KINSHUK JERATH
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Columbia Business School
Columbia University
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Employment

Associate Professor of Marketing, July 2013 – present
Columbia Business School, Columbia University

Assistant Professor of Marketing, July 2008 – May 2013
Tepper School of Business, Carnegie Mellon University

Education

Ph.D., Marketing, August 2008
Wharton School, University of Pennsylvania

Bachelor of Technology, Computer Science and Engineering, August 2003
Indian Institute of Technology Bombay

Research Interests

Economics-based and statistics-based quantitative models applied to:
- Traditional and online retailing
- Online advertising
- Customer-base analysis
- Interface of Marketing with Operations Management and with Information Systems

Published Papers

1. Sayedi, Amin, Kinshuk Jerath and Kannan Srinivasan (2013), "Competitive Poaching in Sponsored Search Advertising and Its Strategic Impact on Traditional Advertising," *Marketing Science*, forthcoming.

2. Dai, Tinglong and Kinshuk Jerath (2013), "Salesforce Compensation With Inventory Considerations," *Management Science*, 59 (11), 2490–2501.

3. Lu, Yingda, Kinshuk Jerath and Param Vir Singh (2013), "The Emergence of Opinion Leaders in a Networked Online Community: A Dyadic Model with Time Dynamics and a Heuristic for Fast Estimation," *Management Science*, 59 (8), 1783–1799.

4. Jiang, Baojun, Kinshuk Jerath and Kannan Srinivasan (2011), "Firm Strategies in the 'Mid Tail' of Platform-Based Retailing," *Marketing Science*, 30 (5), 757-775. *[Lead article]*

5. Jerath, Kinshuk, Peter S. Fader and Bruce G.S. Hardie (2011), "New Perspectives on Customer 'Death' Using a Generalization of the Pareto/NBD Model," *Marketing Science*, 30 (5), 866-880.

6. Jerath, Kinshuk, Liye Ma, Young-Hoon Park and Kannan Srinivasan (2011), "A 'Position Paradox' in Sponsored Search Auctions," *Marketing Science*, 30 (4), 612-627.

7. Goic, Marcel, Kinshuk Jerath and Kannan Srinivasan (2011), "Cross-Market Discounts," *Marketing Science*, 30 (1), 134-148.

8. Jerath, Kinshuk and Z. John Zhang (2010), "Store Within a Store," *Journal of Marketing Research*, XLVII (August), 748-763.

9. Jerath, Kinshuk, Serguei Netessine and Senthil K. Veeraraghavan (2010), "Revenue Management with Strategic Customers: Last-Minute Selling and Opaque Selling," *Management Science*, 56 (3), 430-448. [Finalist for *Management Science Best Paper Award in Operations Management*, 2013]

10. Fader, Peter S., Bruce G.S. Hardie and Kinshuk Jerath (2007), "Estimating CLV Using Aggregated Data: The *Tuscan Lifestyles* Case Revisited," *Journal of Interactive Marketing*, 21 (3), 55-71.

11. Jerath, Kinshuk and Balaji Padmanabhan (2005), "Query-Driven Conceptual Browsing: A Semi-Automated Approach for Building and Exploring Concepts on the Web," *Proceedings of WITS 2005*, 117-122.

Papers Under Review/Revision

12. Amaldoss, Wilfred, Kinshuk Jerath and Amin Sayedi (2013), "Bidding Costs and "Broad Match" in Sponsored Search Advertising," under review at *Marketing Science*.

13. Abhishek, Vibhanshu, Kinshuk Jerath and Z. John Zhang (2013), "To Platform-Sell or Resell: Channel Structures in Electronic Retailing," under review at *Management Science*.

14. Jerath, Kinshuk, Liye Ma and Young-Hoon Park (2013), "Consumer Click Behavior at a Search Engine: The Role of Keyword Popularity," under review at *Journal of Marketing Research*.

15. Jerath, Kinshuk, Anuj Kumar and Serguei Netessine (2013), "An Information Stock Model of Customer Behavior in Multichannel Customer Support Services," under review at *Manufacturing & Service Operations Management*.

