Columbia Business School
Marketing Division

Letter from the Chair

The Marketing Division at Columbia Business School brings together a team of approximately 25 full-time faculty members, 50 adjunct faculty members, 20 PhD students, 20 Master of Science students, and 6 research and administrative staff.

Our world leading faculty conduct cutting edge academic research, developing methodologies and producing insights that are useful for industry and policy makers. The field of marketing is interdisciplinary — it intersects with social sciences such as psychology, sociology and economics, as well as data sciences, statistics, computer science, and operations research. We study a wide range of topics including the psychology of consumer behavior, the strategic interactions between firms and consumers, marketing analytics, innovation, and customer relationship management. Several of us are currently studying issues like climate change, online misinformation, media, the algorithmic economy, privacy and data regulation, education financing, and fairness that impact consumers, businesses and society at large. The Columbia Marketing Division offers a rich and active intellectual environment, regularly hosting seminars, conferences, and other events. Our faculty hold multiple editorial positions at the top Marketing academic journals.

Our core and elective courses are relevant not only to students interested in careers in traditional and digital marketing, but also to those interested in brand and product management, entrepreneurship, corporate innovation, consulting, media, technology, and healthcare management. We teach courses on customer management, behavioral economics, pricing, innovation, digital marketing, marketing strategy, branding, media, product management, and several related domains. Offering a robust portfolio of courses is enabled by our exceptionally strong adjunct faculty.

In addition to teaching in the MBA and EMBA programs, we host a thriving PhD program. Our graduating students typically pursue academic careers. Our recent alums have received offers from top schools such as Wharton, Stanford, Harvard, Cornell, Dartmouth, London Business School, INSEAD, and Carnegie Mellon.

We also offer a Master of Science in Marketing, a small elite program that teaches the latest tools coming straight from academic research to future practitioners.

Finally, we administer a popular Master of Science in Business Analytics program together with our colleagues from the Decisions, Risk and Operations Division and from the Industrial Engineering and Operations Research Department (in the School of Engineering and Applied Sciences).

I hope these few pages will give you a glimpse of what we do and who we are. If you would like to learn more or explore potential collaborations, please reach out to us!

Best regards,

Kinshuk Jerath

Arthur F. Burns Professor of Free and Competitive Enterprise

Our Full-Time Faculty
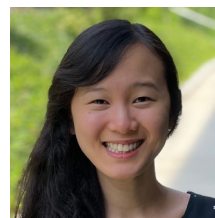
Asim Ansari
William T. Dillard
Professor of Marketing

Silvia Bellezza
Gantcher Associate
Professor of Business

Melanie Brucks
Assistant Professor
of Business

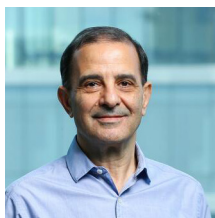**Dante Donati**
Instructor in Business

Hortense Fong
Instructor in Business

Elizabeth Friedman
Assistant Professor
of Business

Shawndra Hill
Senior Lecturer

Kamel Jedidi
Jerome A. Chazen
Professor of Global
Business

Kinshuk Jerath
Arthur F. Burns
Professor of Free and
Competitive Enterprise

Gita Johar
Meyer Feldberg
Professor of Business

Eric Johnson
Norman Eig Professor
of Business

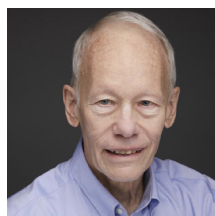**Ran Kivetz**
Philip H. Geier Jr.,
Professor of Marketing

Rajeev Kohli
Ira Leon Rennert
Professor of Business

Kristen Lane
Lecturer in Discipline

Christopher LaSala
Senior Lecturer
in Discipline

Donald Lehmann
George E. Warren
Professor of Business

Alonso Martinez
Senior Lecturer
in Discipline

Vicki Morwitz
Bruce Greenwald
Professor of Business

Oded Netzer
Arthur J. Samberg
Professor of Business

Vice Dean for Research,
Dean's Office

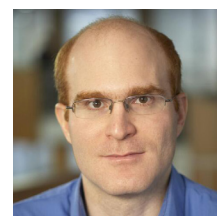**Michel Tuan Pham**
Kravis Professor
of Business

Miklos Sarvary
Carson Family
Professor of Business

Co-Faculty Director,
Media and Technology
Program

Bernd Schmitt
Robert D. Calkins
Professor of
International Business

Faculty Director,
Center on Global
Brand Leadership

Andrey Simonov
Gary Winnick and Martin
Granoff Associate
Professor of Business

Olivier Toubia
Glaubinger Professor
of Business

Our Adjunct Faculty

And the courses they teach

Adam Royalty
Innovate Using Design Thinking

Ava Seave
Media and Entertainment: Strategy Consulting Projects

Beth Kinerk
Building the Sales Machine
Growing and Managing the Sales Machine

Botao Yang
MS Marketing Analytics

Cecilia Dones
Customer Relationship Management

Christopher Frank
Data-driven Leadership: Developing Quantitative Intuition (QI)™

Ellen Schapps
The Marketing of an American President

Eric Baron
Entrepreneurial Selling

Eric Hellweg
Product Management

Esohe Omoruyi
Digital Disruption & Technology Transformation

Farah Gasmi
Product Management

George Lentzas
MS Machine Learning
MS Artificial Intelligence

Jacob Goldenberg
Systematic Creativity in Business

Janet Schwartz
Marketing (core)

Jared Grusd
Internet Wars

Jarrod Moses
Entertainment Marketing & The Crafting of Celebrity Businesses

Jason Lambert
Product Management

Jenny Fernandez
Marketing Management

Jeremy Kagan
Digital Marketing

Jonathan Knee
Sports Economics And Policy

Joseph Timko
Succeeding in Consulting: from Project Manager to CEO Advisor

JP Kuehlwein
Premium Brand Strategy

Ketty Maisonrouge
The Luxury Approach
The Marketing of Luxury Products

Kurt Fulepp
Product Management

Malek Ben Sliman
MS Marketing Analytics

Manini Madia
Omni-Channel Retailing

Maqbul Jamil
Biotech/Pharma Commercialization and Development Strategies

Marco Viola
A Strategic Marketing Approach To Private Equity In Emerging Markets
Driving Strategic Impact: Mastering the Tools of Strategy Consulting

