

# Ali Goli

Assistant Professor of Marketing, Simon Business School, University of Rochester

## CONTACT INFORMATION

Simon Business School  
University of Rochester  
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## RESEARCH INTEREST

Digital marketing, advertising, marketing and public policy, customer loyalty, and behavioral economics

## METHODS

Econometrics, Causal inference, Machine learning, Structural models

## PROFESSIONAL EXPERIENCE

**University of Rochester**, Simon Business School

- Assistant Professor, 2025-Present

**Amazon**

- Senior Economist (Measurement Ad Tech & Data Science), 2024-2025

**University of Washington**, Foster School of Business

- Assistant Professor, 2020-2025

**Pandora Media**

- Contractor (Data Scientist/Economist), 2019-2020

**École Polytechnique Fédérale de Lausanne (EPFL)**

- Research Intern, 2011

## EDUCATION

**University of Chicago, Booth School of Business**, Chicago, IL, USA

Doctor of Philosophy, GPA: 3.9/4

[Quantitative Marketing](#), 2016-2020

Advisors: Pradeep K. Chintagunta and Jean-Pierre Dubé

**University of Toronto**, Toronto, ON, Canada

Master of Applied Science, GPA: 4/4

[Industrial Engineering \(Operations Research\)](#), 2013-2015

Advisor: Timothy C.Y. Chan

**Sharif University of Technology**, Tehran, Iran

Bachelor of Science (Double Major), GPA: 18.2/20

[Electrical Engineering](#), 2008-2013

[Pure Mathematics](#), 2008-2013

Advisor: Farokh Marvasti

## PUBLICATIONS & FORTHCOMING

- E. Loghmani, and **A. Goli**, “Investigating the Impact of Advertising on Smoking Cessation: The Role of DTC Prescription Drug Advertising”, **Marketing Science**, 2025, forthcoming.
- D. Proserpio, **A. Goli**, T. Mangini, K. Lau, and D. Yu, “The Impact of Sustainability Programs on Consumer Purchase Behavior: Evidence from Amazon”, **International Journal of Research in Marketing**, 2025.

- **A. Goli**, J. Huang, D. Reiley, N. Riabov, “Measuring Consumer Sensitivity to Audio Advertising: A Long-Run Field Experiment on Pandora Internet Radio”, **Quantitative Marketing & Economics**, 2025.
- **A. Goli**, D. Reiley, H. Zhang “Personalizing Ad Load to Optimize Subscription and Ad Revenues: Product Strategies Constructed from Experiments on Pandora”, **Marketing Science**, 44(2), 327-352, 2025.
- **A. Goli**, and A. Singh, “Frontiers: Can LLMs Capture Human Preferences?”, **Marketing Science**, 43(4), 709-722, 2024.
- **A. Goli**, S. Mummalaneni, and P. K. Chintagunta “Making a Smooth Exit? Menthol Bans and Cigarette Sales in Massachusetts”, **Marketing Science**, 43(3), 564-589, 2024.
- **A. Goli**, A. Lambrecht, H. Yoganarasimhan “A Bias Correction Approach for Interference in Ranking Experiments”, **Marketing Science**, 43(3), 590-614, 2024.
- **A. Goli**, S. Mummalaneni, P. K. Chintagunta, S. Dhar “Show and Sell: Studying the Effects of Branded Cigarette Product Placement in TV Shows on Cigarette Sales”, **Marketing Science**, 41(6), 1163-1180, 2022.
- **A. Goli**, P. K. Chintagunta, S. Sriram “Effect of Payment on User Engagement in MOOCs”, **Journal of Marketing Research** 59(1), 11-34, 2022.
- **A. Goli**, P. K. Chintagunta “What Happens When a Retailer Drops a Product Category? Investigating the Consequences of Ending Tobacco Sales”, **Marketing Science** 40(6), 1169-1198, 2021.
- **A. Goli**, J. J. Boutilier, T. Craig, M. B. Sharpe, T.C.Y Chan “A Small Number of Objective Function Weight Vectors is Sufficient for Automated Treatment Planning in Prostate Cancer”, **Physics in Medicine & Biology** 63, no. 19 (2018).
- **A. Goli**, S. H. Hassani, R. Urbanke, “Universal Bounds on the Scaling Behavior of Polar Codes”, **IEEE International Symposium on Information Theory Proceedings**, pp. 1957-1961, 2012.
- P. Pad, A. Mousavi, **A. Goli** and F. Marvasti, “Simplified MAP-MUD for Active User CDMA”, **IEEE Communications Letters** 15, no. 6 (2011): 599-601.

