

# Vineet Kumar

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EMPLOYMENT	Yale School of Management	New Haven, CT
	Associate Professor of Marketing	07/2020 - current
	Faculty Fellow, Yale Center for Customer Insights	
	Assistant Professor of Marketing	07/2014 - 07/2020
	Harvard Business School	Boston, MA
	Assistant Professor of Business Administration	07/2010 - 06/2014
	Visiting Scholar	07/2014 - 12/2014
EDUCATION	Carnegie Mellon University	Pittsburgh, PA
DEGREES	Doctor of Philosophy, Industrial Administration	
	Master of Science, Industrial Administration	
	Indian Institute of Technology, Madras	
	Bachelor of Technology	Chennai, India
INTERESTS	<i>Technology &amp; Digital Strategy, Networks</i>	
PUBLICATIONS	Health Care Workers' Reluctance to Take the Covid-19 Vaccine: A Consumer-Marketing Approach to Identifying and Overcoming Hesitancy, with Brita Roy and Arjun Venkatesh, <i>New England Journal of Medicine Catalyst</i> , Dec 2020	
	Designing Pricing Strategy for Operational and Technological Change, with Yacheng Sun, <i>Management Science</i> , June 2020	
	Estimating Dynamic Discrete Choice Models with Aggregate Data: Properties of the Inclusive Value Approximation, with Tim Derdenger. <b>Lead Article</b> , <i>Quantitative Marketing and Economics</i> , Dec 2019	
	Linear Estimation of Aggregate Dynamic Discrete Demand for Durable Goods without the Curse of Dimensionality, with Cheng Chou and Tim Derdenger. <i>Marketing Science</i> , Sep-Oct 2019	
	Match Your Own Price? Self-Matching as a Multichannel Retailer's Pricing Strategy, with Pavel Kireyev and Elie Ofek. <i>Marketing Science</i> , Nov-Dec 2017	
	Commentary on "Predicting Customer Value using Clumpiness", with Kannan Srinivasan. <i>Marketing Science</i> , Mar-Apr 2015	
	Structural models of complementary choices, with Steve Berry, Ahmed Khwaja, Andres Musalem, Ken Wilbur, Greg Allenby, Bharat Anand, Pradeep Chintagunta, Michael Hanemann, Przemek Jeziorski and Angelo Mele. <i>Marketing Letters</i> , Sep 2014	
	Making "Freemium" Work, <i>Harvard Business Review</i> , May 2014	
	The Dynamic Effects of Bundling as a Product Strategy, with Tim Derdenger. <b>Lead Article</b> , <i>Marketing Science</i> , Nov-Dec 2013	

Competitive Product Strategy for Open Source Software, with Brett Gordon and Kannan Srinivasan. *Marketing Science*, Nov-Dec 2011

Structured Superpeers: Leveraging Heterogeneity to Provide Constant-time Lookup, with Alper Mizrak, Yucheng Cheng and Stefan Savage. *IEEE Workshop on Internet Applications*, 2003

WORKING PAPERS    Designing Freemium: Strategic Balancing of Growth and Monetization, with Clarence Lee and Sunil Gupta, Major Revision requested at *Marketing Science*

Can Friends Seed More Buzz And Adoption?, with K. Sudhir, Revision requested at *Management Science*

Spatial Distribution of Supply and the Role of Market Thickness: Theory and Evidence from Ride Sharing, with Soheil Ghili

Can Willingness to Pay be Identified without Price Variation? What Big Data on Usage Tracking Can (And Cannot) Tell Us, with Cheng Chou

Network Interventions Based on Inversity: Leveraging the Friendship Paradox in Unknown Network Structures, with David Krackhardt and Scott Feld

Why do Consumers Contribute to Connected Goods? A Dynamic Game of Competition and Cooperation in Social Networks, with Baohong Sun and Kannan Srinivasan

WORKS  
IN PROGRESS    Does Restricting Information make the Crowd Better?