Mark Cohen
Creation of a Retail Enterprise (Master Class)
Retail Fundamentals

Michael Brown
Growing and Managing the Sales Machine
Digital Disruption & Technology Transformation

Michelle Greenwald
Marketing Management
MS Digital Marketing

Oliver Chen
New Frontiers in Retail

Paul Canetti
Product Management
Intro to User Experience

Paul Magnone
Data-driven Leadership: Developing Quantitative Intuition (QI)™

Pauline Brown
The Business of Aesthetics and Experiences

Prashant Fuloria
Building Internet Businesses for Consumer Markets

Renee Niemi
Product Management

Robert Morais
Customer-Driven Product Optimization

Ron Shachar
Storytelling In Business

Ross Goldenberg
Growth Hacking

Sal Galatioto
The Business of Sports

Shin Oblander
Statistical Modeling and Decision Making

SC Moatti
Product Management

Sean Gupta
The Business of Television & Streaming

Sharad Devarajan
Media Marketing and Entrepreneurship
Virtual Reality & Artificial Intelligence

Sunil Gulati
Sports Economics And Policy

Tom Hafen
Brand Management in the Digital Age
Marketing Management

Toos Daruvala
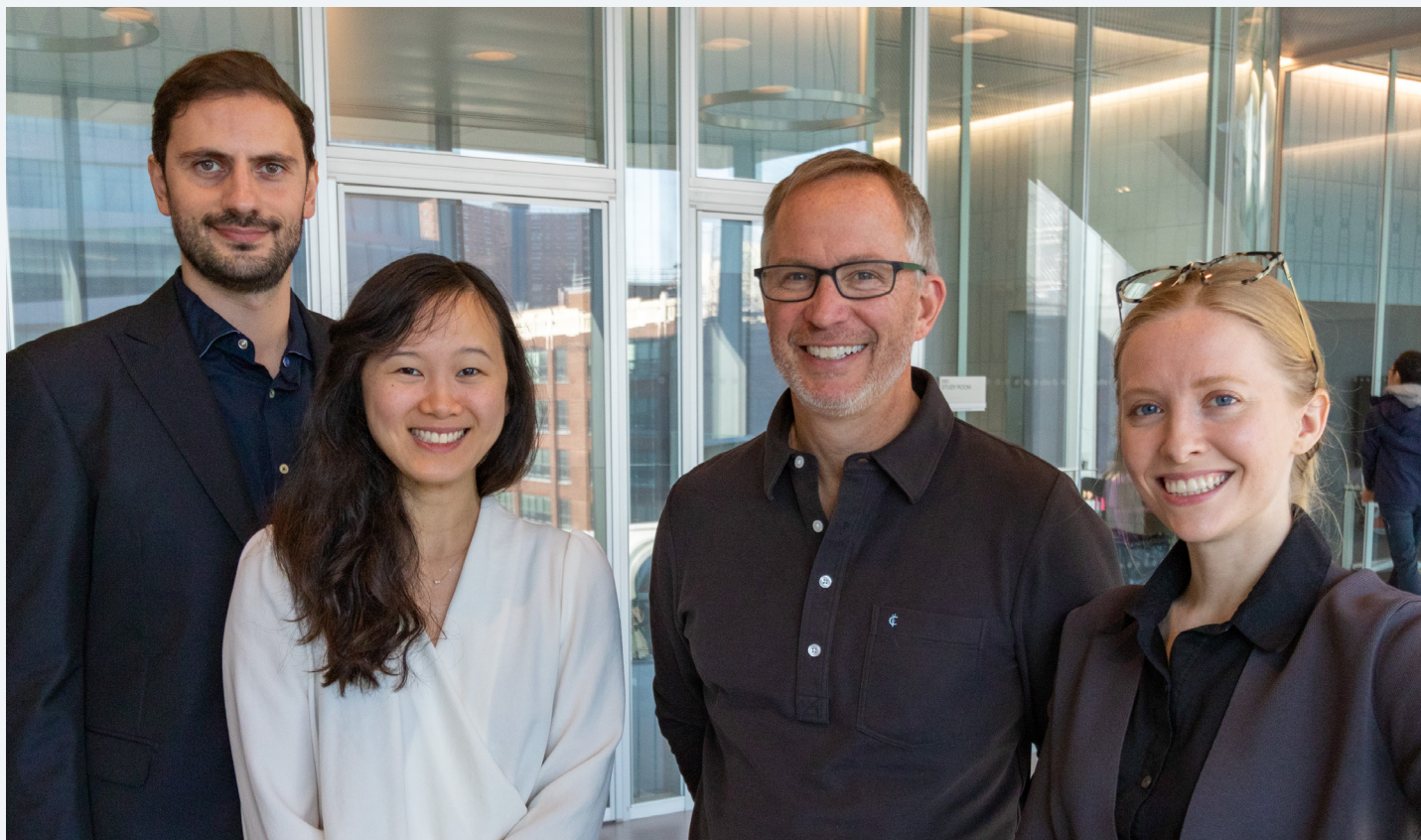Succeeding in Consulting: from Project Manager to CEO Advisor

Yegor Tkachenko
Python Programming for Data Science

Yuval Ariav
Data Driven Dollars

Our New Full-Time Faculty

From left to right: Dante Donati, Hortense Fong, Chris LaSala, Kristen Lane

Dante Donati

I recently joined the Marketing Division at Columbia Business School after obtaining my Ph.D. degree cum laude in Economics, Finance and Business from Pompeu Fabra University, in Barcelona. Over the past 5 years, I was awarded a grant from the Spanish Ministry of Education, which allowed me to expand my research portfolio and consolidate partnerships with institutions like The World Bank, the Bill & Melinda Gates Foundation and a number of companies and NGOs around the world. As a part of this work, I co-developed Virtual Lab, an open-source platform for online surveys and evaluation of social media marketing campaigns. My family also grew by two kids in the meantime.

The environment at CBS is extremely vibrant and stimulating. The School's connection with society — including consumers, businesses and organizations — makes me feel part of a broader context, that goes beyond the office or the classroom. Developing research ideas or course curriculum of practical use becomes easier when you, as a scholar, are constantly exposed to the issues that society and companies are facing. On top of that, the new campus is just amazing!

I teach Digital Marketing to both MS and MBA students. This is a constantly evolving topic because of the continuous change in both technology and regulation.

