

Hema Yoganarasimhan

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Research Interests

Substantive areas: digital marketing, digital advertising, two-sided markets, auctions, on-line search.

Methods: marketing analytics, econometrics, machine learning, structural models.

Academic Positions

Professor, Foster Faculty Fellow
Michael G. Foster School of Business, University of Washington

Adjunct Professor
Computer Science and Engineering, University of Washington

Adjunct Professor
Department of Economics, University of Washington

Faculty Affiliate
Center for Statistics in the Social Sciences, University of Washington

Past Positions

2017 - 2020: Associate Professor, Foster Faculty Fellow
Michael G. Foster School of Business, University of Washington

2014 - 2017: Assistant Professor, Foster Faculty Fellow
Michael G. Foster School of Business, University of Washington

2009 - 2014: Assistant Professor
Graduate School of Management, UC Davis

Education

Yale University
Ph.D., Marketing, 2009; M. Phil., Marketing, 2008; M.A., Marketing, 2006

Indian Institute of Technology, Madras
B.Tech, Naval Architecture and Ocean Engineering, 2004

Dissertation

Essays on the Role of Social Interactions and Networks in Marketing

Winner, MSI Clayton Doctoral Dissertation Proposal Competition, 2008.

Research Honors & Awards

MSI Scholar, 2020.

Faculty Fellow, ISMS Doctoral Consortium, 2018.

Finalist, Paul Green Best Paper Award, 2017.

Finalist, John D.C. Little Best Paper Award, 2016.

MSI Young Scholar, 2015.

Foster Faculty Fellowship, 2014-present.

Winner, John D.C. Little Best Paper Award, 2013.

Winner, Frank M. Bass Outstanding Dissertation Award, 2012.

Finalist, John D.C. Little Best Paper Award, 2012.

Winner, MSI Clayton Doctoral Dissertation Proposal Competition, 2008.

Fellow, AMA-Sheth Doctoral Consortium, Columbia, Missouri, 2008.

Fellowship, Yale University, 2004-2009.

Teaching & Service Awards

Lex N. Gamble Family Award for Excellence in Case Development & Curriculum Innovation, 2018.

PhD Program Mentoring Award, 2016-17.

Management Science Meritorious Service Award, 2012, 2013, 2014, 2015.

Publications

1. Rafieian, O., and Yoganarasimhan, H. (2020), "Targeting and Privacy in Mobile Advertising," Forthcoming at *Marketing Science*.
2. Yoganarasimhan, H. (2020), "Search Personalization using Machine Learning." *Management Science*, Vol. 66(3), pp 1045-1070.

3. Yoganarasimhan, H. (2017), "Identifying the Presence and Cause of Fashion Cycles in Data." *Journal of Marketing Research*, Vol. 54(1), pp 5–26. (Lead article.)
Finalist, Paul Green Best Paper Award, 2017.
4. Yoganarasimhan, H. (2016), "Estimation of Beauty Contest Auctions," *Marketing Science*, Vol. 35(1), pp 27–54.
Finalist, John D.C. Little Best Paper Award, 2016.
5. Yoganarasimhan, H. (2013), "The Value of Reputation in an Online Freelance Marketplace," *Marketing Science*, Vol. 32(6), pp 860–891.
Winner, John D.C. Little Best Paper Award, 2013.
6. Yoganarasimhan, H. (2012), "Cloak or Flaunt? The Fashion Dilemma," *Marketing Science*, Vol. 31(1), pp 74–95.
Winner, Frank M. Bass Outstanding Dissertation Award, 2012.
Finalist, John D.C. Little Best Paper Award, 2012.
7. Yoganarasimhan, H. (2012), "Impact of Social Network Structure on Content Propagation - A Study using YouTube Data," *Quantitative Marketing and Economics*, Vol. 10(1), pp 111–150.
8. Mayzlin, D., and Yoganarasimhan, H. (2012), "Link to Success - How Blogs Build an Audience by Promoting Rivals," *Management Science*, Vol. 58(9), pp 1651–1668.

Book Chapters & Survey Papers

8. Dzyabura, D., and Yoganarasimhan, H., "Machine Learning and Marketing," in *Handbook of Marketing Analytics: Methods and Applications in Marketing, Public Policy, and Litigation Support*, editors Hanssens, D., and Mizik, N., January, 2018.
9. Proserpio, D., Hauser, J. R., Liu, X., Amano, T., Burnap, A., Guo, T., Lee, D., Lewis, R. A., Misra, K., Schwartz, E. M., Timoshenko, A., Xu, L., and Yoganarasimhan, H. (2020), "Soul and Machine (Learning)," Forthcoming, *Marketing Letters*.

Working Papers

10. Bojd, B., and Yoganarasimhan, H., "Star-Cursed Lovers: Role of Popularity Information in Online Dating," invited revision at *Marketing Science*.
11. Iyer, G., and Yoganarasimhan, H., "Strategic Polarization in Group Interactions," invited revision at *Journal of Marketing Research*.

12. Yoganarasimhan, H., Barzegary, E., and Pani, A., "Design and Evaluation of Personalized Free Trials," under review at *Management Science*.
13. Rafieian, O., and Yoganarasimhan, H., "How Does Variety of Previous Ads Influence Consumer's Ad Response?" under review at *Journal of Marketing Research*.

