

Mimansa Bairathi

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UCL School of Management

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ACADEMIC POSITION

Assistant Professor of Marketing, UCL School of Management 2023 - present

EDUCATION

Ph.D. in Marketing , London Business School	2023
M.Res. in Marketing , London Business School	2019
MBA in Marketing and Finance , Indian Institute of Foreign Trade	2015
B.Tech. in Civil Engineering , National Institute of Technology, Jaipur	2011

RESEARCH INTERESTS

Topics: Digital markets, platform economy, online advertising, influencer marketing

Methods: Causal inference, large scale experiments, machine learning

PUBLICATIONS

Bairathi, Mimansa, Xu Zhang and Anja Lambrecht, “**The Value of Platform Endorsement.**” *Forthcoming at Marketing Science*.

WORKING PAPERS

Bairathi, Mimansa, Anja Lambrecht and Xu Zhang, “**Gender Disparity in Online Reputation: Evidence from an Online Freelance Platform.**”

Bairathi, Mimansa, Anja Lambrecht and Anita Rao, “**Social Media, Music Consumption, and Cross-Platform Spillover Effects.**”

Bairathi, Mimansa and Anja Lambrecht, “**Influencer Marketing: Content Attributes and Consumer Engagement.**”

RESEARCH IN PROGRESS

Bairathi, Mimansa and Anja Lambrecht, “**Attracting the Marginal: Online Advertising and Usage.**”

INVITED PRESENTATIONS

University of Sussex, Brighton 2024

University of California, Davis	2022
University College London, SoM	2022
Georgia State University	2022
New York University	2022
Indiana University	2022
HEC Paris	2022
NOVA School of Business and Economics	2022
Tilburg University	2022
Indian School of Business	2022
Nanyang Business School	2022

CONFERENCE PRESENTATIONS

FTC Conference on Marketing and Public Policy (Scheduled), Washington D.C., 2024

EU-DPRN platform conference, London, 2024

Customer Journeys in a Digital World, Milan, 2024

EMAC Conference, Bucharest, 2024

Paris Conference on Digital Economics at Telecom Paris, Paris, 2024

18th Annual BASS FROMS Conference, UT Dallas, 2024

LIEPP Workshop on Discrimination in Online Markets, Paris, 2023

European Quant Marketing Seminar (eQMS), Virtual, 2023

CODE@MIT, Boston, 2023

INFORMS Marketing Science Conference, 2023

DigiEcon Workshop, Norwich, 2022

INFORMS Marketing Science Conference, Online, 2021

EMAC Conference, Online, 2021

EMAC Doctoral Consortium, Online, 2021

Trans-Atlantic Doctoral Conference, Online, 2021

HONORS, GRANTS AND AWARDS

AMA-Sheth Foundation Doctoral Consortium Fellow	2022
Doctoral Consortium Fellow, INFORMS	2019, 2020, 2021
EMAC Doctoral Consortium Fellow	2021
Quantitative Marketing and Structural Econometrics Workshop Fellow, Kellogg School of Management	2019
Summer Workshop on Machine Learning Fellow, Carnegie Mellon University	2019
Ph.D. Program Fellowship, London Business School	2017-Present
CRISIL Young Thought Leader Award	2015

TEACHING EXPERIENCE

<i>University College London</i> Customers and Markets (Masters core)	2023-Present
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PROFESSIONAL SERVICE

<i>Ad Hoc Reviewer</i> American Economic Review International Journal of Research in Marketing Management Science Marketing Science	2023-Present
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PROFESSIONAL EXPERIENCE

Indian School of Business <i>Research Associate</i>	2016-2017
Flipkart India Pvt. Ltd. <i>Category Manager</i> Managed product assortment and advertising of major brands in lifestyle accessories category.	2015-2016
ZS Associates <i>Business Operations Associate</i> Conducted primary market research by developing surveys and undertook data analysis on projects for major pharmaceutical companies in EU and USA.	2011-2012

SOFTWARE SKILLS

R, Python, Stata, Matlab, SQL, SAS, LATEX