Mimansa Bairathi

(Updated June 2022)

London Business School
Regent's Park
London
NW1 4SA, United Kingdom

Phone: +44 (0)20 7000 8066
Email: mbairathi@london.edu
Web: `https://mimansabairathi.github.io`

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 markets, platform economy, 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."** Under review at *Marketing Science (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 ASSISTANCE

Measuring Impact in Digital Economy Summer 2020, Summer 2021, Spring 2022
MBA and Masters in Analytics Management Program,
London Business School
Teaching Assistant

Marketing (core) Spring 2019, Spring 2020, Autumn 2020
MBA Program, London Business School
Grader

Channel and Sales Force Management Autumn 2020, Autumn 2021
MBA Program, London Business School
Grader

PROFESSIONAL EXPERIENCE

Indian School of Business 2016-2017
Research Associate

Flipkart India Pvt. Ltd. 2015-2016
Category Manager
Managed product assortment and advertising of major brands in lifestyle accessories category.

ZS Associates 2011-2012
Business Operations Associate
Conducted primary market research by developing surveys and undertook data analysis on projects for major pharmaceutical companies in EU and USA.

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
Professor of Marketing
London Business School
+44 (0)20 7000 8645
alambrecht@london.edu

Bruce Hardie
Professor of Marketing
London Business School
+44 (0)20 7000 8622
bhardie@london.edu

Xu Zhang
Assistant Professor of Marketing
London Business School
+44 (0)20 7000 8062
xzhang@london.edu

*audit

SELECTED ABSTRACTS

"The Value of Platform Endorsement"
Mimansa Bairathi, Xu Zhang and Anja Lambrecht
Job Market Paper, under review at *Marketing Science*

Abstract: Many digital platforms with large product assortments endorse a select group of items to facilitate user choice. Popular examples of such platform endorsement are Amazon's Choice and Airbnb's Superhost. While it is intuitive that endorsed items may enjoy considerable benefits from increased sales, little is known about the effect of platform endorsement on unendorsed items and on the platform. Using data from a field experiment conducted on an online freelance platform, we examine the effect of platform endorsement on user search, as measured by the number of impressions and clicks, and purchase behavior. We find that platform endorsement greatly benefits endorsed services and leads to increase in search and 40.5% increase in sales for these. Surprisingly, platform endorsement also leads to increase in search and 2.1% increase in sales of unendorsed services. At a platform level, this translates into a 3.1% increase in orders. Given the large number of unendorsed services relative to endorsed services available on the platform, 66.8% of the total increase in orders on the platform stems from unendorsed services and 33.2% from endorsed services. We find that the increase in search and purchases is mainly driven by an increase in the overall quality perception of the services offered on the platform. We further explore heterogeneity in the effect of platform endorsement and find that the effect of platform endorsement on purchase is more pronounced for users with a higher propensity to purchase.

Our findings have implications for platforms, merchants, and regulators. For digital platforms, our results demonstrate that platform endorsement is a useful tool to facilitate consumer search and increase platform revenue. For merchants, we document a significant benefit in terms of both consumer attention for and sales of endorsed items. For merchants whose items do not receive an endorsement, our results provide some reassurance that their sales may not be negatively impacted by the introduction of platform endorsement, but instead might even increase. Our results are relevant for regulators who are concerned about the anti-competitive nature and fairness of such practices. We show that even though platform endorsement disproportionately benefits endorsed items, it does not come at the cost of lower sales of other items on the platform.

"Influencer Marketing: Content Attributes and Consumer Engagement"
Mimansa Bairathi and Anja Lambrecht

The recent growth of influencer marketing means brands are more likely to contract with influencers to produce sponsored content. However, there is little empirical evidence regarding how consumers perceive such sponsored content relative to organic content. In this paper, we examine whether consumers engage less with sponsored content relative to organic content and what characterizes successful influencer content. We measure engagement as the number of likes. To examine these questions, we collect a dataset of more than 180,000 posts created by 510 Instagram influencers operating in United States. We distinguish between sponsored and organic posts using both advertising disclosure in posts and supervised learning. To account for endogeneity in advertising strategies, we leverage the timing of regulatory actions by the FTC and category-specific advertising trends as instrumental variables. We find that consumers engage less with sponsored content relative to organic content. To examine what attenuates the negative effect of

an influencer's post being sponsored on likes, we rely on the insight that consumers prefer authenticity in marketing and propose that authenticity of content attenuates the negative effect of advertising on likes. We measure authenticity as the congruence of a post with other content shared by the influencer, the influencer's propensity to share brand-related content, the number of times a brand is mentioned in the post, and advertising disclosure. We estimate congruence of a post using LDA topic modelling. Our results demonstrate that authenticity of content attenuates the negative effect of advertising on likes. In view of regulatory interest and advertising disclosure out results demonstrate that consumers indeed respond differently to sponsored posts relative to organic posts. Our findings can inform influencers and advertisers on their content creation strategies and suggest that advertisers should provide influencers independence in creating sponsored content so as to maintain authenticity. Our findings are reassuring for influencers who worry that stringent disclosure regulations result in lower engagement.

"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, it is less clear if consumers who adopt a product in response to online advertising have a different propensity to use the advertised product compared to consumers who adopt the product but have not viewed an online ad. We use field experimental data from an advertising campaign for a video streaming app to answer this question. In the experiment, consumers in the treatment group were exposed to online advertising for the app, while consumers in the control group were not exposed to online advertising. We find that consumers exposed to online advertising are indeed significantly more likely to install the app. However, our data suggest that online advertising is not effective in increasing usage of the app, measured as the number of sessions. On the contrary, we find that conditional on installation, consumers in the treatment group use the app significantly fewer times compared to consumers in the control group. Moreover, conditional on installation, consumers exposed to online advertising are directionally less likely to subscribe to the video streaming service relative to consumers not exposed to online advertising. This suggests that online advertising attracts marginal consumers who have a lower preference for the advertised app compared to consumers who install without having viewed the ad. Our findings are relevant to advertisers because they shed light on the limits of online advertising in acquiring profitable consumers.

"Gender Bias in Reputation Inflation: Evidence from an Online Labour Market"
Mimansa Bairathi, Anja Lambrecht and Xu Zhang

This paper investigates systematic differences in online ratings based on gender in the context of an online labour market. Ratings have a direct effect on sales. We leverage a unique dataset from an online labour market that elicits both private and public ratings from buyers after completion of a job. While public ratings are displayed as star ratings on the website, the platform uses private ratings in internal evaluations. We find that conditional on having the same private rating, female freelancers receive lower public ratings compared to male freelancers. Our results also confirm the incidence of reputation inflation on digital platforms such that public ratings are higher than private ratings. Further, our results demonstrate that reputation inflation is more pronounced for male freelancers relative to females. These results are important for platforms and merchants because systematic differences in consumer evaluation based on gender can lead to undesirable consequences for platform participants.