Service

Co-Editor

Quantitative Marketing and Economics

Associate Editor

Management Science, Marketing Science

Editorial Board

Customer Needs and Solutions

Conference Committees

Senior Program Committee Member, ACM Conference on Economics and Computation, 2019

Selection Committee Member, QME Conference, 2018, 2019, 2020

Selection Committee Member, UTD FORMS Conference, 2016

Ad-hoc Reviewer

Annals of Applied Statistics

Information Sciences Research

International Journal of Research in Marketing

Journal of Consumer Research

Journal of Marketing

Journal of Political Economy

Manufacturing and Service Operations Management

MSI Doctoral Dissertation Proposal

Operations Research

Production and Operations Management

Quantitative Marketing and Economics

Research Grants Council of Hong Kong

Social Sciences and Humanities Research Council of Canada

Discussant

SICS Berkeley, 2014, 2016, 2019

Theory in Economics and Information Systems, 2011

Other Service

Member, 2020 ISMS Doctoral Dissertation Proposal Committee

Advisory member, ISMS Board, (2020-present)

WCAI Data Grant Proposal Reviewer, 2016

Panelist, Annual Meeting of the Decision Science Institute, 2015
Track Co-chair, AMA Winter Educator's conference, 2012

Research Grants

Adobe Digital Marketing Research Award, 2017.

Marketing Science Institute Research Award, 2015.

Adobe Research Grant, 2012.

UC Davis Small Grant in Aid of Research, 2010, 2011.

Student Supervision

Ebrahim Barzegary (Chair), Expected Graduation: 2021

Omid Rafieian (Chair, Cornell Tech), 2020

Eugene Pavlov (Committee, University of Miami), 2020

Hana Choi (Committee, University of Rochester), 2019

Behnaz Ghahestani Bojd (Committee, UC Irvine), 2019

Shahryar Doosti (Committee, Chapman University), 2019

Teaching

Analytics for Marketing Decisions (MBA, MSBA, Undergraduate, University of Washington)

Marketing Core (Undergraduate, University of Washington)

Digital Marketing (MBA, UC Davis)

Dynamic Structural Models in Marketing (PhD, University of Washington)

Invited Talks

Star-Cursed Lovers: Role of Popularity Information in Online Dating.
Santa Clara University, 2020

Design and Evaluation of Personalized Free Trials.
University of Southern California (Zoom seminar), 2020
University of California at Berkeley, 2018
University of Maryland, 2018
Johns Hopkins University, 2018

Targeting and Privacy in Mobile Advertising.

University of Pennsylvania, 2019

Harvard University, 2019

Massachusetts Institute of Technology, 2018

Carnegie Mellon University, 2018

Search Personalization using Machine Learning.

Harvard University, 2017

Duke University, 2017

Identifying the Presence and Cause of Fashion Cycles in Data.

Cornell University, 2014

Estimation of Beauty Contest Auctions.

University of Washington (ISOM Dept.), 2015

University of Alberta, 2014

Washington University at St. Louis, 2014

University of Toronto, 2014

Columbia University, 2013

University of Colorado, 2013

The Value of Reputation in an Online Freelance Marketplace.

University of Southern California, 2013

University of Washington, 2013

University of Rochester, 2013

University of California at Los Angeles, 2013

Yale University, 2013

Northwestern University, 2013

London Business School, 2013

University of North Carolina at Chapel Hill, 2012

Columbia University, 2012

University of Wisconsin at Madison, 2012

Impact of Social Network Structure on Content Propagation - A Study using YouTube Data.

Adobe Research Labs, 2012

University of Washington, 2011

University of California at Berkeley, 2010

Stanford University, 2010

Cloak or Flaunt? The Fashion Dilemma.

Carnegie Mellon University, 2008

HKUST, 2008

London Business School, 2008

New York University, 2008

University of California at Davis, 2008

University of Florida, 2008
University of Maryland, 2008
University of Minnesota, 2008
University of Texas at Dallas, 2008
Washington University at St. Louis, 2008
Yale University Economic Theory Lunch, 2008

Conference Talks

Design and Evaluation of Personalized Free Trials.

Marketing Science Conference, 2020
11th Triennial Invitational Choice Symposium, 2019

Star-Cursed Lovers: Role of Popularity Information in Online Dating.

UTD FORMS Conference, 2020

How Does Variety of Previous Ads Influence Consumer's Ad Response?

SICS Berkeley, 2018

Targeting and Privacy in Mobile Advertising.

Marketing Science Conference, 2018
MSI-WCAI Conference on New Perspectives on Marketing Analytics, 2018
SICS Berkeley, 2017
Marketing Science-FTC Conference on Consumer Protection, 2016
Big Data and Marketing Analytics Conference, 2016
10th Triennial Invitational Choice Symposium, 2016

Search Personalization using Machine Learning.

Columbia Big Data and Marketing Analytics Conference, 2017
Stanford Digital Marketing Conference, 2016
Big Data Marketing Analytics Conference, 2014
Marketing Science Conference, 2014
UTD FORMS Conference, 2014

A Dynamic Model of Online Search.

Marketing Dynamics Conference, 2014

Estimation of Beauty Contest Auctions.

SMART Workshop, 2014
QME Conference, 2013
Marketing Science Conference, 2013
Marketing Dynamics Conference, 2013
UTD FORMS Conference, 2013
NASMEI Conference, 2013

The Value of Reputation in an Online Freelance Marketplace.

SICS Berkeley, 2012

Marketing Science Conference, 2012

UTD FORMS Conference, 2012

NASMEI Conference, 2012

Identifying the Presence and Cause of Fashion Cycles in Data.

SICS Berkeley, 2011

Marketing Science Conference, 2011

NASMEI Conference, 2011

Impact of Social Network Structure on Content Propagation - A Study using YouTube Data.

Marketing Dynamics Conference, 2010

Marketing Science Conference, 2010

UTD FORMS Conference, 2010

NASMEI Conference, 2009