Dynamics of Product Line Sequencing, with Tim Derdenger

CASES    Mastercard: Marketing Transformation for a New World, with Jean Rosenthal, Ravi Dhar, Amy Wrzesniewski and Jaan Elias, Yale SOM Raw Case 18-013 (2018)

The New York Times Paywall, with Bharat Anand, Sunil Gupta, and Felix Oberholzer-Gee (HBP Case 512-077)

- Case Center Award for “Best Case in Marketing” (2016)
- Harvard Business Publishing *Most Popular*
- Harvard Business Publishing *Premier Case Collection*
- Translated into Portugese and Chinese

The New York Times Paywall Teaching Note, with Sunil Gupta (HBP Teaching Note 512-099)

Healthymagination at GE Healthcare Systems, with V. Kasturi Rangan (HBP Case 512-039)

- Harvard Business Publishing *Most Popular*

Healthymagination at GE Healthcare Systems, (HBP Teaching Note 512-105)

LEADERSHIP    Board of Directors, The Case Centre USA (2017-)

Co-chair for Digital Marketing Track at *AMA’s Winter Marketing Educators’ Conference*, Orlando, FL (02/2014)

Co-chair for Invited Session on Complementary Choices at *Ninth Invitational Choice Symposium*, Erasmus School of Economics, Noordwijk, The Netherlands (06/2013)

Conference Advisory Committee, Interdisciplinary Conference on Marketing, Strategy, and Information Systems, Shanghai, China (08/2013)

ADADEMIC  
SERVICE

Editorial Board, *Marketing Science*

Referee at *Marketing Science*, *Management Science*, *Journal of Marketing Research*, *Operations Research*, *RAND Journal of Economics*, *Journal of Economics and Management Strategy*, *Information Systems Research*, *Journal of Marketing*, *International Journal of Research in Marketing*, *Production and Operations Management*

Review Committee, Yale Customer Insights Conference, New Haven, CT, 2015-current

Co-chair for Digital Marketing Track at *AMA's Winter Marketing Educators' Conference*, Orlando, FL (02/2014)

Co-chair for Invited Session on Complementary Choices at *Ninth Invitational Choice Symposium*, Erasmus School of Economics, Noordwijk, The Netherlands (06/2013)

Invited Discussant at:

- *Summer Institute in Competitive Strategy*, University of California, Berkeley, 06/2019
- *Summer Institute in Competitive Strategy*, University of California, Berkeley, 06/2017
- *UT Dallas FORMS Conference*, University to Texas, Dallas, 03/2017
- *Quantitative Marketing and Economics*, Massachusetts Institute of Technology, 09/2015
- *Quantitative Marketing and Economics*, University of Southern California, 09/2014
- *Summer Institute in Competitive Strategy*, University of California, Berkeley, 07/2014
- *Yale China India Conference*, New York, 09/2013
- *UT Dallas FORMS Conference*, University to Texas, Dallas, 02/2013
- *Yale China India Conference*, Yale University, 08/2012
- *Quantitative Marketing and Economics*, University of Rochester, 09/2011
- *Summer Institute in Competitive Strategy*, University of California, Berkeley, 07/2011
- *Marketing and Industrial Organization*, Yale University, 04/2011

AWARDS &  
HONORS

MSI Young Scholar Award (2021)

Management Science Meritorious Service Award (2018)

Management Science Meritorious Service Award (2016)

Case Center Award for Best Case in Marketing (2016)

William W. Cooper Doctoral Dissertation Award, CMU

Gérard Cornuéjols Fellowship, CMU

Cylab Fellowship, CMU

William Larimer Mellon Fellowship, CMU

Certificate of Merit, Indian Institute of Technology

CONFERENCES  
AND INVITED  
PRESENTATIONS

Can Willingness to Pay be Identified without Price Variation? What Big Data on Usage Tracking Can (And Cannot) Tell Us, with Cheng Chou

- UT Dallas FORMS Conference, 02/2020
- Washington University, 01/2020
- Yale University Quantitative Marketing Talk, 09/2019
- University of Chicago Vithala R. Rao Celebratory Symposium, 08/2019

Do Friends Seed more Buzz and Adoption?

