# 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, experimentation.

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

## Academic Positions

Professor, Foster Faculty Fellow
Foster School of Business, University of Washington

Adjunct Professor
– Computer Science and Engineering
– Department of Economics

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

## Past Positions

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

2014 - 2017: Assistant Professor, Foster Faculty Fellow
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. Ye, Z., Yoganarasimhan, H., and Zheng, Y., "LOLA: LLM-Assisted Online Learning Algorithm for Content Experiments," Forthcoming at *Marketing Science*.

2. Jain, L., Li, Z., Loghmani, E., Mason, B., and Yoganarasimhan, H., (2024) "Effective Adaptive Exploration of Prices and Promotions in Choice-Based Demand Models," *Marketing Science*, Vol. 43(5), pp 1002-1030.

3. Yoganarasimhan, H., and Iakovetskaia, I., (2024) "From Feeds to Inboxes: A Comparative Study of Polarization in Facebook and Email News Sharing." *Management Science*, Vol. 70(9) pp 6461-6472.

4. Goli, A., Lambrecht, A., and Yoganarasimhan, H., (2024) "A Bias Correction Approach for Interference in Ranking Experiments." *Marketing Science*, Vol. 43(3), pp 590-614.

5. Yoganarasimhan, H., Barzegary, E., and Pani, A., (2023) "Design and Evaluation of Optimal Free Trials," *Management Science*, Vol. 69(6), pp 3220-3240.

6. Rafieian, O., and Yoganarasimhan, H., (2022) "Variety Effects in Mobile Advertising," *Journal of Marketing Research*, Vol. 59(4), pp 718–738.

    Finalist, AMA-MRSIG Don Lehmann Award, 2023.

7. Bojd, B., and Yoganarasimhan, H., (2022) "Star-Cursed Lovers: Role of Popularity Information in Online Dating," *Marketing Science*, Vol. 41(1), pp 73–92.

8. Iyer, G., and Yoganarasimhan, H., (2021) "Strategic Polarization in Group Interactions." *Journal of Marketing Research*, Vol. 58(4), pp 782–800.

9. Rafieian, O., and Yoganarasimhan, H. (2021), "Targeting and Privacy in Mobile Advertising," *Marketing Science*, Vol. 40(2), pp 193–218. (Lead article.)

    Winner, Frank M. Bass Outstanding Dissertation Award, 2021.
    Finalist, John D.C. Little Best Paper Award, 2021.

10. Yoganarasimhan, H. (2020), "Search Personalization using Machine Learning." *Management Science*, Vol. 66(3), pp 1045–1070.

11. 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.

12. 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.

13. Yoganarasimhan, H. (2013), "The Value of Reputation in an Online Freelance Marketplace," *Marketing Science*, Vol. 32(6), pp 860–891.

    Finalist, Don Morrison Long Term Impact Award, 2023.
    Winner, John D.C. Little Best Paper Award, 2013.

14. 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.

15. 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.

16. 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.

## Cases, Book Chapters, & Survey Papers

17. Ofek, E., Yoganarasimhan, H., and Lefort, A. (2024), "Amperity: First-Party Data at a Crossroads," *Harvard Business School Case 524-017*.

18. Rafieian, O., and Yoganarasimhan, H. (2023), "AI and Personalization," in the special issue on Artificial Intelligence and Marketing in *Review of Marketing Research*, editors Sudhir, K., and Toubia, O, pp 77–102.

19. 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.

20. Dzyabura, D., and Yoganarasimhan, H., "Machine Learning and Marketing," (2018) in *Handbook of Marketing Analytics: Methods and Applications in Marketing, Public Policy, and Litigation Support*, editors Hanssens, D., and Mizik, N.

# Working Papers

21. Mummalaneni, S., Yoganarasimhan, H., and Pathak, V., "How Do Content Producers Respond to Engagement on Social Media Platforms?," *Working Paper*.

22. Barzegary, E. and Yoganarasimhan, H., "A Recursive Partitioning Approach for Dynamic Discrete Choice Models in High-Dimensional Settings," *Working Paper*.

