

# Vineet Kumar

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|--------------------------|---|-------------------|
| EMPLOYMENT               | Yale School of Management   | New Haven, CT     |
|                          | Associate Professor of Marketing  | 07/2020 - current |
|                          | Faculty Fellow, Yale Center for Customer Insights   |                   |
|                          | Assistant Professor of Marketing  | 07/2014 - 07/2020 |
|                          | Harvard Business School   | Boston, MA        |
|                          | Assistant Professor of Business Administration  | 07/2010 - 06/2014 |
|                          | Visiting Scholar  | 07/2014 - 12/2014 |
| EDUCATION                | Carnegie Mellon University  | Pittsburgh, PA    |
| DEGREES                  | Doctor of Philosophy, Industrial Administration   |                   |
|                          | Master of Science, Industrial Administration  |                   |
|                          | Indian Institute of Technology, Madras  | Chennai, India    |
|                          | Bachelor of Technology  |                   |
| SUBSTANTIVE INTERESTS    | Digital Economy, Networks   |                   |
| METHODOLOGICAL INTERESTS | Structural Models, Theory-based Machine Learning  |                   |
| PUBLICATIONS             | <ul style="list-style-type: none"><li>• Spatial Distribution of Access to Service: Theory and Evidence from Ridesharing. Soheil Ghili, Vineet Kumar and Fei Teng, Accepted at <i>Management Science</i><ul style="list-style-type: none"><li>- Proceedings of the 21st ACM Conference on Economics and Computation (2020)</li></ul></li><li>• Nonparametric Pricing Bandits Leveraging Informational Externalities to Learn the Demand Curve. Ian Weaver, Vineet Kumar and Lalit Jain, Accepted at <i>Marketing Science</i></li><li>• Generative Interpretable Visual Design: Using Disentanglement for Visual Conjoint Analysis. Ankit Sisodia, Alex Burnap and Vineet Kumar, <i>Journal of Marketing Research</i> (2025) 62(3)<ul style="list-style-type: none"><li>- Finalist, American Statistics Association Section on <i>Statistics in Marketing</i> Award (2023)</li><li>- Winner, INFORMS Society for Marketing Science Dissertation Award (2023)</li></ul></li><li>• A Theory-Based Explainable Deep Learning Architecture for Music Emotion. Hortense Fong, Vineet Kumar and K. Sudhir, <i>Marketing Science</i>. (2025) 44(1)<ul style="list-style-type: none"><li>- Winner, American Statistics Association Section on <i>Statistics in Marketing</i> Award (2022)</li><li>- Winner, Alden Clayton Dissertation Award, Marketing Science Institute (2022)</li></ul></li><li>• Can Random Friends Seed More Buzz and Adoption? Leveraging the Friendship Paradox. Vineet Kumar and K. Sudhir, <i>Management Science</i>. (2025) 71(1)</li></ul> |                   |

