

## Asim Ansari

William T. Dillard Professor of Marketing  
Columbia University  
517 Uris Hall,  
3022 Broadway,  
New York, N.Y., 10027

Phone: (212) 854-3476  
Email: maa48@columbia.edu

### Education

Ph.D., Marketing, New York University, New York, 1994  
P.G.D.M., Indian Institute of Management, Bangalore, India, 1988  
B.E., Mechanical, Osmania University, Hyderabad, India, 1986

### Employment

William T. Dillard Professor of Marketing, 2009-present  
Professor of Marketing, Columbia University, 2003-2009  
Associate Professor with tenure, Columbia University, 2001-2003  
Associate Professor of Marketing, Columbia University, 1998-2001  
Assistant Professor of Marketing, Columbia University, 1996-1998  
Assistant Professor of Marketing, The University of British Columbia, 1993-1996  
Instructor of Marketing, New York University, 1992-1993  
Marketing Executive, National Institute of Information Technology, India, 1988-1989

### Academic Awards

Dean's Award for Teaching Excellence in the Core, 2009  
Winner, Paul E. Green Award, 2004  
Finalist, Frank M. Bass Outstanding Dissertation Award, 2015  
Finalist, Frank M. Bass Outstanding Dissertation Award, 2014  
Finalist, John Little Best Paper Award, 2014  
Finalist for the William F. O'Dell Award, 2012  
Finalist for the INFORMS Society for Marketing Science Long Term Impact Award, 2009  
Finalist for the Paul E. Green Award, 2008  
Finalist for the William F. O'Dell Award, 2007  
Finalist for the William F. O'Dell Award, 2005  
Finalist for the Paul E. Green Award, 2002  
Herman Kroose Award for Outstanding Dissertation, New York University, 1993

## Other Honors

Faculty, INFORMS Doctoral Consortium, 2004, 2007, 2008 and 2014

AMA Doctoral Consortium Fellow, 1992

Nichols Fellowship, New York University, 1992-1993

Merit Scholarship, Indian Institute of Management, 1986-1988

Special Merit Scholarship, Government of India, 1982-1986

National Merit Scholarship, Government of India, 1980-1982

## Grants

Google-WPP Research Competition Grant for \$55,000, with Sunil Gupta at Harvard.

CAN \$232,469 Research Grant from the Canadian Medical Research Council, 1999

CAN \$60,000 Research Grant from the SSHRC Canada, 1996

## Editorial Activities

### *Associate Editor*

Management Science, 2009-2014

Quantitative Marketing and Economics, 2003-2014

### *Editorial Board*

Marketing Science, 2008-Present

Journal of Marketing Research, 2011-Present

Journal of Marketing, 2005-2008

### *Adhoc Reviewer*

Journal of Marketing Research, Management Science, Marketing Science, Journal of Marketing, Marketing Letters, International Journal of Research in Marketing, Journal of Consumer Psychology, Journal of the American Statistical Association, Psychometrika, British Journal of Statistical and Mathematical Psychology, Journal of Business and Economic Statistics, The Journal of Regional Science, The International Journal of Industrial Organization, Decision Support Systems, Managerial and Decision Economics and Economic Journal.

## Publications

1. Ryan Dew, Yang Li and Asim Ansari (2020) "Modeling Dynamic Heterogeneity Using Gaussian Processes," *Journal of Marketing Research.*, vol. 57, 1: 55-77.
2. Liu, Jia and Asim, Ansari (2020), "Understanding Consumer Dynamic Decision Making under Competing Loyalty Programs," forthcoming, *Journal of Marketing Research.* vol. 57, 3: pp. 422-444.