- WORKING PAPERS
- V. Deolankar, **A. Goli**, S. Sriram, and P. K. Chintagunta, “User Engagement with Online Discussion Content: Does it Affect Attrition?” *Available at SSRN*
  - S. Tabanakov, **A. Goli**, and P. K. Chintagunta, “Retail Pricing and Ownership Structure” *Available at SSRN*
  - **A. Goli**, and S. Mummalaneni, “Gender Diversity on Cable News: An Analysis of On-Screen Talent and Viewership” *Available at SSRN*

- WORK IN PROGRESS
- “The Impact of Caloric Deprivation on Consumer Shopping Behavior” with Xinyao Kong and Pradeep K. Chintagunta.
  - “Impact of Ad Format, Distribution Method, and Medium on User Engagement” with David Reiley.
  - “The Effects of Brand Partnerships Between Retailers and Credit Card Companies” with Shirsho Biswas and Pradeep K. Chintagunta.

- TEACHING EXPERIENCE
- **Marketing Core**, Undergraduate at UW Foster 2024
  - **Analytics for Marketing Decisions**, Undergraduate, MBA, and MSBA at UW Foster 2020-2023
  - **Booth Math Camp Instructor** for Incoming PhD Students 2017-2020

- PRESENTATIONS
- 2025 Spring Marketing Camp Tuck at Dartmouth

- 2025 Winter Marketing Camp University of Arizona
- 2024 QME Discussant Stanford
- 2024 Summer Marketing Camp London Business School
- 2024 Better Marketing Better World Symposium London
- 2024 Spring Marketing Seminar Series Duke's Fuqua
- 2024 Advertising Research Foundation AudienceScience NYC
- 2024 Winter Marketing Seminar Series Leeds (Boulder)
- 2024 Winter Marketing Seminar Series USC Marshall
- 2024 GMAC Seminar Series Amazon, Seattle
- 2023 Fall Marketing Seminar Series Rochester's Simon
- 2023 Fall Marketing Seminar Series Berkeley Haas
- 2023 MSI Winter Webinar on Interference Bias MSI, Online
- 2023 Fall Seminar at Nova School of Business Nova SBE
- 2023 Choice Symposium INSEAD
- 2023 SICS Discussant UC Berkeley
- 2023 Marketing Science Conference Miami, FL
- 2023 SMU COX DEI Research Conference Dallas, TX
- 2023 Winter Marketing Seminar Series Stanford GSB
- 2023 Winter Marketing Department Colloquia UPenn Wharton
- 2022 UW-UBC conference UW Foster
- 2022 Annual Bass FORMS Conference UT Dallas (Online)
- 2021 Quantitative Marketing and Economics UCLA
- 2021 Marketing Science Conference Rochester University (Online)
- 2020 Marketing Science Conference Duke University (Online)
- 2020 University of Washington (Foster) UW Foster
- 2019 Marketing Science Conference Rome, Italy
- 2019 AMA Winter Pre-Conference on Education Austin, Texas

#### ACADEMIC HONORS AND SCHOLARSHIPS

- Marketing Science ERB Service Award, 2024
- Management Science Meritorious Service Award, 2023
- MSBA Excellence in Teaching Award, 2023
- Dean's Excellence Award for Faculty Research, 2023
- GM Nameplate Endowed Faculty Fellow, 2023
- Marketing Science Institute Grant for research on experimentation in online platforms, with Anja Lambrecht and Hema Yoganarasimhan, 2021.
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2020
- Dean's Recognition Award for Outstanding Service as a TA in Chicago Booth Executive Program in London, 2018 and 2019
- Chicago Booth Fellowship, 2015
- Connaught International Scholarship for Excellence in Research (35,000 CAD), 2013
- University of Toronto Fellowship (15,000 CAD), 2013
- Ranked 62 among more than 300000 participants of Iranian National Entrance Exam for universities, 2008
- Silver medalist of Iran National Mathematics Olympiad, 2006

#### SERVICE

- Editorial Review Board member at Marketing Science (2021-present)

- Ad-hoc reviewer for Management Science, Journal of Marketing Research, Journal of Marketing, Quantitative Marketing and Economics, Marketing Letters, Production and Operations Management, Journal of Retailing