My research covers a variety of empirical topics including measuring the effects of digital information on socio-economic outcomes, methodological work to conduct surveys and experiments on social media, as well as large-scale studies on the effectiveness of behavioral change communication campaigns for the social good. I bring some of the lessons I learned from this recent research to class. One of my objectives is to make students conscious that their skills and expertise will not just help commercial companies improve their digital marketing campaigns, but also benefit the myriads of organizations committed to achieve sustainable development goals.

Hortense Fong

I use machine learning (ML), econometric, and experimental methods to study how emotions impact consumer behavior, taking advantage of the rich unstructured data (text, images, video, music) that are increasingly available. A distinguishing feature of my interests involves going beyond ML's use in prediction to study how to incorporate domain-specific theoretic and managerial knowledge into ML systems and make them more interpretable. I also have a broader interest in questions at the interface of marketing and society (e.g., fairness). My work has received recognition, including the American Statistical Association Dissertation Proposal Award and the MSI Alden G. Clayton Dissertation Proposal Award. Prior to joining CBS, I obtained my Ph.D. in Quantitative Marketing from Yale.

It's very exciting to be joining CBS where I will be able to work alongside some of my academic heroes - the CBS faculty! The research being done at Columbia pushes the frontier.

My current areas of research interest include emotion, unstructured data, advertising, machine learning, and fairness.

Given that I teach Marketing Analytics, it's been easy to incorporate how to analyze unstructured data using ML and its many uses into my teaching. I've also incorporated fairness concepts because I believe it is important for students to learn how to measure fairness and consider the impact marketing actions can have on fairness.

Chris LaSala

I joined CBS after eighteen years at Google and over two decades of experience in digital media where I led business development, product and commercial strategy for several of Google's ads products. During that time I also served on several industry association boards which gave me an opportunity to shape the ads industry evolution beyond the walls of Google. One highlight was an annual trip to D.C. to help educate representatives and senators on the evolving programmatic ads industry.

I was first introduced to academia as an Entrepreneur in Residence at HBS, and then later built and taught a Digital Platforms class as an adjunct professor at my alma mater, Duke's Fuqua School of Business. It was those experiences that made me realize that teaching was going to be my next career pivot.

I will be developing a structured digital product management curriculum and program, building on the many existing classes that are relevant to aspiring product managers.

To that end, I am ecstatic to have transitioned to academia full time at CBS! In the fall term of 2022, I launched an experiential Digital Product Management Lab course that paired 8 student teams with 8 distinct companies that had a business *Problem to be Solved* that required the creation of a new product or feature. I am excited to expand on this class in the coming years and deliver a robust roadmap of courses that will help students confidently pursue careers in product management.

Kristen Lane

I study how social groups and identity impact consumer information choice and sharing online. My current projects explore why consumers share misinformation, how consumers value their information (e.g., advice, recommendations), and how social self-threat increases consumers' choice to read bad news about brands. I am also currently studying how consumers signal ownership over their digital and informational resources. I am a fellow of Sheth, Mittelstaedt, Yale Whitebox, and University of Houston Doctoral Consortiums and DCMA. Before joining Columbia, I graduated with my PhD in Marketing and minor in Social Psychology from the University of Arizona, Eller College of Management.

My favorite thing about joining CBS has been getting to know the faculty, PhD students, and staff in the marketing department and CBS at large.

I feel privileged to participate in and learn from the curious, creative, and supportive people that make up this vibrant community. I am teaching the Marketing Core in the MBA and EMBA programs in the Fall and Spring terms. I had a wonderful experience last year and am looking forward to working with the new cohorts. It is inspiring to learn about the students' backgrounds and exciting to work together to develop their insights and contributions to practice.

Recognitions, Awards, Honors, Grants (2021-2022)

Silvia Bellezza

— Finalist, Erin Anderson Award 2022
— MSI Young Scholar 2021
— Co-Chair of the 2023 Society for Consumer Psychology Conference (SCP)

Melanie Brucks

— Bernstein Center Faculty Grant
— Jerome A. Chazen Institute for Global Business Grant
— Best Talk Award (in track) at the Society for Consumer Psychology Conference

Hortense Fong

— Winner of 2021 MSI Alden G. Clayton Doctoral Dissertation Proposal Award

Elizabeth Friedman

— Facebook Core Data Science (CDS) Research Gift, 2021 ($25,000) (with Olivier Toubia)

Gita Johar

— President of the Society for Consumer Psychology, 2022-2023
— Chazen Institute Research Grant
— Columbia University Collaboratory Grant

Eric Johnson

— Wroe Alderson Distinguished Lecturer, Department of Marketing, The Wharton School, University of Pennsylvania, 2022
— Dean for Science Lecture for Neuroeconomics, Institute for the Study of Decision Making, 2022

Kristen Lane

— Recipient of a transformative consumer research grant from the Association for Consumer Research (2021)

Vicki Morwitz

— Outstanding review award, *Journal of Consumer Psychology*, 2021

Oded Netzer

— Winner, 2021 ISMS Don Morrison Long Term Impact Award
— Winner, 2021 EMAC-Sheth Foundation Sustainability Research Competition
— Facebook Core Data Science gift, $25,000, 2021
— Marketing Science Institute Research Grant, $7,750, 2021

Andrey Simonov

— Glenn Campbell and Rita Ricardo-Campbell National Fellow, Hoover Institution, 2022-2023

Donald R. Lehmann

— Rigor & Relevance Research Award of the Swiss Academy of Marketing Science, 2022

Olivier Toubia

— Winner, 2022 ISMS Don Morrison Long Term Impact Award
— Facebook Core Data Science (CDS) Research Gift, 2021 ($25,000) (with Elizabeth Friedman)

Editorial Board Memberships

Journal of Consumer Research

— Bernd Schmitt — Editor-in-Chief
— Silvia Bellezza — Editorial Board Member
— Gita Johar — Editorial Board Member
— Eric Johnson — Editorial Board Member
— Vicki Morwitz — Editorial Board Member

Journal of Marketing

— Gita Johar — Associate Editor
— Donald R. Lehmann — Associate Editor
— Oded Netzer — Associate Editor
— Silvia Bellezza — Editorial Board Member
— Vicki Morwitz — Editorial Board Member

Journal of Marketing Research

— Kinshuk Jerath — Associate Editor
— Asim Ansari — Editorial Board Member
— Silvia Bellezza — Editorial Board Member
— Eric Johnson — Editorial Board Member
— Andrey Simonov — Editorial Board Member