16. Jerath, Kinshuk, Peter S. Fader and Bruce G.S. Hardie (2013), "Customer-Base Analysis on a "Data Diet": Model inference Using Repeated Cross-Sectional Summary (RCSS) Data," under review at *Marketing Science*.

17. Neslin, Scott, Kinshuk Jerath and 10 other coauthors (2013), "The Interrelationships between Brand and Channel Choice," under review at *Marketing Letters*.

Working Papers

18. Jerath, Kinshuk and Amin Sayedi (2013), "Exclusive Display in Sponsored Search Advertising," Working paper, Columbia University.

19. Dai, Tinglong and Kinshuk Jerath (2013), "Impact of Inventory on Quota-Bonus Contracts With Rent Sharing," Working paper, Columbia University.

20. Jerath, Kinshuk, S. Sajeesh and Z. John Zhang (2013), "The Coexistence of Organized and Unorganized Retailing in Emerging Economies," Working paper, Columbia University.

21. Goic, Marcel, Kinshuk Jerath and Kirthi Kalyanam (2013), "Marketing Attribution in a Multichannel Customer Relationship Setting," Working paper, Columbia University.

22. Geylani, Tansev, Kinshuk Jerath and Z. John Zhang (2010), "Store Loyalty and Competitive Store-Brand Strategy," Working paper, Columbia University.

23. Jerath, Kinshuk, Serguei Netessine and Z. John Zhang (2010), "Can We All Get Along? Incentive Contracts to Bridge the Marketing and Operations Divide," Working paper, Columbia University.

Book Chapters

24. Jerath, Kinshuk, Serguei Netessine and Senthil K. Veeraraghavan (2009), "Opaque Selling Strategies," in *Consumer-Driven Demand and Operations Management Models*, Springer. S. Netessine and C. Tang (Eds.).

Technical Research Notes

25. Fader, Peter S., Bruce G.S. Hardie and Kinshuk Jerath (2007), "Deriving an Expression for $P(X(t, t+T) = x)$ Under the Pareto/NBD Model," http://brucehardie.com/notes/013/.

26. Fader, Peter S., Bruce G.S. Hardie and Kinshuk Jerath (2007), "Deriving the Likelihood Expression for Holdout Data Under the Pareto/NBD Model."

Reviewing and Professional Activity

Ad-hoc reviewer for

Marketing Science
Management Science (Marketing, Operations Management and Information Systems departments)
Journal of Marketing Research
Quantitative Marketing and Economics
International Journal of Research in Marketing
Journal of Retailing
Journal of Interactive Marketing
Marketing Letters
Information Systems Research
Manufacturing and Service Operations Management

Production and Operations Management
Operations Research
Journal of Industrial Economics

Member of Editorial Board of *Customer Needs and Solutions*

Co-chair of four-day workshop titled "Consumer Choice in a Multichannel Environment: An Agenda for Research" at the 9th Triennial Invitational Choice Symposium (June 2013)

Program Committee Member for the 13th ACM Conference on Electronic Commerce 2012 (June 2012)

Reviewer for the 2011 MSI Clayton Dissertation Proposal Competition, Chilean Agency CONCIYT in 2012, 2013 EMAC McKinsey Marketing Dissertation Award, Research Grants Council of Hong Kong in 2013

