

# Mimansa Bairathi

(Updated June 2024)

## UCL School of Management

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## ACADEMIC POSITION

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

## EDUCATION

<b>Ph.D. in Marketing</b> , London Business School	2023
<b>M.Res. in Marketing</b> , London Business School	2019
<b>MBA in Marketing and Finance</b> , Indian Institute of Foreign Trade	2015
<b>B.Tech. in Civil Engineering</b> , 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.**” *Conditional Accept at Marketing Science*.

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

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

*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

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*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

## PROFESSIONAL EXPERIENCE

<b>Indian School of Business</b> <i>Research Associate</i>	2016-2017
<b>Flipkart India Pvt. Ltd.</b> <i>Category Manager</i> Managed product assortment and advertising of major brands in lifestyle accessories category.	2015-2016
<b>ZS Associates</b> <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