Marketing Science

— Olivier Toubia — Editor-in-Chief
— Oded Netzer — Associate Editor
— Kinshuk Jerath — Editorial Board Member
— Andrey Simonov — Editorial Board Member

International Journal of Research in Marketing

— Kinshuk Jerath — Editorial Board Member
— Donald R. Lehmann — Editorial Board Member
— Oded Netzer — Editorial Board Member

Journal of Consumer Psychology

— Gita Johar — Associate Editor
— Vicki Morwitz — Associate Editor
— Donald R. Lehmann — Editorial Board Member

Quantitative Marketing and Economics

— Kinshuk Jerath — Associate Editor
— Oded Netzer — Associate Editor

Customer Needs and Solutions

— Kamel Jedidi — Senior Editor
— Kinshuk Jerath — Editorial Board Member
— Donald R. Lehmann — Editorial Board Member
— Oded Netzer — Editorial Board Member

Production and Operations Management

— Kinshuk Jerath — Senior Editor, Operations-Economics Interface Department
— Kinshuk Jerath — Editorial Board Member, POM-Information Systems Interface Department

AMS Review

— Donald R. Lehmann — Editorial Board Member

Behavioral Science and Policy

— Eric Johnson — Senior Editor, Management, Marketing and Decision Sciences

Business-to-Business Marketing

— Kamel Jedidi — Editorial Board Member

Frontiers in Decision Neuroscience

— Eric Johnson — Editorial Board Member

Journal of the Academy of Marketing Science

— Donald R. Lehmann — Editorial Board Member

Journal of the Association of Consumer Research

— Vicki Morwitz — Editor-in-Chief

Jounal of Consumer Affairs

— Donald R. Lehmann — Policy Board

Journal of Interactive Marketing

— Oded Netzer — Editorial Board Member

Marketing Letters

— Donald R. Lehmann — Policy Board; Editorial Board, Replication Corner Co-Editor

Journal of Macro Marketing

— Donald R. Lehmann — Advisory Board

Journal of Neuroscience, Economics and Psychology

— Eric Johnson — Editorial Board Member

Journal of Retailing

— Kinshuk Jerath — Associate Editor

Management Science

— Kinshuk Jerath — Associate Editor

Rutgers Business Review

— Kamel Jedidi — Senior Editor

Selected Faculty Media Mentions

Why do we glamorise overworking?
Yahoo Finance UK 11/30/2020
Silvia Bellezza

How Big Tech failed to stop misinformation in 2020
Mashable 12/28/2020
Gita Johar

Why Your Post-Covid Desk Assignment Could Make Or Break Your Career
Forbes 6/22/2021
Elizabeth Friedman

Making choices is complicated. Here's what to know to make more informed decisions
Fast Company 12/23/2021
Eric Johnson

Are smartphones serving as adult pacifiers?
Washington Post 2/26/2022
Michel Tuan Pham

Virtual meetings can crush creativity, new study finds
CNN 4/27/2022
Melanie Brucks

Vicki Morwitz's research paper "Consumer Reactions to Drip Pricing" (Marketing Science, 2020) was cited in October 2022 in a White House briefing on tackling so-called junk fees.

New Courses
(2021-2022)

The Business of Aesthetics and Experiences

Bernd Schmitt & Pauline Brown

This course is for students considering careers in sectors and companies whose financial value is based, in part, on their ability to deliver aesthetic value. It will enhance students' ability to experience and appraise businesses through their senses – a critical and oftentimes under-developed skillset for corporate executives, entrepreneurs and investors alike.

Data Science for Marketing Managers

Shawndra Hill

This course is for students who want to learn how to manage data scientists and data science projects. This course connects real-world data on consumers and firms to decision-making and marketing management.

The Business of Television and Streaming

Sean Gupta

This course provides a broad overview of the rapidly changing landscape of television and streaming video platforms. We will take an in-depth look at the TV business, from content creation to final distribution through detailed analyses of all major players in the industry.

Building Internet Businesses for Consumer Markets

Prashant Fuloria

In today's world, it is hard to imagine any consumer-facing business at scale that does not use the internet as part of its core operations around attracting and engaging users, and generating revenue. This course analyses key established themes relevant to building successful internet businesses for consumer markets.

Digital Disruption & Technology Transformation

Michael Brown & Esohe Omoruyi

As the generation of digital natives enter the C-suite and promote digital change, digital disruption to analog businesses will be a pervasive theme of management. Digital Disruption & Technology Transformation seeks to navigate how companies can transform in the face of disruption.

Customer Driven Product Optimization

Robert Morais

Customer Driven Product Optimization is for second year MBA students who have a product concept or MVP and have completed Launch Your Startup or Hacking for Humanity and the Planet Venture Incubator. This course will enable you to optimize your product concept or MVP based upon iteratively produced customer input, in-class workshops, and mentoring. You will apply specific tools for conducting interviews and ethnographies.

New Frontiers in Retail

Kinshuk Jerath & Oliver Chen

Focused on the smart use of data and customer interactions, helping them thrive in the new world of retail marketing.

Growth Hacking: Scaling Your Product from 1 to a Billion

Ross Goldenberg

This course is all about the part of the product life cycle that happens after you launch an MVP and after you get an initial set of happy and engaged customers. Specifically, it focuses on the methodical discipline called "growth hacking" that combines product management, product marketing, and data analytics to grow, engage, and retain a customer base and, in turn, revenue

Internet Wars: Strategy and Technology Companies

Jared Grusd

The Internet is contributing to economic growth that exceeds the pace of the Industrial Revolution of the 1800s. It is not a secret that traditional sectors of the company are being enhanced and also disrupted by technology.

Google SMART Capstone Project

Andrey Simonov

Google SMART Capstone is run in collaboration with Google and partners our MSMK students with one of the clients of Google, typically on the advertising side of the business. Students are grouped in teams and work together to help the client reach data science objectives; in the past years, our students have built attribution models to measure advertising effectiveness and reallocate the client's budgets across different advertising channels of Google. Students work with proprietary data in BigQuery, strongly relying on their SQL and Python skills.

Python Programming for Data Science

Yegor Tkachenko

The workshop provides an introduction to coding in Python for data science. The topics include programming interfaces; working directory and paths; core variable types and data structures; for loops, functions, and vectorization; data loading, cleaning, and manipulation; SQL; visualization; version control; probabilistic and statistical analysis; machine learning algorithms; web scraping and text mining.