Grants and Honors

- Jerome A. Chazen Institute of International Business grant for "The Coexistence of Organized and Unorganized Retailing in Emerging Economies" (2013)
- Finalist for *Management Science Best Paper Award in Operations Management* (2013)
- Distinguished Service Award, *Management Science* (2013, 2010)
- Nominated for the MSI Young Scholars Meeting (2013)
- Institute for Asian Consumer Insight grant for "The Coexistence of Organized and Unorganized Retailing in Emerging Economies" (2012)
- Nominated for Professor's Institute organized by Direct Marketing Educational Foundation (2012)
- MSI research grant for "The Challenges of Communication and Branding in a Digital Era" (2011)
- Faculty Giving Chair, Tepper School of Business (2010-2011)
- Google and WPP Research Award with co-PI Prof. Alan Montgomery (2010)
- Marketing Science Institute and Wharton Customer Analytics Initiative Research Award (2010) for "Multichannel Customer Behavior in Customer Support Services"
- Global Initiatives Research Program, Wharton School of the University of Pennsylvania with co-investigators Prof. John Zhang, Wharton and Prof. S. Sajeesh, Baruch, CUNY (2010-2011)
- Carnegie Bosch Institute Grant with co-investigator R. Ravi (2009)
- Berkman Faculty Development Grant (2009)
- Russell Ackoff Award for Research on Human Decision Processes (2008)
- The Mack Center for Technological Innovation research grant (2007)
- Jay H. Baker Retailing Initiative research grant (2005)
- Doctoral Fellowship, Wharton School, University of Pennsylvania (2003-2007)
- National Talent Search Scholar, India (1997-2003)

Research Presentations

Invited or Peer-Reviewed Talks:

- The Marketing Modelers Group, New York (scheduled 2014)
- Sabanci University (scheduled 2014)
- IDC Herzliya (scheduled 2014)
- Stanford University (November 2013)
- 3rd Theory & Practice in Marketing (TPM) Conference (June 2013)
- 2013 Yale Customer Insights Conference (May 2013)
- Annual Four-School (Columbia, NYU, Penn, Yale) Conference (April 2013)
- Penn State University (February 2013)
- Biennial MSI Young Scholars Meeting (January 2013)
- Purdue University (December 2012)
- Invited discussant for Marketing-Operations Interface Special Session at the Manufacturing and Service Operations Management (MSOM) Society Conference (June 2012)
- University of Toronto (April 2012)
- Information Systems and Operations Management Workshop, University of Florida (February 2012)
- University of Southern California (February 2012)
- Columbia University (January 2012)
- Workshop on Information Systems and Economics 2011 (December 2011)
- Conference on New Developments in the Practice of Marketing Science 2011-2012: Impact and Implementation (December 2011)
- Cornell University (December 2011)
- Conference on Information Systems and Technology 2011 (November 2011) *[Best Student Paper Award]*
- London Business School (October 2011)
- Erasmus University Rotterdam (October 2011)
- Invited discussant for "Sequential versus Simultaneous Group Buying Mechanisms" at Summer Institute in Competitive Strategy (July 2011)
- Special track on "Internet and Interactive Marketing" in Marketing Science 2011 (June 2011)
- Special session on "Game Theory in Marketing: Decisions under Limited Information" in Marketing Science 2011 (June 2011)
- Special track on "Internet and Interactive Marketing" in Marketing Science 2011 (June 2011)
- Special track on "Google/WPP Funded Projects" in Marketing Science 2011 (June 2011)
- Dartmouth University (May 2011)
- Marketing Academic Research Colloquium at the University of Maryland, College Park (May 2011)
- Frontiers of Research in Marketing Conference at UT Dallas (February 2011)
- University of St. Gallen (February 2011)
- INSEAD (February 2011)
- "Cross-Platform and Multi-Channel Customer Behavior" conference at the Wharton School (December 2010)
- MIT (November 2010)
- Frontiers of Research in Marketing Conference at UT Dallas (February 2010)
- Special session on "Frontiers in Interactive Marketing" in Marketing Science 2010
- Invited tutorial on "Customer Lifetime Value Models," at the University of Pittsburgh (February 2010)
- University of Pittsburgh (February 2010)

- "Customer Insights Conference" at Yale School of Management (May 2010)
- Panelist for the session on "Customer Lifetime Value Models and Measurements" in the invitation-only conference "The Practice and Impact of Marketing Science" (January 2010)
- Operations Management and Manufacturing group at Carnegie Mellon University (September 2009)
- EMAC (June 2009)
- Special session on "Frontiers in Marketing Channels" at Marketing Science (June 2008)
- Special session on "Marketing and Operations Management Interface" in the Revenue Management and Pricing Conference (June 2008)
- Symposium on Challenges in E-Commerce Research (May 2008)
- Carnegie Mellon University (October 2007)
- University of California at Berkeley (October 2007)
- Northwestern University (October 2007)
- Washington University in St. Louis (October 2007)
- University of Washington at Seattle (October 2007)
- University of Minnesota Twin Cities (October 2007)
- University of Texas at Dallas (October 2007)
- University of Miami (September 2007)
- Emory University (September 2007)
- Hong Kong University of Science and Technology (September 2007)
- National University of Singapore (September 2007)
- EMAC (June 2006)
- Workshop on Information Technology and Systems (December 2005)