- Demand Estimation for Subscriptions: Identifying Willingness to Pay without Price Variation. Cheng Chou and Vineet Kumar. *Marketing Science*. (2024) 43(4) 797–816
- On the Friendship Paradox and Inversity: A Network Property with Applications to Privacy-sensitive Network Interventions. Vineet Kumar, David Krackhardt and Scott Feld, *Proceedings of the National Academy of Sciences*. (2024), 121 (30) e2306412121
- Health Care Workers’ Reluctance to Take the Covid-19 Vaccine: A Consumer-Marketing Approach to Identifying and Overcoming Hesitancy. Brita Roy, Vineet Kumar and Arjun Venkatesh, *New England Journal of Medicine Catalyst*. (2020), 1 (6)
- Designing Pricing Strategy for Operational and Technological Change. Vineet Kumar and Yacheng Sun, *Management Science*. (2020), 66 (6) 2291-2799
- Estimating Dynamic Discrete Choice Models with Aggregate Data: Properties of the Inclusive Value Approximation. Tim Derdenger and Vineet Kumar. **Lead Article**, *Quantitative Marketing and Economics*. (2019), 17 (4), 359-384
- Linear Estimation of Aggregate Dynamic Discrete Demand for Durable Goods without the Curse of Dimensionality. Cheng Chou, Tim Derdenger and Vineet Kumar. *Marketing Science*. (2019), 38(5), 888-909
- Match Your Own Price? Self-Matching as a Multichannel Retailer’s Pricing Strategy. Pavel Kireyev, Vineet Kumar and Elie Ofek. *Marketing Science*. (2017), 36 (6), 908-930
- “Predicting Customer Value using Clumpiness” – Commentary. Vineet Kumar and Kannan Srinivasan. *Marketing Science*. (2015), 34 (2), 209-217
- Structural Models of Complementary Choices. Steve Berry, Ahmed Khwaja, Vineet Kumar, Andres Musalem, Ken Wilbur, Greg Allenby, Bharat Anand, Pradeep Chintagunta, Michael Hanemann, Przemek Jeziorski and Angelo Mele. *Marketing Letters*. (2014), 25 (1), 245–256
- Making “Freemium” Work. Vineet Kumar. *Harvard Business Review*. (2014), 92 (5), 27-29
- The Dynamic Effects of Bundling as a Product Strategy. Tim Derdenger and Vineet Kumar. **Lead Article**, *Marketing Science* (2013), 32 (6), 827-859
- Competitive Product Strategy for Open Source Software. Vineet Kumar, Brett Gordon and Kannan Srinivasan. *Marketing Science*. (2011), 30 (6), 1066-1078
- Structured Superpeers: Leveraging Heterogeneity to Provide Constant-time Lookup. Alper Mizrak, Yucheng Cheng, Vineet Kumar and Stefan Savage. *IEEE Workshop on Internet Applications*, 2003

#### WORKING PAPERS

- Designing Freemium: Strategic Balancing of Growth and Monetization. Clarence Lee, Vineet Kumar and Sunil Gupta, Major Revision at *Marketing Science*
  - Winner, INFORMS Society for Marketing Science Doctoral Dissertation Proposal Award
  - Winner, Alden Clayton Award, Marketing Science Institute
- Unveiling the Impact of Within-Content Engagement Information: Evidence from a Natural Experiment on YouTube. Keyan Zhu and Vineet Kumar, Major Revision at *Marketing Science*
- Pay Now or Wait to Unlock? Cliffhangers and Monetization of Serialized Media. Peter Lee, Vineet Kumar and K. Sudhir, Under Review at *Journal of Marketing Research*
- Fairness for AUC via Feature Augmentation, with Hortense Fong, Anay Mehrotra and Nisheeth Vishnoi

- Proceedings of the ACM Conference on Fairness, Accountability, and Transparency - FAccT (2022)

- Market Structure Mapping with Visual Characteristics. Ankit Sisodia and Vineet Kumar

#### WORKS IN PROGRESS

- Designing Freemium and Free Trials for Digital Platforms: Insights from a Field Experiment. Ian Weaver, Vineet Kumar and Sreelata Jonnalagedda
- Targeting Digital Ads based on Emotion. Hortense Fong, Vineet Kumar and Ravi Dhar
- Dynamics of Product Line Sequencing, with Tim Derdenger

#### CASES

- Mastercard: Marketing Transformation for a New World. Jean Rosenthal, Ravi Dhar, Vineet Kumar and Amy Wrzesniewski and Jaan Elias, Yale SOM Raw Case *18-013* (2018)
- The New York Times Paywall. Vineet Kumar, Bharat Anand, Sunil Gupta, and Felix Oberholzer-Gee (HBP Case *512-077*)
  - Case Center Award for “Best Case in Marketing” (2016)
  - Harvard Business Publishing *Most Popular*
  - Harvard Business Publishing *Premier Case Collection*
  - Translated into Portugese and Chinese
- The New York Times Paywall Teaching Note, with Sunil Gupta (HBP Teaching Note *512-099*)
- Healthymagination at GE Healthcare Systems. Vineet Kumar and V. Kasturi Rangan (HBP Case *512-039*)
  - Harvard Business Publishing *Most Popular*
- Healthymagination at GE Healthcare Systems, (HBP Teaching Note *512-105*)

