

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 | |
| PUBLICATIONS & PAPERS IN ADVANCED REVIEW | <p>A Theory-Based Interpretable Deep Learning Architecture for Music Emotion, with Hortense Fong and K. Sudhir, Accepted at <i>Marketing Science</i></p> <ul style="list-style-type: none"> - Winner, American Statistics Association Section on <i>Statistics in Marketing</i> Award (2022) - Winner, Alden Clayton Dissertation Award, Marketing Science Institute (2022) <p>Generative Interpretable Visual Design: Using Disentanglement for Visual Conjoint Analysis, with Ankit Sisodia and Alex Burnap, Conditionally Accepted at <i>Journal of Marketing Research</i></p> <ul style="list-style-type: none"> - Finalist, American Statistics Association Section on <i>Statistics in Marketing</i> Award (2023) - Winner, INFORMS Society for Marketing Science Dissertation Award (2023) <p>On the Friendship Paradox and Inversity: A Network Property with Applications to Privacy-sensitive Network Interventions, with David Krackhardt and Scott Feld, Accepted at <i>Proceedings of the National Academy of Sciences</i></p> <p>Demand Estimation for Subscriptions: Identifying Willingness to Pay without Price Variation, with Cheng Chou, Articles in Advance at <i>Marketing Science</i></p> <p>Can Random Friends Seed More Buzz and Adoption? Leveraging the Friendship Paradox, with K. Sudhir, Accepted at <i>Management Science – Fast Track</i></p> <p>Health Care Workers’ Reluctance to Take the Covid-19 Vaccine: A Consumer-Marketing Approach to Identifying and Overcoming Hesitancy, with Brita Roy and Arjun Venkatesh, <i>New England Journal of Medicine Catalyst</i>, Dec 2020</p> <p>Designing Pricing Strategy for Operational and Technological Change, with Yacheng Sun, <i>Management Science</i>, June 2020</p> | |

Estimating Dynamic Discrete Choice Models with Aggregate Data: Properties of the Inclusive Value Approximation, with Tim Derdenger. **Lead Article**, *Quantitative Marketing and Economics*, Dec 2019

Linear Estimation of Aggregate Dynamic Discrete Demand for Durable Goods without the Curse of Dimensionality, with Cheng Chou and Tim Derdenger. *Marketing Science*, Sep-Oct 2019

Match Your Own Price? Self-Matching as a Multichannel Retailer's Pricing Strategy, with Pavel Kireyev and Elie Ofek. *Marketing Science*, Nov-Dec 2017

"Predicting Customer Value using Clumpiness" – Commentary, with Kannan Srinivasan. *Marketing Science*, Mar-Apr 2015

Structural models of complementary choices, with Steve Berry, Ahmed Khwaja, Andres Musalem, Ken Wilbur, Greg Allenby, Bharat Anand, Pradeep Chintagunta, Michael Hanemann, Przemek Jeziorski and Angelo Mele. *Marketing Letters*, Sep 2014

Making "Freemium" Work, *Harvard Business Review*, May 2014

The Dynamic Effects of Bundling as a Product Strategy, with Tim Derdenger. **Lead Article**, *Marketing Science*, Nov-Dec 2013

Competitive Product Strategy for Open Source Software, with Brett Gordon and Kannan Srinivasan. *Marketing Science*, Nov-Dec 2011

Structured Superpeers: Leveraging Heterogeneity to Provide Constant-time Lookup, with Alper Mizrak, Yucheng Cheng and Stefan Savage. *IEEE Workshop on Internet Applications*, 2003

WORKING PAPERS

Spatial Distribution of Access to Service: Theory and Evidence from Ridesharing, with Soheil Ghili and Fei Teng, revising for 4th review at *Management Science*

- Proceedings of the 21st ACM Conference on Economics and Computation (2020)

Nonparametric Bandits Leveraging Informational Externalities to Learn the Demand Curve, with Ian Weaver and Lalit Jain, Under 2nd review at *Marketing Science*

Designing Freemium: Strategic Balancing of Growth and Monetization, with Clarence Lee 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

Monetizing Serialized Content: How "Wait for Free" Impacts Paid and Free Consumption, with Peter Lee and K. Sudhir (Under Review)

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)

WORKS
IN PROGRESS

Market Structure Mapping with Visual Characteristics, with Ankit Sisodia and Alex Burnap
The Impact of Plan Design on the Digital Customer Journey
Designing Plans on Digital Platforms: Insights from a Field Experiment, with Ian Weaver and Sreelata Jonnalagedda
Targeting Digital Ads based on Emotion, with Hortense Fong and Ravi Dhar
Dynamics of Product Line Sequencing, with Tim Derdenger

CASES

Mastercard: Marketing Transformation for a New World, with Jean Rosenthal, Ravi Dhar, Amy Wrzesniewski and Jaan Elias, Yale SOM Raw Case *18-013* (2018)
The New York Times Paywall, with 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 Portuguese and Chinese

The New York Times Paywall Teaching Note, with Sunil Gupta (HBP Teaching Note *512-099*)
Healthymagination at GE Healthcare Systems, with V. Kasturi Rangan (HBP Case *512-039*)

