

# Omid Rafieian

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Cornell University

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

## Research Interests

Substantive areas: digital marketing, mobile advertising, targeting, personalization, privacy, polarization, 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., “[A Matrix Completion Solution to the Problem of Ignoring the Ignorability Assumption](#).” (Forthcoming at *Marketing Science*)

2. Bondi, T., Rafieian, O., Yao, Y., "Privacy and Polarization: An Inference-Based Framework," Forthcoming at *Management Science* (Extended Abstract at EC'24).
3. Rafieian, O., Kapoor, A., and Sharma, A., (2025) "Multi-Objective Personalization of Marketing Interventions," *Marketing Science*, Vol 44(2), pp 457-477.
4. Rafieian, O., (2023) "Optimizing User Engagement through Adaptive Ad Sequencing," *Marketing Science*, Vol 42(5), pp 910-933.
5. 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
6. 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

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

## Working Papers

8. Rafieian, O., Zuo, S., "Personalization, Algorithmic Dependence, and Learning." (Major Revision at *Marketing Science*)
9. Mosaffa, M., Rafieian, O., and Yoganarasimhan, H., "Visual Polarization Measurement Using Counterfactual Image Generation." (Extended Abstract at EC'25)
10. Rashid, M., Rafieian, O., and Ghili, S., "Auctions Meet Bandits: An Empirical Analysis." (Reject and Resubmit at *Marketing Science*)
11. Rafieian, O., "Revenue-Optimal Dynamic Auctions for Adaptive Ad Sequencing."

## Work in Progress

12. Khadem, S., Rafieian, O., "Value of Perfect User Tracking in Ad Personalization."
13. Mosaffa, M., and Rafieian, O., "The PrivacyUtility Trade-Off of Location Tracking in Ad Personalization."
14. Khadem, S., Rafieian, O., and Kadiyali, V., "Do Social Movements Have Lasting Effects? Evidence from Black Lives Matter and Healthcare Evaluations."

15. Yang, M., Bojd, B., and Rafieian, O., "Customer 'Relationship' Management: The Role of Match Quality in Online Dating."

## 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, 2022

## 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* (2021 - present)

Senior Program Committee at *Economics and Computation (EC)* 2025

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

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

## Student Supervision

Si Zuo (Committee Member, Graduation Year: 2025)

Yanqing Gui (Committee Member, Graduation Year: 2026)

Mehrzed Khosravi (Committee Member, Graduation Year: 2027)

Mohammad Mosaffa (Chair, Graduation Year: 2028)

Sepehr Khadem (Chair, Graduation Year: 2028)

Meng Yang (Co-Chair, Graduation Year: 2028)

Jongho Kim (Committee Member, Graduation Year: 2027)

## Invited Talks

Visual Polarization Measurement Using Counterfactual Image Generation

Boston University, 2025

Carnegie Mellon University, 2025

Multi-Objective Personalization of Marketing Interventions

Washington University in St. Louis, 2023

Duke University, 2024

University of Pennsylvania, 2024

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

TikTok Marketing Science, 2023

Temple University, 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

## Conference Talks

Auctions Meet Bandits: An Empirical Analysis

Marketing Science Conference, 2025  
UTD Bass FORMS, 2026 (Scheduled)  
AI in Management (AIM) Conference, 2026 (Scheduled)

Visual Polarization Measurement Using Counterfactual Image Generation

NorthEast Marketing Conference (NEMC), 2025  
Workshop on Platform Analytics, 2025  
MarkTech Conference, 2024

Privacy and Polarization: An Inference-Based Framework

ESIF Economics and AI+ML Meeting, 2024

Personalization, Algorithmic Dependence, and Learning

UTD Bass FORMS, 2025  
Marketing Science Conference, 2024  
Theory + Practice in Marketing, 2024

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

AI in Management (AIM) Conference, 2025  
UTD Bass FORMS, 2023

Revenue-Optimal Dynamic Auctions for Adaptive Ad Sequencing

QME Conference, 2020  
Marketing Science Conference, 2020

Optimizing User Engagement through Adaptive Ad Sequencing

Marketing Science Conference, 2020

Informs Annual Meeting, 2020

Variety Effects in Mobile Advertising

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

Marketing Science Conference, 2018

UW-UBC Conference, 2018

Targeting and Privacy in Mobile Advertising

Marketing Science Conference, 2017

UTD Bass FORMS Conference, 2019