

# 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    |
| PUBLICATIONS | Can Willingness to Pay be Identified without Price Variation? What Big Data on Usage Tracking Can (And Cannot) Tell Us, with Cheng Chou, <i>Marketing Science (Conditionally Accepted)</i>  |                   |
|              | Can Random Friends Seed More Buzz and Adoption? Leveraging the Friendship Paradox, with K. Sudhir, <i>Management Science - Fast Track (Accepted)</i>  |                   |
|              | 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. **Lead Article**, *Marketing Science*, 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 at *Marketing Science*

Spatial Distribution of Supply and the Role of Market Thickness: Theory and Evidence from Ride Sharing, with Soheil Ghili, Major Revision at *Management Science*

- Proceedings of the 21st ACM Conference on Economics and Computation (2020)

Automatically Discovering Unknown Product Attributes Impacting Consumer Preferences, with Ankit Sisodia and Alex Burnap, Revision requested at *Journal of Marketing Research*

Nonparametric Bandits Leveraging Informational Externalities to Learn the Demand Curve, with Ian Weaver, Major Revision at *Marketing Science*

Fairness for AUC via Feature Augmentation, with Hortense Fong, Anay Mehrotra and Nisheeth Vishnoi,

- Proceedings of the ACM Conference on Fairness, Accountability, and Transparency - FAccT (2022)

A Theory-Based Interpretable Deep Learning Architecture for Music Emotion, with Hortense Fong and K. Sudhir, Major Revision at *Marketing Science*

- American Statistics Association Section on *Statistics in Marketing* Award (2022)

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

Economic Value of Visual Product Characteristics, with Ankit Sisodia and Alex Burnap

Designing Plans on Digital Platforms: Insights from a Field Experiment, with Ian Weaver and Sreelata Jonnalagedda

WORKS                Targeting Digital Ads based on Emotion, with Hortense Fong and Ravi Dhar

IN PROGRESS        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 (2017-2022)

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)

#### ACADEMIC SERVICE

Editorial Board, *Marketing Science*, 2014-2021

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*

Reviewer for MSI Dissertation Award

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:

- *Virtual Quantitative Marketing Seminar*, 11/2022 (panelist)
- *Summer Institute in Competitive Strategy*, University of California, Berkeley, 08/2021
- *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 of 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 of 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

Marketing Science Service Award (2021)  
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

Fairness through Feature Acquisition, with Hortense Fong, Anay Mehrotra and Nisheeth Vishnoi

- Invited Keynote presentation, Conference on Artificial Intelligence, Machine Learning, and Digital Analytics, 12/2022

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

Can Random Friends Seed More Buzz and Adoption? Leveraging the Friendship Paradox

- University of Texas, Austin, 04/2021
- 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

- 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, taught by all faculty in quantitative marketing)

MBA Elective: Artificial Intelligence: Strategy + Marketing (2022-)

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: Ian Weaver (PhD Candidate), Ankit Sisodia (PhD Candidate)

2022: Hortense Fong (PhD Candidate, Yale School of Management), Co-Chair of Dissertation Committee (Initial Placement: Columbia University)

- Alden Clayton Dissertation Award, Marketing Science Institute (2022)

2021: Minkyu Shin (PhD Candidate, Yale School of Management), Dissertation Committee (Initial Placement: City University of Hong Kong)

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

- Senior Essay received Ellington Prize for Best Essay in Finance

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

- INFORMS Society for Marketing Science Doctoral Dissertation Proposal Award (2013)

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

SERVICE             *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

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| PROFESSIONAL<br>AFFILIATIONS | Member: American Marketing Association, INFORMS, American Economic Association |
| INDUSTRY<br>EXPERIENCE       | Technology Products in Software Industry in Start-up and Fortune 500 firms.    |

Last Updated: October 2022