

# Vineet Kumar

Yale School of Management  
165 Whitney Avenue, Evans Hall 5469  
New Haven, CT 06511 USA

Phone: (203) 436-9657  
E-mail: [vineet.kumar@yale.edu](mailto:vineet.kumar@yale.edu)  
Web: <http://som.yale.edu/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  |                   |
|  | Bachelor of Technology  | Chennai, India    |
| PUBLICATIONS<br>(INCLUDING<br>CONDITIONALLY<br>ACCEPTED) | <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"> <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> <p>Demand Estimation for Subscriptions: Identifying Willingness to Pay without Price Variation, with Cheng Chou, Accepted 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> <p>Estimating Dynamic Discrete Choice Models with Aggregate Data: Properties of the Inclusive Value Approximation, with Tim Derdenger. <b>Lead Article</b>, <i>Quantitative Marketing and Economics</i>, Dec 2019</p> <p>Linear Estimation of Aggregate Dynamic Discrete Demand for Durable Goods without the Curse of Dimensionality, with Cheng Chou and Tim Derdenger. <i>Marketing Science</i>, Sep-Oct 2019</p> <p>Match Your Own Price? Self-Matching as a Multichannel Retailer’s Pricing Strategy, with Pavel Kireyev and Elie Ofek. <i>Marketing Science</i>, Nov-Dec 2017</p> |                   |

“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, Under Review (3rd round) at *Management Science*

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

On the Friendship Paradox and Inversity: A Network Property with Applications to Privacy-sensitive Network Interventions, with David Krackhardt and Scott Feld, Under Review (3rd round) at *Proceedings of the National Academy of Sciences*

A Theory-Based Interpretable Deep Learning Architecture for Music Emotion, with Hortense Fong and K. Sudhir, Under Review (2nd round) at *Marketing Science*

- Winner, American Statistics Association Section on *Statistics in Marketing* Award (2022)

- Winner, Alden Clayton Dissertation Award, Marketing Science Institute (2022)

Nonparametric Bandits Leveraging Informational Externalities to Learn the Demand Curve, with Ian Weaver, preparing for 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

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

Wait-to-Unlock: A Monetization Strategy for Serialized Fiction Platforms, with Peter Lee and K. Sudhir

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

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, 2015-current

Co-chair for Digital Marketing Track at *AMA's Winter Marketing Educators' Conference*, Orlando, FL (02/2014)

Co-chair for Invited Session on Complementary Choices at *Ninth Invitational Choice Symposium*, Erasmus School of Economics, Noordwijk, The Netherlands (06/2013)

Conference Advisory Committee, Interdisciplinary Conference on Marketing, Strategy, and Information Systems, Shanghai, China (08/2013)

## 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

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| INVITED SEMINAR<br>PRESENTATIONS | Stanford University, 03/2024 (scheduled)<br>National University of Singapore, 03/2024 (scheduled)<br>Nanyang Technological University, Singapore, 03/2024 (scheduled)<br>University of Minnesota, 11/2023<br>Indian Institute of Management – Bangalore, 08/2023<br>Indian School of Business, 08/2023<br>University of Illinois at Urbana Champaign, 05/2023<br>University of Texas, Dallas, 04/2023<br>Yale School of Management Faculty Seminar, 04/2023<br>Carnegie Mellon University, 03/2023<br>University of Texas, Austin, 04/2021<br>Washington University at St. Louis, 01/2020<br>Yale University Quantitative Marketing Talk, 09/2019<br>Washington University at St. Louis, 09/2019<br>University of Chicago, Vithala R. Rao Celebratory Symposium, 08/2019<br>Massachusetts Institute of Technology, 04/2019<br>University of California, San Diego, 04/2019<br>University of Toronto, 02/2019<br>Computational Social Science Seminar (Yale), 10/2017<br>University of Texas, Austin, IROM Seminar Series, 10/2017<br>Duke University, 04/2017<br>Columbia University, 03/2017<br>Emory University , 03/2017<br>Yale SOM Internal Faculty Seminar, 04/2016<br>Yale Institute of Network Science, 12/2015<br>Yale SOM Faculty Seminar Series, 04/2015<br>Cornell University, 12/2014<br>University of Connecticut, 11/2014<br>Yale Center for Customer Insights, Board Meeting, 10/2014<br>University of Chicago, 03/2014<br>Stanford University, 02/2011<br>Emory University, 09/2009<br>Georgia Institute of Technology, 09/2009<br>University of Rochester, 09/2009<br>McGill University, 09/2009<br>University of Southern California, 09/2009<br>Temple University, 09/2009 |
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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), Dissertation Co-Chair (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

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-

*PhD Recruiting Committee*, Yale School of Management, 2014-

*Faculty Recruiting Committee*, Harvard Business School, 2010-2013

*Doctoral Recruiting Committee*, 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: December 2023