Other Conference Presentations:

- Direct Marketing Educational Foundation Research Summit (October 2012)
- Marketing Science 2012 (June 2012)
- INFORMS Annual Meeting 2011 (November 2011)
- Marketing Science 2011 (June 2011)
- INFORMS Annual Meeting 2010 (November 2010)
- Marketing Science 2008 (June 2008)
- Marketing Science 2007 (June 2007)
- Marketing Science 2006 (June 2006)

Teaching

At Columbia Business School, Columbia University:

Instructor for "Marketing: Innovation through Customer Centricity II" (MBA core), Spring 2014

At Tepper School of Business, Carnegie Mellon University:

Instructor for "Marketing I" (undergraduate), Fall 2008, Spring 2010, Spring 2011, Spring 2012, Fall 2012

Instructor for "Customer Management Using Probability Models" (PhD, MBA and undergraduate), Spring 2010, Spring 2011, Spring 2012

Instructor, for "Analytical Models in Marketing" (PhD), Fall 2010, Fall 2011

At Wharton School, University of Pennsylvania:

Teaching Assistant for "Probability Models in Marketing" (Ph.D., MBA and undergraduate levels), Peter S. Fader, Spring 2007 and Spring 2008

Teaching Assistant for "Pricing" (undergraduate elective), Z. John Zhang, Fall 2007

Teaching Assistant for Introduction to the Computer as an Analysis Tool (undergraduate core for the Operations and Information Management Department), Fall 2004, Spring 2005, Fall 2005, Spring 2006, Fall 2006

Student Advising

Doctoral thesis chair:

Amin Sayedi (Marketing, Tepper, 2012; placed at University of North Carolina at Chapel Hill), **co-chair**

Doctoral thesis committee member:

Tinglong Dai (Operations Management, Tepper, 2013; placed at Johns Hopkins University)

Yingda Lu (Information Systems, Tepper, 2012; placed at Rensselaer Polytechnic Institute)

Tuba Pinar Yildirim (Marketing, University of Pittsburgh, 2012; placed at University of Pennsylvania)

Marcel Goic (Marketing, Tepper, 2011; placed at University of Chile)

Baojun Jiang (Marketing, Tepper, 2011; placed at Washington University in St. Louis)

Liye Ma (Marketing, Tepper, 2011; placed at University of Maryland, College Park)

Jian Ni (Marketing, Tepper, 2010; placed at Johns Hopkins University)

Ismail Civelek (Operations Management, Tepper, 2010; placed at Northwestern University)

John Turner (Operations Management, Tepper, 2010; placed at UC Irvine; **First Place in George B. Dantzig Dissertation Award 2011 by INFORMS**)

Zumrut Imamoglu (Economics, Tepper, 2010; placed at Bahçeşehir University)

Sameer Mathur (Marketing, Tepper, 2009; placed at McGill University)

Service

At Columbia Business School, Columbia University:

Marketing faculty recruiting committee, Tepper, CMU, 2008–2011

At Tepper School of Business, Carnegie Mellon University:

Marketing area PhD coordinator, Tepper, CMU, 2009–2012

Marketing faculty recruiting committee, Tepper, CMU, 2008, 2009, 2010, 2011

Marketing area undergraduate faculty advisor, Tepper, CMU, 2009, 2010, 2011

Marketing area seminar series coordinator, Tepper, CMU, Fall 2008, 2009, 2010, 2011, 2012, Spring 2013

Faculty Computing Committee, Tepper, CMU, 2010, 2011

Multiple faculty promotion committees, Tepper, CMU, 2008, 2009, 2010, 2011, 2012