

# 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, & Causal Inference, 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