

Mimansa Bairathi

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EDUCATION

Ph.D. in Marketing , London Business School	2023 (expected)
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 marketing, digital platforms, online advertising, influencer marketing

Methods: Causal inference, large scale experiments, machine learning

WORKING PAPERS

Bairathi, Mimansa, Xu Zhang and Anja Lambrecht, “**The Value of Platform Endorsement**” (*Job market paper*).

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**”. (*manuscript preparation in progress*)

Bairathi, Mimansa, Anja Lambrecht and Xu Zhang, “**Gender Bias in Reputation Inflation: Evidence from an Online Labour Market**”. (*data analysis in progress*)

Bairathi, Mimansa, Anja Lambrecht and Vana Prasad, “**Political advertising and Content Analysis: Evidence from Facebook**”. (*data cleaning in progress*)

CONFERENCE PRESENTATIONS

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

Measuring Impact in Digital Economy MBA and Masters in Analytics Management Program, London Business School <i>Teaching Assistant</i>	Summer 2020, Summer 2021, Spring 2022
Marketing (core) MBA Program, London Business School <i>Grader</i>	Spring 2019, Spring 2020, Autumn 2020
Channel and Sales Force Management MBA Program, London Business School <i>Grader</i>	Autumn 2020, Autumn 2021

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

SELECTED DOCTORAL COURSEWORK

Marketing

Probability Models in Marketing (LBS)	Bruce Hardie
Quantitative Models in Marketing (LBS)	Puneet Manchanda, Oded Koenigsberg
Pro-seminar (LBS)	Anja Lambrecht, Nader Tavassoli
Marketing Strategy (LBS)	Rajesh Chandy, Om Narasimhan
Judgement and Decision Making (LBS)	David Faro, Simona Botti, Jonathan Berman
Consumer Behavior (LBS)	David Faro, Simona Botti, Jonathan Berman

Economics

Microeconomics I (LBS)	Peter Eso
Microeconomics II (LBS)	Emre Ozdenoren, Jean-Pierre Beniot, David Myatt
The Economics of Industry I (LSE)	John Sutton, Pasquale Schiraldi, Martin Pesendorfer
The Economics of Industry II (LSE)	Pasquale Schiraldi, Martin Pesendorfer, Alesandro Gavazza

Econometrics and Computer Science

Econometrics I (LBS)	Vikrant Vig
Econometrics II, Part II (LBS)*	Lucrezia Reichlin
Statistical Research Methods II (LBS)	Kamalini Ramdas
Advanced Microeconometrics (UCL)*	Lars Nesheim
Topics in Microeconometrics (LBS)*	Ruben Durante
Machine Learning (LBS)	Xinghao Qiao, Ricardo Silva
Quantitative Text Analysis (LSE)	Blake Miller, Friedrich Geiecke
Deep Learning (UCL)*	Pontus Stenetorp
Machine Learning and Data Mining (LSE)*	Xinghao Qiao
GIS Mapping Workshop (LBS)	Giorgio Chiovelli, Sebastian Hohmann

REFERENCES

Anja Lambrecht

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Bruce Hardie

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*audit

SELECTED ABSTRACTS

“The Value of Platform Endorsement”

Mimansa Bairathi, Xu Zhang and Anja Lambrecht

Job Market Paper

Online marketplaces with large product assortments often endorse some offerings to facilitate choice. However, little is known about the effect of such ‘platform endorsement’ on user behavior and its implications for endorsed and unendorsed items. Using data from a field experiment conducted on an online freelance marketplace, we examine the effect of platform endorsement on user search and purchase behavior. We find that platform endorsement leads to an increase in search, as measured by number of impressions and clicks, and in the number of purchases. This is driven by increase in search and purchase of not only endorsed services but also, unendorsed services. We find evidence that platform endorsement has positive spillover effect on unendorsed services on the platform.

We find that this increase in search and in purchases is mainly driven by an increase in perceived quality of the services offered on the platform and less likely to be caused by increased user attention or a novelty effect of the endorsement. We further explore the heterogeneity in the effect of platform endorsement and find that it is more effective in increasing orders for users with a higher propensity to purchase. Our results have implications for platforms and merchants as well as for policy makers concerned about the impact of platform endorsement.

“Influencer Marketing: Content Attributes and Consumer Engagement”

Mimansa Bairathi and Anja Lambrecht

Dissertation Essay 2

The recent growth of influencer marketing industry means brands are becoming more likely to contract with influencers. However, there is little empirical evidence regarding consumer engagement with such sponsored content relative to organic content. We collect a dataset on the content created by 510 Instagram influencers operating across different categories. We use advertising disclosure and supervised learning to identify sponsored posts in the dataset. Leveraging regulatory actions and industry-level advertising trends as instrumental variables, we causally identify consumer engagement, measured by likes, with sponsored content relative to organic content. We find that consumers engage less with sponsored content relative to organic content.

We then examine what characterizes successful influencer content. We rely on previous theory in consumer psychology and argue authenticity of content attenuates the negative effect of advertising on likes. We measure authenticity as – congruence of a post with other content shared by the influencer using LDA topic model, influencer’s propensity to share brand related content, the number of times a brand is mentioned in the post, and advertising disclosure. We find that authenticity of content attenuates the negative effect of advertising on likes. Our findings are relevant for policymakers who are concerned about lack of advertising disclosure in influencer marketing. Our findings can also inform influencers and advertisers on their content creation strategies.

“Attracting the marginal: The Effect of Advertising on Frequency of Use”

Mimansa Bairathi and Anja Lambrecht

Research has shown that online advertising is effective in attracting new consumers. However, there is little insight regarding the type of consumers advertising attracts. Using data from a field experiment conducted for a video streaming app, we examine whether consumers attracted through online advertising differ from consumers who adopt the product organically.

In the experiment, consumers in the treatment group were exposed to online advertising for the video streaming app, while consumers in the control group were not exposed to online advertising for this app. Consistent with previous research, we find that consumers exposed to online advertising are significantly more likely to install the advertised app. This implies that online advertising is effective in increasing product adoption. However, our data suggests that online advertising is not effective in increasing usage of the app, as measured by the number of sessions. On the contrary, we find that conditional on installation, consumers in the treatment group are likely to use the app significantly fewer times compared to consumers in the control group. We also find directional evidence that consumers exposed to online advertising are less likely to subscribe the video streaming service relative to consumers who were not exposed to online advertising. We propose that online advertising attracts marginal consumers. Such consumers have a lower preference for the product as compared to consumers who voluntarily adopt the product and hence are likely to use the advertised product less. Our findings are relevant for advertisers and suggest that advertisers should evaluate the decision to advertise based on the goals of advertising campaign.