

**Cover Letter of Vineet Kumar, Yale School of Management**

August 25, 2025

Dear Search Committee Chair,

I write with much enthusiasm to apply to the Faculty Position in Marketing at New York University's Stern School of Business. I am impressed by the college's strong reputation for its research, as well as educational offerings, including undergraduate, MBA and varied masters degrees. As a quantitative marketing scholar with an interest in exploring the intersection of technology and business, I am confident that my research interests align well and complement those of your highly regarded faculty. I distinctly recall my visit when I was a rookie, and encountered a very academically curious and engaged seminar audience. I greatly enjoyed the insightful meetings with the faculty too. Thank you for that wonderful experience many years ago.

As a faculty member at Yale focused on quantitative marketing, I have developed a strong research program focused on digital business models. My work examines how consumers make choices about product adoption and consumption, as well as how firms can design, develop, and market products based on digital technologies. Specifically, I examine digital business model choices (e.g. product versioning in freemium), and how they impact both consumer behavior and the resulting implications for firm strategy. My goal is to uncover and provide a nuanced understanding of the complex relationships between consumer behavior, firm strategy, and digital technologies. In recent times, regulatory aspects have also become important, which I examine in some studies.

My research employs methodological bases that span the breadth of quantitative marketing, as relevant to the problem. I have developed and used structural econometric models (and other causal inference methods) informed by theory and domain knowledge to analyze consumer and firm behavior. More recently, I have developed and continue to build a stream of research building theory-based machine learning models for business applications. My methods are focused on providing *explainability*, in contrast to commonly used methods that are often opaque black boxes, where we don't understand *how* or *why* they work. I believe that overall, I would be able to contribute effectively to the department's research portfolio, given my research agenda spanning digital technologies using structural and other causal models, as well as newly-developing machine learning approaches to quantitative marketing.

In my research, I have worked closely with PhD students, (co-)chairing 4 dissertation committees spanning my time at both Harvard and Yale. I have also served as a member on several other dissertation committees. Seeing the students develop from new, inexperienced entrants to budding researchers and finally to independent scholars has been a wonderful experience, and I feel gratified and grateful to be part of the journey. My former advisees have obtained strong research positions, including many highly regarded research schools, and I continue to mentor and stay in regular contact with all of them. The wonderful opportunities at NYU in contributing to, nurturing and developing a strong doctoral program would be of keen interest to me, and I would very much like to be involved in the process.

On teaching, I have developed and taught two elective courses on *AI Strategy and Marketing* and *Digital Strategy*. While these courses are aimed at MBA students, advanced undergraduates are keenly interested in them. I strive to create interactive learning experiences that connect academic concepts to real-world problems, including using case studies to complement lectures. My teaching philosophy emphasizes active learning, critical thinking, and collaboration. I have also taught across a variety of executive education programs, both executive MBA and other shorter-term custom programs.

I'm very much looking forward to connecting and learning more about the academic community at NYU.

Sincerely,