## Digital Product Management Lab

Chris LaSala

As the "CEO of the Product" Product Managers must be proficient in a wide range of capabilities. This Lab will provide students with the opportunity to put those best practices and frameworks into practice by applying them to real problems and opportunities offered up by member companies

Customer Relationship Management

Cecilia Dones

As data and information continue to become more readily accessible to both firms, their competitors, and consumers, one of the ways that firms will be able to maintain competitive advantage will be through actively nurturing their consumer and potential consumer relationships. The course will emphasize quantitative analysis with support from qualitative techniques.

Book Feature
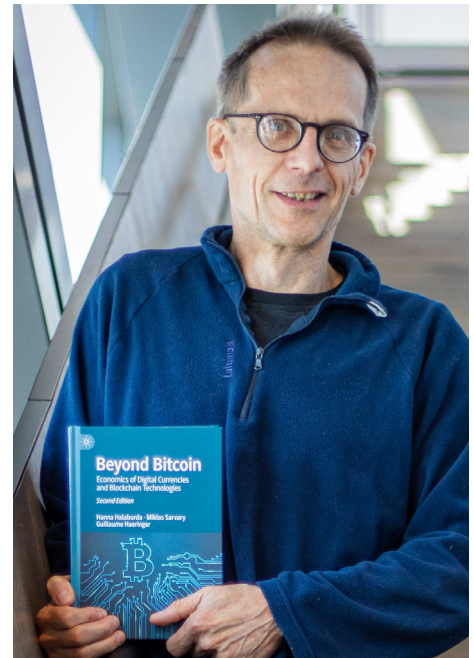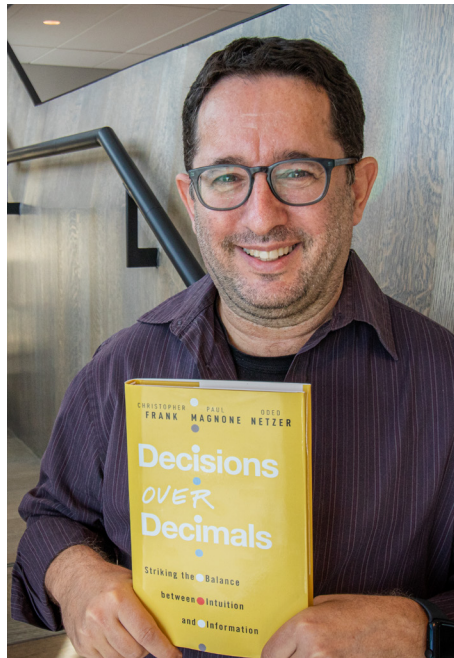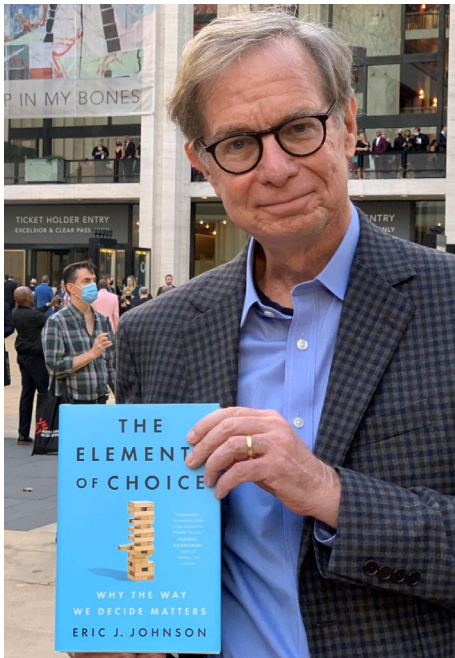
A roundtable with Eric Johnson, Oded Netzer, and Miklos Sarvary

-What motivated each of you to write a book?

Eric: People have a vague sense that how choices are posed might influence them, but they are naïve. It turns out that the person asking you to make a choice has a lot of influence. That's choice architecture and while it's only had that name for a decade, I've been studying that for almost 40 years. I wanted to write a book that would help people realize that and use that power to help those around them make better choices.

Why? Because we are all choice architects: We present options to our kids, spouses, bosses and clients, but we often don't know that how we present choices affect their choice. I wanted to help all these folks to design better choices for those around them, and incidentally, make them aware of how they are being influenced. Most importantly, it's a powerful and inexpensive way to help and you are using it whether you know it or not. So I wanted to change the way people look at the world. It's been translated into a lot of different languages, Complex and Simplified Chinese, Thai, Turkish, Portuguese, Russian, and Romanian, so that's very reinforcing.

Miklos: Back in the early 2000s, I was very involved in the first wave of research concerning Metaverses. I was interested in the economics of early virtual worlds such as Second Life, World of Warcraft, etc. I became an expert on centrally managed virtual currencies and their administration by various companies. When crypto-currencies made their debut in the 2010s Hanna Halaburda and I thought that writing a book that surveys the diverse landscape of digital currencies and the driving forces behind their success (and failure) would be timely and interesting. She was an expert on crypto and I studied centrally managed digital money so our partnership on the project was natural.

Oded: Teaching analytics to various business school audiences for many years, I noticed that MBA students and executives are often afraid of using data for decision making because they believe that you need to be a "quant" to do so. With data and data science talent being ubiquitous, the challenge is less about getting the data or even analyzing it, but using the right judgment to benefit from analytics. Chris Frank from American Express and Paul Magnone from Google, two top executives who were guest speakers in my class, had very similar observations from the front lines of business. So together we decided to develop a course that we called Quantitative Intuition focusing on how to combine human judgment with data to make better data-driven decisions. 7 years later... we have finally finished the journey of writing a book about this topic.

-What are some of the important takeaways you would like readers to remember from your book?

Miklos: I guess there are a couple. First, most people think ONLY of cryptocurrencies (like Bitcoin) when they hear digital currencies. This is a mistake. There is a vast world out there with different centrally managed currencies with various features adapted to their use cases. It is important to understand when introducing such a currency is useful and what features it would have to function well in the business context of the platform that uses it. Second, with respect to cryptocurrencies, it is increasingly clear that their use as "money" is not a "killer app". Rather, their usefulness is in administering a blockchain, on which a variety of transactions and virtual assets (e.g. NFTs) can be traded and administered. One can even start an automated and independent organization (called DAO) on the blockchain. This last point is expanded on greatly in the book's second edition with the help of a new co-author, Guillaume Haeringer, whom we brought on board to cover specifically these new developments. Hopefully, by explaining how these innovations work and by providing many examples, the book changes people's perspective on these new technologies.