#### ADADEMIC SERVICE

- Senior Editor, *Production and Operations Management*, 2024-
- Editorial Board, *Marketing Science*, 2014-2021
- Referee at *Marketing Science*, *Management Science*, *Journal of Marketing Research*, *Operations Research*, *RAND Journal of Economics*, *Journal of Economics and Management Strategy*, *Information Systems Research*, *Journal of Marketing*, *International Journal of Research in Marketing*, *Production and Operations Management*
- Reviewer for MSI Dissertation Award (multiple years)
- Review Committee, Yale Customer Insights Conference, New Haven, CT (multiple years)
- Co-chair for Digital Marketing Track at *AMA’s Winter Marketing Educators’ Conference*, Orlando, FL (02/2014)
- Conference Advisory Committee, Interdisciplinary Conference on Marketing, Strategy, and Information Systems, Shanghai, China (08/2013)
- Co-chair for Invited Session on Complementary Choices at *Ninth Invitational Choice Symposium*, Erasmus School of Economics, Noordwijk, The Netherlands (06/2013)

AWARDS &  
HONORS

- Marketing Science Service Award (2021)
- MSI Young Scholar Award (2021)
- Management Science Meritorious Service Award (2018)
- Management Science Meritorious Service Award (2016)
- Case Center Award for Best Case in Marketing (2016)
- William W. Cooper Doctoral Dissertation Award, CMU
- Gérard Cornuéjols Fellowship, CMU
- Cylab Fellowship, CMU
- William Larimer Mellon Fellowship, CMU
- Certificate of Merit, Indian Institute of Technology

INVITED  
PRESENTATIONS

- University of California, Berkeley, 2025-2026 (planned)
- INFORMS Marketing Science Doctoral Consortium Faculty Fellow, Summer 2025
- University of Notre Dame, Spring 2025
- Boston College Distinguished Scholar Series, Spring 2025
- Northeastern University, Fall 2024
- Santa Clara University, Spring 2024
- Stanford University, Spring 2024
- Dartmouth College, Spring 2024
- AIM-AMA Sheth Foundation Doctoral Consortium, 2023
- University of Minnesota, Fall 2023
- Indian Institute of Management – Bangalore, Summer 2023
- Indian School of Business, Summer 2023
- University of Illinois at Urbana Champaign, Spring 2023
- University of Texas, Dallas, Spring 2023
- Yale School of Management Faculty Seminar, Spring 2023
- Carnegie Mellon University, Spring 2023
- University of Texas, Austin, Spring 2021
- Washington University at St. Louis, Spring 2020
- Yale University Quantitative Marketing Talk, Spring 2019
- Washington University at St. Louis, Fall 2019
- University of Chicago, Vithala R. Rao Celebratory Symposium, Fall 2019
- Massachusetts Institute of Technology, Spring 2019
- University of California, San Diego, Spring 2019
- University of Toronto, Spring 2019
- Yale Computational Social Science Seminar, Fall 2017
- University of Texas, Austin, IROM Seminar Series, Fall 2017

- Duke University, Spring 2017
- Columbia University, Spring 2017
- Emory University, Spring 2017
- Yale SOM Internal Faculty Seminar, Fall 2016
- Yale Institute of Network Science, Fall 2015
- INFORMS Marketing Science Doctoral Consortium Faculty Fellow, Summer 2015
- Yale SOM Faculty Seminar Series, Spring 2015
- Cornell University, Fall 2014
- University of Connecticut, Fall 2014
- Yale Center for Customer Insights Board, Fall 2014
- University of Chicago, Spring 2014
- Stanford University, Spring 2011
- Emory University, Fall 2009
- Georgia Institute of Technology, Fall 2009
- University of Rochester, Fall 2009
- McGill University, Fall 2009
- University of Southern California, Fall 2009
- Temple University, Fall 2009
- Ohio State University, Fall 2009
- Yale University, Fall 2009
- New York University, Fall 2009
- Columbia University, Fall 2009
- University of California, Berkeley, Fall 2009
- Harvard University, Fall 2009
- Northwestern University, Fall 2009
- Dartmouth College, Fall 2009
- Washington University, Fall 2009
- Texas A&M University, Fall 2009
- Purdue University, Fall 2009