23. Singh, A., Liu, Ye., and Yoganarasimhan, Hema., "Choice Models and Permutation Invariance: Demand Estimation in Differentiated Products Markets," *Working Paper*.

24. Cheng, M., Ofek, E., and Yoganarasimhan, H., "The Value of Silence: The Effect of UMG's Licensing Dispute with TikTok on Music Demand," *Working Paper*.

25. Biswas, S., Yoganarasimhan, H., and Zhang, H., "Channel Choice and Customer Value," *Working Paper*.

26. Mosaffa, M., Rafieian, O., and Yoganarasimhan, H., " Visual Polarization Measurement Using Counterfactual Image Generation," *Working Paper*.

# Research Honors & Awards

Academic Fellow, Marketing Science Institute, 2023–2025.

Finalist, Don Morrison Long Term Impact Award, 2023.

Winner, Frank M. Bass Outstanding Dissertation Award, 2021, 2012.

Finalist, John D.C. Little Best Paper Award, 2021, 2016, 2012.

Faculty Fellow, ISMS Doctoral Consortium, 2022, 2021, 2018.

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

MSI Scholar, 2020.

Finalist, Paul Green Best Paper Award, 2017.

MSI Young Scholar, 2015.

Foster Faculty Fellowship, 2014-present.

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

Winner, MSI Clayton Doctoral Dissertation Proposal Competition, 2008.

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

Fellowship, Yale University, 2004-2009.

# Teaching & Service Awards

Marketing Science Service Award (for AE role), 2023.

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

Senior Editor
  Marketing Science (2024–present)

Co-Editor
  Quantitative Marketing and Economics (2017–2024)

Associate Editor
  Management Science (2020–2024), Marketing Science (2017–2024)

Editorial Board
  Customer Needs and Solutions (2014–2024)
  Foundations and Trends in Marketing (2021–2024)

Conference Committees
  Senior Program Committee Member, ACM Conference on Economics
  and Computation, 2025, 2024, 2019
  Program Committee Member, Workshop for Platform Analytics, 2025, 2024
  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, 2019, 2016, 2014
      Theory in Economics and Information Systems, 2011

Other Service
      Senior Faculty Fellow, ISMS Early-Career Scholars Camp, 2023
      Member, MSI Young Scholar Selection Committee, 2023
      Chair, ISMS Doctoral Dissertation Proposal Committee, 2022
      Member, ISMS Doctoral Dissertation Proposal Committee, 2020
      Advisory member, ISMS Board, (2020-2021)
      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, 2021, 2015.

Adobe Research Grant, 2012.

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

# Student Supervision

Ebrahim Barzegary (Chair, T-Mobile), 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

LOLA: LLM-Assisted Online Learning Algorithm for Content Experiments
  Hong Kong University, 2024
  University of Southern California, 2024

How Do Content Producers Respond to Engagement on Social Media Platforms?
  HKUST, 2024
  Stanford University, 2024
  University of Toronto, 2023
  Virtual Digital Economy, 2023
  Harvard University, 2023
  University of Michigan, 2023

A Bias Correction Approach for Interference in Ranking Experiment.
  Ivey School of Business, 2022
  Indian Institute of Management at Ahmedabad, 2022
  EMAC Digital Marketing Seminar, 2022
  Penn State University, 2022
  Johns Hopkins University (Economics), 2022
  Temple University, 2022
  University of Miami, 2022
  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.
  Amazon Advertising Science, 2022
  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

A Recursive Partitioning Approach for Dynamic Discrete Choice Models in High-Dimensional Settings
Marketing Science Conference, 2023

A Bias Correction Approach for Interference in Ranking Experiment.
CODE MIT, 2023

AI and Personalization
Utah Winter OM Conference, 2023

From Feeds to Inboxes: A Comparative Study of Polarization in Facebook and Email News Sharing
Marketing Science Conference, 2022

Design and Evaluation of Optimal Free Trials.
UTD FORMS Conference, 2021
Marketing Science Conference, 2020
11$^{th}$ 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 Mobile 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$^{th}$ 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