Oded: The key takeaway is that data and intuition are not oxymorons, they are complements. The challenge in today's world is not data, but the judgment to use it. With the world of Big Data there was a hope that decision making would become better and easier, but in many cases we see exactly the opposite. With so much data and analyses, we need to be much more purposeful in the way we define the research question or the decision we need to make, we need to sift through volumes of data and analyses to identify the relevant information, and we need to synthesize the information to arrive at a decision. These three steps of defining the problem, pinpointing relevant information and insights, and synthesizing, require much more human judgment and business acumen than traditional quantitative skills. We call this set of skills Quantitative Intuition.

Eric: First, the realization that how you pose questions matters to what gets chosen. Second, I identify two ways that choice architecture changes what is selected. First, it makes us recall different things about the options we face, affecting how we assemble our preferences. Second, we choose to look and think about a small set of all the information that we could look at. Choice architecture can change the path we chose. Third: there are a lot of tools that you can use to influence (or be influenced by choices). To learn more about that you would have to read the book!

-Has this book been influenced by your teaching at Columbia, or influenced your approach to teaching?

Eric: Here is the thing: A lot of the book was developed while teaching a course called 'Becoming Better Choice Architects.' I really need to thank those students for having the patience to see me develop materials from year to year.

Oded: For me as well, this book was very much a two-way street. The book is an outcome of years of teaching this material to executive MBA students and in Executives Education programs. Over the years, as we exposed our thoughts and concepts to the students in these classes, we have formulated, refined, and sharpened our material until we felt comfortable enough to write the book. At the same time, writing this book has helped us tremendously to improve the course.

Miklos: In my case, not as much as I wanted to. I mostly teach media and of course I focus a lot on new media, which encompasses virtual worlds and the Metaverse (however we define it). In this context, virtual currencies represent an important feature. Yet, it is usually not the most prominent feature. If anything, I am trying to convince students that cryptocurrencies and metaverses are quite independent subjects.

-Has the process of writing this book given you some new perspective on your own and others' research?

Miklos: Definitely. At the start I knew little of the crypto/blockchain world and I have learned a lot about it from my co-authors.
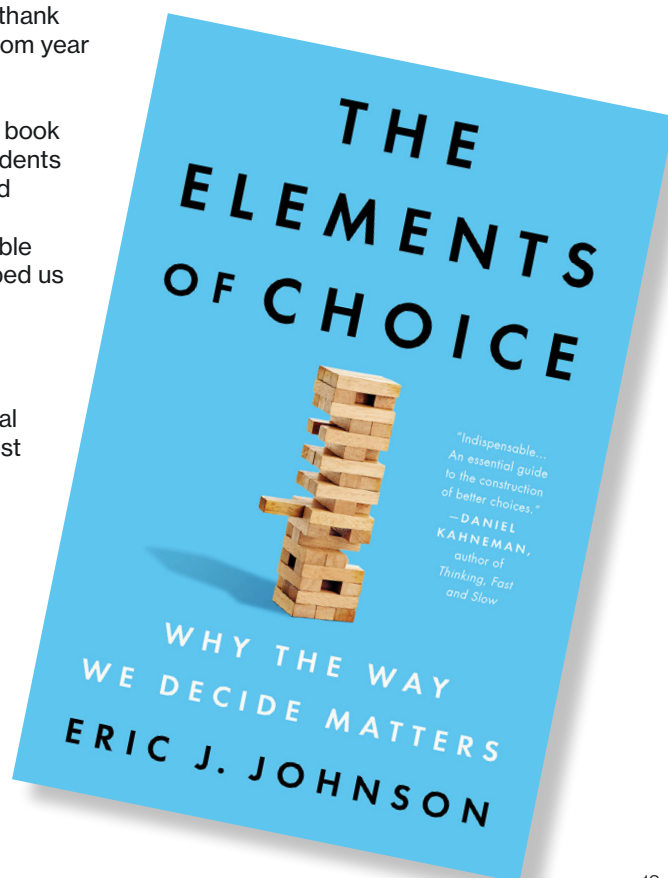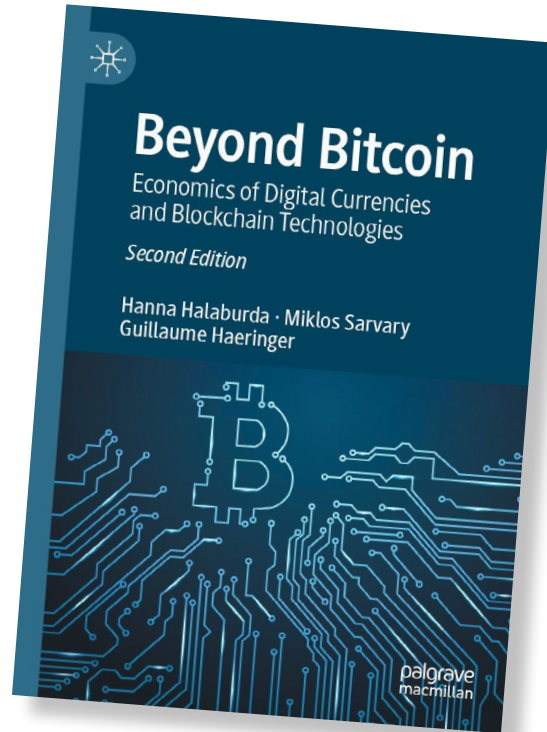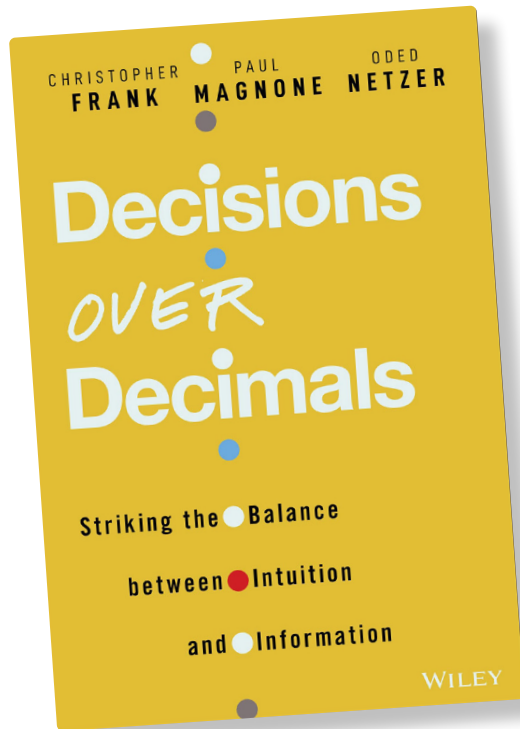
Eric: I like to think that the book reflects many years of research, and a lot of examples come from the fact that I'm interested in research that affects policy. But there are some basic results that are being researched now that have application to the real world, like how subtle things like the color of a web button makes a difference or how defaults work on the campaign sites of some recent presidential candidates.

