

# Omid Rafieian

Cornell Tech and SC Johnson College of Business  
Cornell University

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<http://omidraf.github.io/>

## Research Interests

Substantive areas: digital marketing, mobile advertising, targeting, personalization, privacy, online auctions.

Methods: policy evaluation, structural models, machine learning, reinforcement learning, mechanism design, causal inference.

## Employment

Cornell Tech and SC Johnson College of Business, Cornell University  
Demir Sabanci Faculty Fellow of Marketing and Management, February 2021 to present  
Assistant Professor of Marketing, July 2020 to present

## Education

University of Washington, Seattle, WA  
Ph.D., Marketing, 2015 to 2020  
Sharif University of Technology, Tehran, Iran  
B.S., Applied Mathematics, 2010 to 2015

## Dissertation

Title: Essays on Personalization and Market Design in Mobile Advertising  
Chair: Hema Yoganarasimhan

Winner, 2019 MSI Alden G. Clayton Doctoral Dissertation Proposal Competition  
Winner, 2019 Vithala R. and Saroj V. Rao ISMS Doctoral Dissertation Award  
Winner, 2020 American Statistical Association Doctoral Research Award (Statistics in Marketing Section)

## Publications

1. Rafieian, O., and Yoganarasimhan, H., "Targeting and Privacy in Mobile Advertising," *Marketing Science*, Vol 40(2), pp 193-218. (*Lead article*)

Winner, Frank M. Bass Dissertation Paper Award, 2021

Finalist, John D.C. Little Best Paper Award, 2021

2. Rafieian, O., and Yoganarasimhan, H., "Variety Effects in Mobile Advertising," *Journal of Marketing Research*, Volume 59, Issue 4, pp 718-738.
3. Rafieian, O., "Optimizing User Engagement through Adaptive Ad Sequencing," *Marketing Science*.

## Chapters and Survey Papers

4. Rafieian, O., and Yoganarasimhan, H., "AI and Personalization," to appear in *Review of Marketing Research*, Special Issue on Artificial Intelligence in Marketing, editors Sudhir, K, and Toubia, Olivier.

## Working Papers

5. Rafieian, O., "Revenue-Optimal Dynamic Auctions for Adaptive Ad Sequencing."
6. Rafieian, O., "A Matrix Completion Solution to the Problem of Ignoring the Ignorability Assumption."
7. Rafieian, O., Kapoor, A., and Sharma, A., "Multi-Objective Personalization of the Length and Skippability of Video Advertisements."

## Work in Progress

8. Bondi, T., Rafieian, O., "Privacy Regulation and Inference-Based Content Strategies: Polarization, Pricing, and Consumer Welfare."
9. Rafieian, O., "Value of Perfect User Tracking in Ad Personalization."
10. Rafieian, O., "Geographical and Behavioral Information: Complements or Substitutes in Personalized Policies?"

## Research Awards and Honors

Winner, Frank M. Bass Dissertation Paper Award, 2021

Finalist, John D.C. Little Best Paper Award, 2021

Winner, American Statistical Association Doctoral Research Award (Statistics in Marketing Section), 2020

Winner, MSI Alden G. Clayton Doctoral Dissertation Proposal Competition, 2019

Winner, Vithala R. and Saroj V. Rao ISMS Doctoral Dissertation Award, 2019

Fellow, AMA-Sheth Doctoral Consortium, New York, New York, 2019.

2016-2018 Ph.D. Program Dean's Achievement Award

James B. Wiley Endowed Ph.D. Fellowship in Marketing, 2018-2020

F. Kemper Freeman, Jr. 2014 Distinguished Leader Fellowship, University of Washington, 2017-2019.

Foster School of Business Fellowship, University of Washington, 2015-2017

## Teaching and Service Awards

Marketing Science Service Awards, 2022

Management Science Service Awards, 2020, 2021

## Invited Talks

Adaptive Ad Sequencing (based on "Optimizing User Engagement through Adaptive Ad Sequencing" and "Revenue-Optimal Dynamic Auctions for Adaptive Ad Sequencing")

University of Wisconsin Madison, 2019

University of Colorado Boulder, 2019

University of Southern California, 2019

University of Texas Dallas at Dallas, 2019

Texas A&M University, 2019

Harvard Business School, 2019

Stanford University, 2019

Yale University, 2019

University of Toronto, 2019

Penn State University, 2019

University of Rochester, 2019

Johns Hopkins University, 2019

Rutgers University, 2019

Carnegie Mellon University, 2019

Cornell Tech, 2019

Cornell University, 2019

University of California San Diego, 2019

Dartmouth College, 2021

## Conference Talks

A Matrix Completion Solution to the Problem of Ignoring the Ignorability Assumption.

UTD Bass FORMS, 2023

Revenue-Optimal Dynamic Auctions for Adaptive Ad Sequencing.

Marketing Science Conference, 2020

QME Conference, 2020

Optimizing User Engagement through Adaptive Ad Sequencing.

Marketing Science Conference, 2020

Informa Annual Meeting, 2020

How Does Variety of Previous Ads Influence Consumer's Ad Response?

Marketing Science Conference, 2018

UW-UBC Conference, 2018

CMU-Temple Conference on Digital Marketing and Machine Learning, 2018

Targeting and Privacy in Mobile Advertising.

Marketing Science Conference, 2017

UTD Bass FORMS Conference, 2019

## Teaching

Data Analytics and Modeling (NCC 5010, JCT-MBA, AMBA, Cornell University)

Managerial Statistics (NCCE 5010, EMBA, Cornell University)

## Service

Editorial Review Board member at *Marketing Science*

Ad-hoc reviewer for *Management Science*, *Journal of Marketing Research*, *Quantitative Marketing and Economics*, *Economic Journal*