- Harvard Business Publishing *Most Popular*

Healthymagination at GE Healthcare Systems, (HBP Teaching Note *512-105*)

ACADEMIC
SERVICE

Guest 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

National University of Singapore, Fall 2024 (scheduled)
Santa Clara University, 03/2024
Stanford University, 03/2024
Dartmouth College, 01/2024
AIM-AMA Sheth Foundation Doctoral Consortium (2023)
University of Minnesota, 11/2023
Indian Institute of Management – Bangalore, 08/2023
Indian School of Business, 08/2023
University of Illinois at Urbana Champaign, 05/2023
University of Texas, Dallas, 04/2023
Yale School of Management Faculty Seminar, 04/2023
Carnegie Mellon University, 03/2023
University of Texas, Austin, 04/2021
Washington University at St. Louis, 01/2020
Yale University Quantitative Marketing Talk, 09/2019
Washington University at St. Louis, 09/2019
University of Chicago, Vithala R. Rao Celebratory Symposium, 08/2019
Massachusetts Institute of Technology, 04/2019
University of California, San Diego, 04/2019
University of Toronto, 02/2019
Computational Social Science Seminar (Yale), 10/2017
University of Texas, Austin, IROM Seminar Series, 10/2017
Duke University, 04/2017
Columbia University, 03/2017
Emory University, 03/2017
Yale SOM Internal Faculty Seminar, 04/2016

Yale Institute of Network Science, 12/2015
Yale SOM Faculty Seminar Series, 04/2015
Cornell University, 12/2014
University of Connecticut, 11/2014
Yale Center for Customer Insights, Board Meeting, 10/2014
University of Chicago, 03/2014
Stanford University, 02/2011
Emory University, 09/2009
Georgia Institute of Technology, 09/2009
University of Rochester, 09/2009
McGill University, 09/2009
University of Southern California, 09/2009
Temple University, 09/2009
Ohio State University, 09/2009
Yale University, 09/2009
New York University, 09/2009
Columbia University, 09/2009
University of California, Berkeley, 10/2009
Harvard University, 11/2009
Northwestern University, 09/2009
Dartmouth College, 10/2009
Washington University, 10/2009
Texas A&M University, 09/2009
Purdue University, 11/2009

INVITED
DISCUSSANT

UT Dallas FORMS Conference, University to Texas, Dallas, 03/2023
Virtual Quantitative Marketing Seminar, 11/2022 (panelist)
Summer Institute in Competitive Strategy, University of California, Berkeley, 08/2021
Summer Institute in Competitive Strategy, University of California, Berkeley, 06/2019
Summer Institute in Competitive Strategy, University of California, Berkeley, 06/2017
UT Dallas FORMS Conference, University to Texas, Dallas, 03/2017
Quantitative Marketing and Economics, Massachusetts Institute of Technology, 09/2015
Quantitative Marketing and Economics, University of Southern California, 09/2014
Summer Institute in Competitive Strategy, University of California, Berkeley, 07/2014
Yale China India Conference, New York, 09/2013
UT Dallas FORMS Conference, University to Texas, Dallas, 02/2013
Yale China India Conference, Yale University, 08/2012

Quantitative Marketing and Economics, University of Rochester, 09/2011
Summer Institute in Competitive Strategy, University of California, Berkeley, 07/2011
Marketing and Industrial Organization, Yale University, 04/2011

SELECTED
CONFERENCE
PRESENTATIONS

Marketing Science Conference (regular, almost every year)
Northeast Marketing Conference, 09/2023
Marketing Dynamics Conference, 09/2023
Summer Institute in Competitive Strategy, 06/2023
Artificial Intelligence, Machine Learning, and Digital Analytics Conference – Invited Keynote, 12/2022
UT Dallas FORMS Conference, 03/2019
Marketing Dynamics Conference, 07/2018
Four School Conference (NYU, Wharton, Columbia and Yale), 04/2017
Business Analytics Meeting, 12/2017
Marketing and Industrial Organization Conference, 04/2015
Marketing Dynamics Conference, 07/2016
Business Analytics Conference, Miami, FL, 11/2013
Ninth Invitational Choice Symposium, Noordwijk, The Netherlands, 06/2013
Sunbelt – Social Networks Conference of the International Network for Social Network Analysis, Newport Beach, CA, 04/2016
International Symposium on Social Communication – Invited Plenary, University of Chile, Santiago, Chile, 07/2012
8th Invitational Choice Symposium, Key Largo, FL, 05/2010

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

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)

- INFORMS Society for Marketing Science Doctoral Dissertation Proposal Award (2013)
- 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

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| 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 | <i>Faculty Recruiting Committee</i> , Yale School of Management, 2014-current (many years) |
| | <i>PhD Recruiting Committee</i> , Yale School of Management, 2014-current (many years) |
| | <i>Faculty Recruiting Committee</i> , Harvard Business School, 2010-2013 |
| | <i>Doctoral Recruiting Committee</i> , Harvard Business School, 2010-2013 |
| OTHER SERVICE | Faculty and PhD Recruiting Committee, Yale School of Management |
| PROFESSIONAL AFFILIATIONS | Member: American Marketing Association, INFORMS, American Economic Association |

Last Updated: May 2024