Oded: For me, beyond research topics, I have also been applying some of the concepts from this book to the way I conduct my own research and interact with my doctoral students and co-authors. For example, asking myself or my-coauthors what surprised me in the analysis or the results? Or focusing on the synthesis as opposed to merely summarizing the results.

-Do you have any advice for researchers who might be interested in writing a book based on their research and/or teaching?

Miklos: I think that the most important part and the biggest challenge is to be able to expand the scope of one's research. By its very nature, academic research has to be focused and narrow to pin down solutions to concrete problems. This means that its real life relevance can only be assessed in a broader context. Finding this context and bringing relevant perspectives about it from other researchers' work and practical cases is what makes a book successful for a larger audience.

Oded: Consistent with Miklos' point, I would advise people to take a broader view of the expertise that they have gained over the years beyond just writing their own research papers. One of the biggest benefits of being academics is that we spend much of our career generating and accumulating knowledge through reading, writing, interacting with students and companies, and observing the world around us. Ask yourself if the synthesis of this knowledge leads to novel insights that may be useful for others and would you enjoy sharing this knowledge in the form of a book.

Eric: I politely disagree: Academics can get research ideas from watching what goes on in the real world. My most influential research, that defaults make a difference in people's willingness to be organ donors, came out of seeing that, in Europe, countries had different rules. At the time, for example Austria and Germany were different. This caused me to start a project with Dan Goldstein, now at Microsoft Research, asking what consequences did that have? I'm a big believer in the science of watching what goes on around you.

Celebrating our PhD students

Sanghyeok (Eric) Park
4th year - Advisor: Gita Johar

My research focuses on understanding consumer behavior of emerging technologies such as livestreams, NFTs, and the Metaverse. Some of my current projects include understanding the chat's role in livestreams for developing popularity perceptions, motivations of livestreamers and their consequences, and how NFTs affect status perceptions of luxury products.
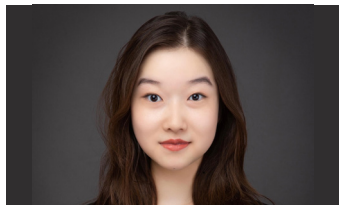
Yu Ming (Jasmine) Yang
4th year - Advisor: Oded Netzer

My research focuses on understanding content creators' production and promotion decisions on online video platforms. Some of my current work include understanding the design of thumbnail images for content summarization and promotion, collaboration phenomenon among creators in content markets, and the impact of creators' content production decisions on channels, viewers and the platform broadly.

Maren Hoff
4th year - Advisor: Silvia Bellezza

My research interests include symbolic consumption and social hierarchies. My dissertation focuses on product trends: I examine what makes a product vintage, why and when fashions make comebacks, and why genderfluid trends are uneven. I use mixed-method approaches, including algorithmic frameworks, interviews, surveys, lab and field experiments, and secondary data analysis.

### Yinghao (Alisa) Wu
5th year - Advisor: Vicki G. Morwitz

My research focuses on understanding from textual data when and why consumers construct their evaluations based on emotion versus cognition, and how the interplay between emotional and cognitive processes predicts consumer psychology and behavior.

Shin Oblander
5th year - Advisors: Asim Ansari and Oded Netzer

My research focuses on developing statistical and econometric methods for causal inference, selection correction, and analysis of complex data. Currently, I am empirically studying strategy formation in the context of competitive video games, modeling how players learn about and react to the strategies used by other players and how the "metagame" of players' strategies evolves over time.
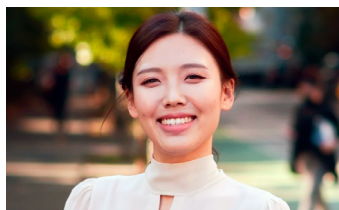
Seungeun (Sonia) Kim
5th year - Advisor: Gita Johar

My research focuses on the societal impact of marketing strategies, specifically understanding the consumer psychology that underlies these impacts and finding new interventions that maximize consumer welfare. Currently, I am studying the power of brands in solving political polarization, as well as the influence of social media advertisements and recommendation algorithms on consumer behavior.

Recent PhD Graduates

Malek Ben Sliman '21

**Senior Data Scientist,
Oden Technologies**

Malek has executed and led several analytical and empirical projects related to art valuation, social networks, marketing analytics and online retailing. He is experienced in data wrangling and modeling, machine learning, deep learning, computer vision and NLP. He also teaches Marketing Analytics at Columbia Business School as an adjunct professor.

Youjung Jun '21

Professor of Marketing, Sangnam Institute of Management at Yonsei University in Seoul, South Korea

Youjung's research explores how consumers experience and respond to immersive technologies, such as Virtual Reality (VR) and Augmented Reality (AR). She also studies how social media and stereotypes in the mass media influence people's decisions.

Aleksandr Gritckevich '21

Aleksandr's research studies the phenomenon of ad blocking, which in recent years has become a significant threat to advertising supported content. In a different stream of research, he studies the phenomenon of "over-advertising" by firms operating in digital advertising markets, that is, a common impression that firms often engage in excessive wasteful amounts of advertising.