INVITED  
DISCUSSANT

- *UT Dallas FORMS Conference*, University to Texas, Dallas, Spring 2023
- *Virtual Quantitative Marketing Seminar*, Fall 2022 (panelist)
- *Summer Institute in Competitive Strategy*, University of California, Berkeley, Summer 2021
- *Summer Institute in Competitive Strategy*, University of California, Berkeley, Summer 2019
- *Summer Institute in Competitive Strategy*, University of California, Berkeley, Summer 2017
- *UT Dallas FORMS Conference*, University to Texas, Dallas, 03/2017
- *Quantitative Marketing and Economics*, Massachusetts Institute of Technology, Fall 2015
- *Quantitative Marketing and Economics*, University of Southern California, Fall 2014
- *Summer Institute in Competitive Strategy*, University of California, Berkeley, Summer 2014
- *Yale China India Conference*, New York, Fall 2013
- *UT Dallas FORMS Conference*, University to Texas, Dallas, Spring 2013
- *Yale China India Conference*, Yale University, Fall 2012
- *Quantitative Marketing and Economics*, University of Rochester, Fall 2011
- *Summer Institute in Competitive Strategy*, University of California, Berkeley, Fall 2011
- *Marketing and Industrial Organization*, Yale University, Fall 2011

SELECTED  
CONFERENCE  
PRESENTATIONS

- Marketing Science Conference (regular, almost every year)
- Northeast Marketing Conference, Fall 2023
- Marketing Dynamics Conference, Fall 2023
- Summer Institute in Competitive Strategy, Summer 2023
- Artificial Intelligence, Machine Learning, and Digital Analytics Conference – Invited Keynote, Fall 2022
- UT Dallas FORMS Conference, Fall 2019
- Marketing Dynamics Conference, Summer 2018
- Four School Conference (NYU, Wharton, Columbia and Yale), Spring 2017
- Business Analytics Meeting, Fall 2017
- Marketing and Industrial Organization Conference, Spring 2015
- Marketing Dynamics Conference, Summer 2016
- Business Analytics Conference, Miami, FL, Fall 2013
- Ninth Invitational Choice Symposium, Noordwijk, The Netherlands, Summer 2013
- Sunbelt – Social Networks Conference of the International Network for Social Network Analysis, Newport Beach, CA, Spring 2016
- International Symposium on Social Communication – Invited Plenary, University of Chile, Santiago, Chile, Summer 2012
- Eighth Invitational Choice Symposium, Key Largo, FL, Spring 2010

## TEACHING

*Yale School of Management, Yale University*

- PhD: Seminar in Marketing (2015-current, taught by all faculty in quantitative marketing)
- MBA Elective: Artificial Intelligence: Strategy + Marketing (2022-)
- MBA Elective: Digital Strategy (2015-current)
  - Taught to MBA, Executive MBA and Master of Management Studies (Global Business and Society)
- PhD: Empirical Models of Networks (2016)
- MBA Core: Customer (2015-2016)
- Executive Education:
  - Technology & Strategy, Executive MBA Students from Fudan University (2015)
  - BearingPoint Senior Managers Program (2015)

*Harvard Business School, Harvard University*

- MBA: Marketing (Required Curriculum, Fall 2010 - Fall 2013)
- Executive Education:
  - Marketing for Law Firms, Harvard Law School (2014, 2013)
  - Strategic Marketing Management (2013)
  - Business Marketing Strategies (2013)
  - Digital and Social Strategies (2013)
  - Taking Marketing Digital (2012)
- Doctoral: Marketing Models (Required Curriculum, Spring 2013)