- Washington University, 09/2019
- Massachusetts Institute of Technology, 04/2019
- University of California, San Diego, 04/2019
- UT Dallas FORMS Conference, 03/2019
- University of Toronto, 02/2019
- Marketing Dynamics Conference, 07/2018

Network Interventions Based on Inversity: Leveraging the Friendship Paradox in Unknown Network Structures

- Four School Conference (NYU, Wharton, Columbia and Yale), 04/2017
- Computational Social Science Seminar (Yale), 10/2017
- Business Analytics Meeting, 12/2017
- International Sunbelt Social Network Conference, 04/2016
- Yale SOM Internal Faculty Seminar, 04/2016
- Yale Institute of Network Science, 12/2015
- Sunbelt – Social Networks Conference of the International Network for Social Network Analysis, Hamburg, Germany, 05/2013

Dynamics of Product Line Sequencing

- Marketing Science Conference, Baltimore, MD, 06/2015

Designing Freemium: Balancing Monetization and Growth

- University of Texas, Austin, IROM Seminar Series, 10/2017
- Marketing and Industrial Organization Conference, 04/2015
- Yale SOM Faculty Seminar Series, 04/2015
- YCCI Board Meeting, 10/2014

Designing Pricing Strategy for Operational and Technological Change

(Previously circulated as *Dynamics of the ‘Rental by Mail’ (RBM) Business Model*)

- Duke University Marketing Seminar Series, 04/2017
- Columbia University Marketing Seminar Series, 03/2017
- Emory University Marketing Seminar Series, 03/2017
- Marketing Dynamics Conference, Hamburg, Germany, 07/2016
- Cornell University, Ithaca, NY, 12/2014

- University of Connecticut, Storrs, CT, 11/2014
- Business Analytics Conference, Miami, FL, 11/2013

#### The Paradox of the Paradox of Friends: How *Inversity* Leads to Better Network Interventions

- Sunbelt – Social Networks Conference of the International Network for Social Network Analysis, Newport Beach, CA, 04/2016
- Yale SOM Internal Faculty Seminar, 04/2016
- Yale Institute of Network Science, 12/2015
- Sunbelt – Social Networks Conference of the International Network for Social Network Analysis, Hamburg, Germany, 05/2013

#### Indirect Network Effects and Demand Dynamics in the Mobile Phone Hardware Market

- Marketing Science Conference, Boston, MA, 06/2012

#### The Dynamic Effects of Bundling as a Product Strategy

- Ninth Invitational Choice Symposium, Noordwijk, The Netherlands, 06/2013
- Northeastern Marketing Conference, Boston, MA, 10/2012
- Marketing Science Conference, Houston, TX, 06/2011

#### Competitive Product Strategy for Open Source Software

- Stanford University 02/2011, University of Michigan 02/2011

#### Why Do Consumers Contribute to Connected Goods? A Dynamic Structural Model of Competition and Cooperation

- Invited Plenary Session Presentation at International Symposium on Social Communication, University of Chile, Santiago, Chile, 07/2012
- 8th Invitational Choice Symposium, Key Largo, FL, 05/2010
- Emory University, Georgia Institute of Technology, University of Rochester, McGill University, University of Southern California, Temple University, Ohio State University, Yale University, New York University, Columbia University, University of California (Berkeley), Harvard University, Northwestern University, Dartmouth College, Washington University, Texas A&M University, Purdue University

#### Consumer-driven Promotions through Social Networks

- Marketing Science Conference, Ann Arbor, MI, USA (2009)

## TEACHING

*Yale School of Management, Yale University*

PhD: Seminar in Marketing (2015-current)

MBA Elective: Digital Strategy (2015-current)

- Taught to MBA, Executive MBA and Master of Management Studies (Global Business and Society)