Yu Ding '22

Assistant Professor of Marketing, Stanford Graduate School of Business

Yu's research sheds light on the general topic of trust and its implications for how firms and brands can address trust deficits. His research topics cover misinformation, consumer trust, and debiasing. He employs different methods to study these problems, including lab experiments, field studies, archival data analyses, and statistical and machine learning techniques.
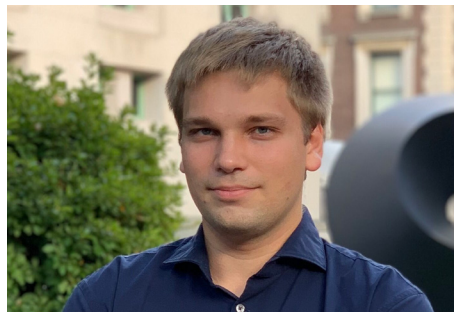
Yegor Tkachenko '22

Yegor is currently on the marketing academic job market. He pursues research on applied machine learning, computational marketing, and personalization, working with multimodal data and employing a range of methods such as deep reinforcement learning, convex optimization, and probabilistic modeling. His particular interest is in designing robust, scalable autonomous decision making systems capable of optimal action to advance specified business objectives.

MS Highlights

Costa Terranova
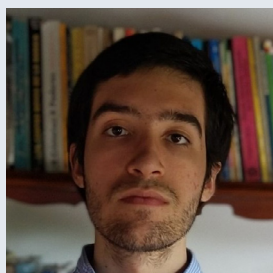
Alvaro Infante

Spotlight on recent graduates

Costa Terranova and **Alvaro Infante** were both in the MSMK program class of 2022, having joined from Italy and Venezuela respectively. They were outstanding students frequently working as a team. For example, they took the Catching Growth Waves to 2050 MBA class and their final group project "Diving Deeper into the Metaverse" was uniformly ranked as the best in the class, with Costa and Alvaro singled out as the key contributors. The project examined the potential impact of the metaverse across different industries, including fashion and education. Now they are both pursuing interesting careers.

Alvaro for years had been researching about cryptocurrencies and the web3 space as a hobby, but never thought of it as a full-time job. However, CBS opened a whole new world of possibilities for him. Despite getting some "traditional" offers he decided to take his chances after graduation and took a Product Marketing Manager role at Strike Protocols, a small (but awesome!) web3 startup. So far, his experience there has been "amazing" allowing him to perform and learn different roles from business development all the way to deriving qualitative insights from potential users to improve their product. He can't wait to see what the future holds and couldn't be more thankful to CBS for opening many doors.

Costa discovered his passion for data during the program, so as soon as he graduated, he started working as a Data Scientist in a tech startup called Citizen. Recently, he has been upgraded to Artificial Intelligence Scientist. The MS program at Columbia has been extremely useful for both positions: mixing the detail-oriented rigor (the science) with the big picture understanding (the art) helps achieve great results and communicate them in an understandable way to all stakeholders. Apart from work, he is really enjoying the New York lifestyle.

Google SMART program

For the past two years the MSMK students have had the opportunity to participate in the Google Student Marketing Analytics & Research Talent "SMART" Program. The SMART Program was born out of recognizing a challenge that Google's clients face in hiring and retaining data science and analytics talent to advance their digital marketing capabilities.

The SMART program pairs graduate students with top Google Marketing Platform clients to solve their real-life marketing challenges and achieve business objectives; while focusing on mentoring and developing the next generation of diverse and representative Analytics leaders. Students found the program an intense learning experience and a great addition to their bios.

MBA Student Awards

Amena Elliott Webster
Memorial Award
in Marketing:

Alexia Palmer '22

Shuchman-Hulbert
Memorial Award
in Marketing:

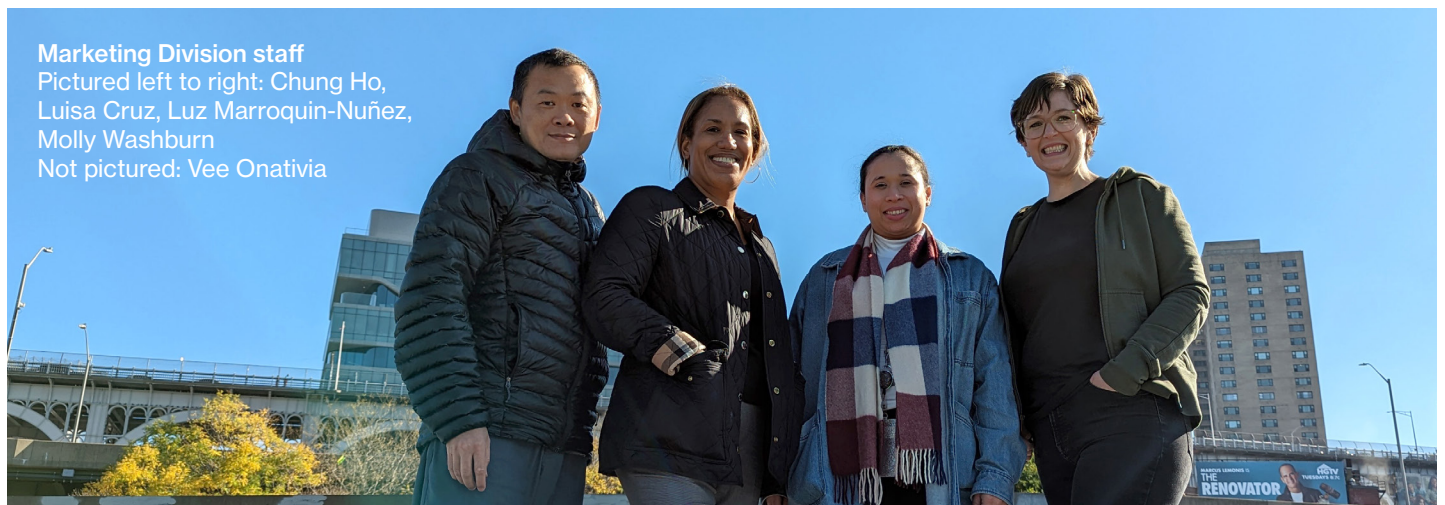**Spencer Marino '22**

Fun photos

Marketing Camp at
Mohonk Mountain House,
May 2022

Professor Silvia
Bellezza moderating
an event on campus
for the launch of Polo
Earth by Ralph Lauren

Fun night out with seminar speakers

Marketing Division staff
Pictured left to right: Chung Ho,
Luisa Cruz, Luz Marroquin-Nuñez,
Molly Washburn
Not pictured: Vee Onativia

Our Dean Costis Maglaras celebrates Don Lehmann's last day of teaching before his retirement