Omid Rafieian

Cornell Tech and SC Johnson College of Business
Cornell University

Email: or83@cornell.edu
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., Kapoor, A., and Sharma, A., "Multi-Objective Personalization of Marketing Interventions." Forthcoming at *Marketing Science*

2. Rafieian, O., (2023) "Optimizing User Engagement through Adaptive Ad Sequencing," *Marketing Science*, Vol 42(5), pp 910-933.

3. Rafieian, O., and Yoganarasimhan, H., (2022) "Variety Effects in Mobile Advertising," *Journal of Marketing Research*, Volume 59, Issue 4, pp 718-738.

    Finalist, AMA-MRSIG Don Lehmann Award, 2023

4. Rafieian, O., and Yoganarasimhan, H., (2021) "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

Chapters and Survey Papers

5. Rafieian, O., and Yoganarasimhan, H., "AI and Personalization," Artificial Intelligence in Marketing (*Review of Marketing Research*, Vol. 20), pp. 77-102.

Working Papers

6. Rafieian, O., "A Matrix Completion Solution to the Problem of Ignoring the Ignorability Assumption." (Major Revision at *Marketing Science*)

7. Bondi, T., Rafieian, O., Yao, Y., "Privacy and Polarization: An Inference-Based Framework." (Major Revision at *Management Science*)

8. Rafieian, O., "Revenue-Optimal Dynamic Auctions for Adaptive Ad Sequencing."

9. Rafieian, O., Zuo, S., "Personalized Algorithms and the Virtue of Learning Things the Hard Way."

Work in Progress

10. Ghili, S., Rafieian, O., and Rashid, M., "Auctions Meet Bandits: The Role of Exploration in Advertising Auctions."

11. Mosaffa, M., Rafieian, O., and Yoganarasimhan, H., "Media Bias in Visual Content: A Deep Learning Approach."

12. Khadem, S., Rafieian, O., "Value of Perfect User Tracking in Ad Personalization."

13. Rafieian, O., "Geographical and Behavioral Information: Complements or Substitutes in Personalized Policies?"

Research Awards and Honors

Finalist, AMA-MRSIG Don Lehmann Award, 2023

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

Multi-Objective Personalization of Marketing Interventions
  University of Pennsylvania, 2024
  Duke University, 2024
  Washington University in St. Louis, 2023

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
Temple University, 2023

Conference Talks

Personalized Algorithms and the Virtue of Learning Things the Hard Way.
Marketing Science Conference, 2024
Theory + Practice in Marketing, 2024

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
Informs 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)

Doctoral Seminar in Quantitative Models (NRE 5020, Ph.D., 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*

Program Committee at *Economics and Computation (EC)* 2024, *Workshop on Platform Analytics (WoPA)* 2023, 2024, 2025