*Tepper School of Business, Carnegie Mellon University*

- *Instructor*: Marketing I (Undergraduate Core, Summer 2009)

## STUDENT ADVISING

- Current: Peter Lee, Keyan Zhu
- 2023: Ankit Sisodia (PhD Candidate, Yale School of Management), Co-Chair of Dissertation Committee (Initial Placement: Purdue University)
  - Winner, INFORMS Society for Marketing Science Doctoral Dissertation Proposal Award (2023)
  - Finalist, American Statistical Association Section on Statistics in Marketing Award (2023)
- 2023: Ian Weaver (PhD Candidate, Yale School of Management), Chair of Dissertation Committee (Initial Placement: National University of Singapore)
- 2022: Hortense Fong (PhD Candidate, Yale School of Management), Co-Chair of Dissertation Committee (Initial Placement: Columbia University)
  - Winner, American Statistical Association Section on Statistics in Marketing Award (2023)
  - Winner, Alden Clayton Dissertation Award, Marketing Science Institute (2022)
- 2021: Minkyu Shin (PhD Candidate, Yale School of Management), Dissertation Committee (Initial Placement: City University of Hong Kong)

- 2018: Minkyung Kim (PhD Candidate, Yale School of Management), Dissertation Committee (Initial Placement: University of North Carolina)
- 2017: Navid Mojir (PhD Candidate, Yale School of Management), Dissertation Committee (Initial Placement: Harvard Business School)
- 2015: Samuel Shleifer (Yale Economics Undergraduate), Senior Essay Advisor
  - Winner, Ellington Prize for Best Senior Essay in Finance
- 2014: Clarence Lee (Doctoral Candidate, HBS), Co-Chair of Dissertation Committee (Initial Placement: Cornell University)
  - Winner, INFORMS Society for Marketing Science Doctoral Dissertation Proposal Award (2013)
  - Winner, Alden Clayton Award, Marketing Science Institute (2013)
- 2013: Pavel Kireyev (Doctoral Candidate, HBS), Field Exam Committee
- 2012: Lingling Zhang (Doctoral Candidate, HBS), Field Exam Committee

- MEDIA MENTIONS
- Wall Street Journal, “Social Media Platforms Are Asking Users for Money. They Probably Don’t Mean You,” by Laura Forman March 24, 2023
  - Yale Insights, Three Questions: Prof. Vineet Kumar on Facebook’s Move into Cryptocurrency, June 2019
  - NPR Marketplace, App sales plateau in the age of ‘freemium’, by Tim Fitzsimons, Feb 6, 2015
  - Forbes, For ‘Freemium’ Companies, What Are Non-Paying Consumers’ Real Value, by Ava Seave, August 28, 2014
  - Forbes, New Research Helps Find The Perfect Strategy For ‘Freemium’ Business Models, by Ava Seave, August 27, 2014
  - Forbes, “Product Bundling is a Smart Strategy – But There’s a Catch”, by Dina Gerdeman , January 18, 2013
  - International Business Times, “Something For Nothing: How The Videogame Industry Is Adapting To A ‘Freemium’ World” by Yannick LeJacq, September 15, 2012
  - Wall Street Journal, “When Freemium Fails”, by Sarah Needleman and Angus Loten August 22, 2012
  - Science Daily, “Benefits of the Open Source Software Market Identified”, Aug 16, 2011

- INSTITUTIONAL SERVICE
- *Faculty Recruiting Committee*, Yale School of Management, 2014-current (many years)
  - *PhD Recruiting Committee*, Yale School of Management, 2014-current (many years)
  - *Faculty Recruiting Committee*, Harvard Business School, 2010-2013
  - *Doctoral Recruiting Committee*, Harvard Business School, 2010-2013

PROFESSIONAL AFFILIATIONS      Member: American Marketing Association, INFORMS, American Economic Association

Last Updated: June 2025