2017
 - Half Moon Bay, Jan 2015
 - Novartis, 2016-17
 - Expedia, San Francisco, Sept 2016
 - Google *Marketing Mix Models (MMM) Summit*, New York, Jan 2016
 - Cornerstone Research, Menlo Park, Dec 2013
 - Google *Future of Data-Driven Marketing Summit*, Scottsdale, Sept 2013
 - Optimal Strategix Group, June 2013
 - *Business of Change: Conversations with Garth Saloner*, Stanford GSB Alumni Event, Chicago, May 2013
 - Simon Kucher & Associates Pricing Conference, Santa Clara, March 2009
 - Discussant,
 - SICS Conference, Berkeley,
 - June 2017
 - July 2016
 - Quantitative Marketing and Economics Conference, Chicago, Oct 2007
 - Panelist,
 - “Field Guide to Machine Learning and Algorithms,” Plenary panel, Marketing Science Conference, Temple University, Philadelphia, June 2018
 - Pan-IIT Global Alumni Conference, Santa Clara, July 2007
- Grants
 - *NET Institute* funding for project “Measuring Causal Installed-Base Effects: A Bias Correction Approach,” 2011, with Sridhar Narayanan
 - *NET Institute* funding for project “Network Effects, User-Generated Content, and Social Ties: Evidence from an Online Social Network”, 2009, with Reto Hofstetter and Klaus Miller
- Doctoral Advising (field, first placement, graduation year, * = Primary Advisor)
 - Jessica Yu* (*Marketing*, 2019, expected)
 - James Sams* (*Marketing*, 2019, expected)
 - Caio Waisman* (*Economics*, Kellogg School of Management, 2018)
 - Justin Huang (*Marketing*, Ross School of Business, Univ. of Michigan, 2018)
 - Tomomichi Amano (*Marketing*, Columbia Business School, 2017)
 - Anna Tuchman* (*Marketing*, Kellogg School of Management, 2016)
 - Kristina Brecko (*Marketing*, Simon Business School, Univ. of Rochester, 2017)
 - Ken Moon (*Operations*, Wharton, Univ. of Pennsylvania, 2016)
 - Øystein Daljord* (*Marketing*, Booth School of Business, Univ. of Chicago, 2015)

- Dokyun Lee (at Wharton *Operations and Information Management*, Tepper School of Business, CMU, 2015)
- Anita Rao (*Marketing*, Booth School of Business, Univ. of Chicago, 2012)
- Scott K. Shriver* (*Marketing*, Columbia Business School, 2011)
- Bryan Bollinger (*Marketing*, NYU-Stern, 2011)
- Florin Niculescu (*Operations*, Scheller College of Business, Georgia Tech, 2010)
- Dissertation Oral Exam Committees (field, graduation year)
 - Sara Kwasnick (*Operations*, 2016); Breno Vieira (*Economics*, 2015); Su Xie (*Operations*, 2015); John Anderson (*Economics*, 2013); Bora Keskin (*Operations*, 2012); Masakazu Ishihara (at Univ. of Toronto *Marketing*, 2011); Eric Forister (*Economics*, 2009); Taylan Yildiz (*Marketing*, 2007); Liang Qiao (*Marketing*, 2006)

Personal

- Married, one daughter
- Naturalized U.S. Citizen