

# Hema Yoganarasimhan

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## Research Interests

Substantive areas: digital and mobile marketing, digital advertising and promotions, two-sided markets, auctions, online search, personalization, networks.

Methods: causal inference, machine learning, structural models/IO, game theory.

## 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.

## Publications

1. Yoganarasimhan, H., Barzegary, E., and Pani, A., (2022) "Design and Evaluation of Optimal Free Trials," forthcoming at *Management Science*.
2. Rafieian, O., and Yoganarasimhan, H., (2022) "Variety Effects in Mobile Advertising" forthcoming at *Journal of Marketing Research*.
3. Bojd, B., and Yoganarasimhan, H., (2022) "Star-Cursed Lovers: Role of Popularity Information in Online Dating," forthcoming at *Marketing Science*.
4. Iyer, G., and Yoganarasimhan, H., (2021) "Strategic Polarization in Group Interactions." *Journal of Marketing Research*, Vol. 58(4), pp 782–800.
5. Rafieian, O., and Yoganarasimhan, H. (2021), "Targeting and Privacy in Mobile Advertising," *Marketing Science*, Vol. 40(2), pp 193–218. (Lead article.)
6. Yoganarasimhan, H. (2020), "Search Personalization using Machine Learning." *Management Science*, Vol. 66(3), pp 1045–1070.
7. 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.
8. 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.
9. 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.
10. 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.

11. 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.
12. 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

13. 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.
14. 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)," *Marketing Letters*, Vol. 31, pp 393–404.

## Working Papers

15. Goli, A., Lambrecht, A., and Yoganarasimhan, H. "A Bias Correction Approach for Interference in Ranking Experiment," *Working Paper*.

## Research Honors & Awards

Erin Anderson Award for Emerging Female Marketing Scholar and Mentor, 2021.

MSI Scholar, 2020.

Faculty Fellow, ISMS Doctoral Consortium, 2018, 2021.

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.

## Service

### Co-Editor

Quantitative Marketing and Economics

### Associate Editor

Management Science, Marketing Science

### Editorial Board

Customer Needs and Solutions, Foundations and Trends in Marketing

### 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

A Bias Correction Approach for Interference in Ranking Experiment.  
University of Miami, 2022 (scheduled)  
Johns Hopkins University (Economics), 2022 (scheduled)  
Yale University, 2021

Design and Evaluation of Optimal Free Trials.

Lehigh University, 2021  
Emory University, 2021  
University of Houston, 2021  
University of Rochester, 2021  
University of South Carolina, 2021  
University of Southern California, 2020  
University of California at Berkeley, 2018  
University of Maryland, 2018  
Johns Hopkins University, 2018

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

Santa Clara University, 2020

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 Optimal Free Trials.

UTD FORMS Conference, 2021  
Marketing Science Conference, 2020  
11<sup>th</sup> Triennial Invitational Choice Symposium, 2019

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

Theory and Practice in Marketing Conference, 2021  
UTD FORMS Conference, 2020

How Variety Effects in Advertising

SICS Berkeley, 2018

Targeting and Privacy in Mobile Advertising.

Asia Pacific Industrial Organization Conference, 2021  
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  
10<sup>th</sup> 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