Mimansa Bairathi

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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 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."** 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 and purchase behavior. We find that platform endorsement leads to an increase in search, as measured by the number of impressions and clicks, and purchases on the platform. Surprisingly, this increase is driven by an increase in search and purchases for not only endorsed services, but also unendorsed services. We find that this 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. We discuss implications for platforms, merchants, and regulators.

"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 more likely to contract with influencers to produce sponsored content. However, there is little empirical evidence regarding how consumers perceive sponsored influencer content relative to organic content. In this paper, we examine whether consumers engage less with sponsored content relative to organic content. Given the popularity of influencer marketing with brands, we also explore what characterizes successful influencer content. To examine these questions, we use a dataset collected on content created by 510 Instagram influencers operating in United States. We distinguish between sponsored and organic posts using advertising disclosure in posts and supervised learning. To account for endogeneity in advertising, we leverage the timing of regulatory actions by 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 advertising on likes, we rely on previous theory in consumer psychology. We 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 model. Our results demonstrate that authenticity of content attenuates the negative effect of advertising on likes.

Our findings are relevant for regulators who are concerned about lack of advertising disclosure in influencer marketing. We find that consumers view sponsored content less favorably compared to organic content, justifying regulations that mandate brands and influencers disclose commercial content. Our findings can

also 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. Finally, 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 the consumers who adopt a product due 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 data from a field experiment conducted for the advertising campaign of a major media company's video streaming app to answer this question. 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.

We confirm findings from previous research that online advertising is indeed effective in increasing product adoption such that consumers exposed to online advertising are significantly more likely to install the advertised 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, we find directional evidence that conditional on installation, consumers exposed to online advertising are 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 voluntarily adopt the product and hence are likely to use the advertised product less. 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 are a popular information provision tool in digital markets and have a direct effect on sales. We leverage a unique dataset from an online labour market that elicits private ratings from buyers in addition to public ratings after completion of a job. To acquire more truthful evaluations and being aware of the possibility of reputation inflation in public ratings, the platform elicits private ratings for internal evaluation of services. Similar to ratings on other platforms, public ratings are consumer evaluations that are visible to other consumers and freelancers on the platform. We find that conditional on having the same private rating, female freelancers get 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. Hence, 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.