PhD: Empirical Models of Networks (2016)

MBA Core: Customer (2015-2016)

Executive Education:

- Technology & Strategy, Executive MBA Students from Fudan University (2015)
- BearingPoint Senior Managers Program (2015)

*Harvard Business School, Harvard University*

MBA: Marketing (Required Curriculum, Fall 2010 - Fall 2013)

Executive Education:

- Marketing for Law Firms, Harvard Law School (2014, 2013)
- Strategic Marketing Management (2013)
- Business Marketing Strategies (2013)
- Digital and Social Strategies (2013)
- Taking Marketing Digital (2012)

Doctoral: Marketing Models (Required Curriculum, Spring 2013)

*Tepper School of Business, Carnegie Mellon University*

*Instructor:* Marketing I (Undergraduate Core, Summer 2009)

#### STUDENT ADVISING

Ongoing: Hortense Fong (PhD Candidate), Ian Weaver (PhD Candidate)

2018: Minkyung Kim (PhD Candidate, Yale School of Management), Dissertation Committee (Initial Placement: University of North Carolina)

2017: Navid Mojir (PhD Candidate, Yale School of Management), Dissertation Committee (Initial Placement: Harvard Business School)

2015: Samuel Shleifer (Yale Economics Undergraduate), Senior Essay Advisor

- Ellington Prize for Best Essay in Finance

2014: Clarence Lee (Doctoral Candidate, HBS), Dissertation Co-Chair with Sunil Gupta (Initial Placement: Cornell University)

- INFORMS Society for Marketing Science Doctoral Dissertation Proposal Award (2013)
- Adam Clayton Award, Marketing Science Institute (2013)

2013: Pavel Kireyev (Doctoral Candidate, HBS), Field Exam Committee

2012: Lingling Zhang (Doctoral Candidate, HBS), Field Exam Committee

#### MEDIA MENTIONS

Yale Insights, Three Questions: Prof. Vineet Kumar on Facebook's Move into Cryptocurrency, June 2019

NPR Marketplace, App sales plateau in the age of 'freemium', by Tim Fitzsimons, Feb 6, 2015

Forbes, For 'Freemium' Companies, What Are Non-Paying Consumers' Real Value, by Ava Seave, August 28, 2014

Forbes, New Research Helps Find The Perfect Strategy For 'Freemium' Business Models, by Ava Seave, August 27, 2014

Forbes, "Product Bundling is a Smart Strategy – But There's a Catch", by Dina Gerdeman, January 18, 2013

International Business Times, “Something For Nothing: How The Videogame Industry Is Adapting To A ‘Freemium’ World” by Yannick LeJacq, September 15, 2012

Wall Street Journal, “When Freemium Fails”, by Sarah Needleman and Angus Loten August 22, 2012

Science Daily, “Benefits of the Open Source Software Market Identified”, Aug 16, 2011

INSTITUTIONAL  
SERVICE

*Faculty Recruiting Committee*, Yale School of Management, 2014-

*PhD Recruiting Committee*, Yale School of Management, 2014-

*Faculty Recruiting Committee*, Harvard Business School, 2010-2013

*Doctoral Recruiting Committee*, Harvard Business School, 2010-2013

OTHER SERVICE

*Digital Marketing, Panel Moderator*, Harvard Business School, 11/2013

*Invited Lecture and Case Discussion*, Maynard Media Academy at Nieman Foundation, Harvard University, 03/2013

*Gamification, Panel Moderator*, Harvard Business School, 10/2012

*Megatrends in e-commerce, Panel Moderator*, Harvard Business School, 03/2012

*Refreshing Your Brand, Panel Moderator*, Harvard Business School, 12/2011

PROFESSIONAL  
AFFILIATIONS

Member:

American Marketing Association, INFORMS, American Economic Association

INDUSTRY  
EXPERIENCE

Technology Products in Software Industry in Start-up and Fortune 500 firms.

Last Updated: September 2019