April 2025

Dear Prof. Christoph Loch,

Greetings from Pittsburgh! This is Kannan Srinivasan here from Carnegie Mellon University. I hope this letter finds you well and in good spirits. I write with several colleagues in Marketing regarding the department editorship at Management Science. I understand that Duncan Simester will complete his 6-year term this June as the DE of Marketing at Management Science, and you might be considering others.

My colleagues and I write with a recommendation for the DE position, and request your kind consideration. Let me introduce my colleagues, who are all senior faculty leaders representing an array from marketing at top universities: Juanjuan Zhang from MIT (former DE of Marketing at Management Science), Ganesh Iyer from U.C. Berkeley (former SE of Marketing Science), and Miguel Villas Boas from U.C. Berkeley (former DE of Marketing at Management Science).

We collectively nominate Prof. Nitin Mehta from University of Toronto with our strongest recommendation to serve as DE at Management Science. Nitin is currently the Ellison Professor of Marketing at the University of Toronto. We believe Nitin will be an excellent choice as the DE for several reasons, including the following specific ones.

Nitin has the important critical qualities that would make for an excellent and even exceptional DE for Marketing. His research has always favored quality over quantity, and he will bring this to inform and guide him in this important role, to ensure that Management Science remains at the top of mind for every serious quantitative marketing researcher.

His research also has had impact at the highest levels of the field. Five of his papers have been finalists for the best paper awards for papers published in INFORMS journals including Marketing Science - four of them were finalists for the Long-Term Impact, and one was a finalist for the John Little Best Paper Awardin 2022.

Nitin currently serves as an Associate Editor at the *Journal of Marketing Research*. He has already served as the Associate Editor at *Marketing Science* for six years from 2019 to 2025. Both journals' editors have personally told me that he was an exceptionally capable Associate Editor. It should be no surprise that Nitin was bestowed the inaugural *Marketing Science Service Award* in 2023 for being one of the top Associate Editors at Marketing Science.

Nitin comes to this role with a unique set of methodological skills and understanding. There are very few people at this level who have published top-quality research using related but different methodologies. Nitin’s core early works developed with structural and causal inference models. More recently, he has published several papers in top INFORMS journals involving machine learning methods and studying AI and its implications in depth. Two of these papers have appeared in Marketing Science, one highlighted in HBR, and three are presently in advanced rounds at Marketing Science. These papers have had a substantial impact on researchers, managers and also policy makers at the highest level. For instance, the Marketing Science paper by Zhang et al. (2021) was cited in the [2023 Economic Report of the U.S. President](https://www.whitehouse.gov/wp-content/uploads/2023/03/ERP-2023.pdf).

Nitin has had leadership experience in multiple ways. First, he is currently the Vice President for Education at INFORMS Society for Marketing Science. He was elected by the community for his leading approach towards education, including organizing the doctoral consortium and a camp that brings together early career researchers with established who can provide mentorship.

Second, he has served as the Department Chair for 6 years at the University of Toronto’s Rotman school. Over the last 5 years, he has guided and supervised many PhD students from multiple institutions, including the University of Toronto, Carnegie Mellon University, and Washington University at St. Louis. The faculty at these schools have specifically reached out to Nitin to establish these collaborations, since they considered his expertise and abilities so valuable.

Students he has guided have been placed at top universities such as Harvard, Carnegie Mellon, and NYU; two of them have won the best dissertation awards at the Informs Society of Marketing Science. His leadership in mentoring was further recognized with Nitin being awarded the 2024 *Outstanding Doctoral Student Mentorship Award* at his University.

Finally, Nitin would also bring intellectual and geographic diversity to the DEs in Marketing at Management Science. Currently, 3 of the DEs (other than Duncan Simester) in marketing have been trained in economics, and have a PhD from that field. While economics is an important reference discipline for marketing, there are others including fast evolving areas like machine learning that would benefit from a DE who has substantial and relevant expertise in these areas. More scholars in these areas would be motivated to submit to Management Science as their journal of first choice when they see their methodological fields represented in the journal’s leadership. Finally, unlike the other DEs, Nitin is located in Canada, representing countries outside the US and bringing in geographical sensitivity and acceptance.

I have attached a copy of his vita. As you can see, we are all very enthusiastic about Nitin’s candidacy for the above reasons, and think that he would raise the journal’s profile even higher in the community of quantitative marketing scholars. We thank you for your time in considering his candidacy.

Sincerely,

Kannan Srinivasan

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