3. Ansari, Asim, Lucas Bremer, F. Stahl and M. Heitmann (2018), "Building a Social Network for Success," *Journal of Marketing Research.*, vol 55, 3: 321-328.
4. Ansari, Asim, Yang Li and Jonathan Zhang (2018), "Probabilistic Topic Model for Hybrid Recommendation Systems: A Stochastic Variational Bayesian Approach," *Marketing Science*, 37 (6) 987-1008.
5. Ryan Dew and Asim Ansari (2018), "Bayesian Nonparametric Customer Base Analysis with Model-based Visualizations," *Marketing Science*, 37 (2), 216-235.
6. Yang Li and Asim Ansari, (2014), "A Bayesian Semi-parametric Approach for Endogeneity and Heterogeneity in Choice Models," *Management Science*, 60(5): 1161-1179.
7. Zhang, Jonathan, O. Netzer and Asim Ansari (2014), "Dynamic Targeted Pricing in B2B Settings," *Marketing Science*, 33(3): 317-337.  
*Finalist, John D. C. Little Award, 2014*  
*Finalist, Frank M. Bass Outstanding Dissertation Award, 2014, 2015*
8. Ansari, Asim, Ricardo Montoya and Oded Netzer (2012) "Dynamic Learning in Behavioral Games: A Hidden Markov Mixture of Experts Approach." *Quantitative Marketing and Economics*, Vol 10, No. 4: 475-503.
9. Ansari A., O. Koenigsberg and F. Stahl (2011) "Modeling Multiple Relationships in Social Networks," *Journal of Marketing Research*, Vol. 48, No. 4, pp. 713-728.
10. Ansari A., C. Mela and S. Neslin (2008) "Customer Channel Migration," *Journal of Marketing Research*. February. 45, (1), 60-76.  
*Finalist, Paul E. Green Award, 2008*
11. Iyengar, R., A. Ansari and S. Gupta (2007) "A Model of Consumer Learning for Service Quality and Usage," *Journal of Marketing Research*. 44 (4) 529-544.  
*Finalist, William O'Dell Award, 2012*
12. Duvvuri, S, A. Ansari and S. Gupta (2007) "Consumer's Price Sensitivities Across Complementary Categories," *Management Science*, Vol. 53 (12), 1933-1945.
13. Ansari, A. and R. Iyengar (2006) "Semi-parametric Thurstonian Models for Recurrent Choices: A Bayesian Analysis," *Psychometrika*, 71(4) 631-657.
14. Lachaab M., A. Ansari, K. Jedidi and A. Trabelsi (2006) "Modeling Preference Evolution in Discrete Choice Models: A Bayesian State-Space Approach," *Quantitative Marketing and Economics*. (4), 57-81.
15. Ansari, A. and C. Mela (2003) "E-Customization", *Journal of Marketing Research*, (May), 131-146.  
*Winner, Paul E. Green Award, 2004*  
*Finalist, William O'Dell Award, 2007*
16. Iyengar, R., A. Ansari and S. Gupta (2003) "Leveraging Information Across Categories," *Quantitative Marketing and Economics*, Vol. 4, 425-465.
17. Andrews, R, A, Ansari, and I. Currim (2002) "Hierarchical Bayes versus finite mixture conjoint analysis models: A comparison of fit, prediction, and part-worth recovery," *Journal of Marketing Research*. (February), 87-98.  
*Finalist, Paul E. Green Award, 2002*

18. Bucklin, R. E., J. Lattin, A. Ansari, D. Bell, E. Coupey, S. Gupta, J. D.C. Little, C. Mela, A. Montgomery, and J. Steckel (2002), "Choice and the Internet: From Clickstream to Research Stream," *Marketing Letters*, (August), 245-258.
19. Ansari, A., K. Jedidi, and L. Dube (2002) "Heterogeneous Factor Analysis Models: A Bayesian Approach," *Psychometrika*, 67, 1, 49-78.
20. Jedidi, Kamel and A. Ansari (2001), "Bayesian Structural Equation Models for Multilevel Data," in *New Developments and Techniques in Structural Equation Modeling*, Ed. George Marcoulides and Randall E. Schumacker, *Lawrence Earlbaum Associates*, New Jersey.
21. Ansari, A., S. Essegai and R. Kohli, (2000), "Internet Recommendation Systems," *Journal of Marketing Research*, (August) 363-375.  
*Finalist, O'Dell Award, 2005*
22. Ansari, A., K. Jedidi and S. Jagpal (2000) "A Hierarchical Bayesian Approach for Modeling Heterogeneity in Structural Equation Models," *Marketing Science*, 328-347.
23. Ansari, A. and K. Jedidi, (2000), "Bayesian Factor Analysis for Multilevel Binary Observations," *Psychometrika*, 65, 475-496.
24. Manchanda, P., A. Ansari and S. Gupta, (1999), "The Shopping Basket: A Model for Multi-Category Purchase Incidence Decisions," *Marketing Science*, 18, 95-114.  
*Finalist, Long-Term Impact Award, INFORMS Society for Marketing Science, 2009*
25. Ansari, A., N. Economides, and J. Steckel (1998) "The Max-Min-Min Principle of Product Differentiation," *Journal of Regional Science*, 38, 199-222.
26. DeSarbo, W., A. Ansari, P. Chintagunta, C. Himmelberg, K. Jedidi, R. Johnson, W. Kamakura, P. Lenk, K. Srinivasan, and M. Wedel (1997) "Representing Heterogeneity in Consumer Response Models," *Marketing letters*, 335-348.
27. Ansari, A., S. Siddarth, and C. Weinberg (1996) "Pricing a Bundle of Products or Services: The case of Nonprofits," *Journal of Marketing Research*, 86-93.
28. Ansari, A., K. Bawa, and A. Ghosh (1995) "A Nested Logit Model for Brand Choice Incorporating Variety Seeking and Marketing Mix Variables," *Marketing Letters*, 199-210.
29. Jacoby J., J. Jaccard, I. Currim, A. Kuss, A. Ansari, and T. Troutman (1994) "Tracing the Impact of Information on Higher Order Mental Processes: The Shape of Uncertainty Reduction," *Journal of Consumer Research*, 291-303.
30. Ansari, A., N. Economides and A. Ghosh (1994) "Competitive Positioning in Markets with Non-Uniform Preferences," *Marketing Science*, 248-273.

## Papers under Review

Boughanmi, Khaled and Asim Ansari (2020), "Dynamics of Musical Success: A Bayesian Nonparametric Approach," revision invited at *Journal of Marketing Research*.

Ryan Dew, Asim Ansari and Olivier Toubia (2019), "Letting Logos Speak: Leveraging Multiview Representational Learning for Data-Driven Design," under review at *Marketing Science*.

## Working Papers

Liu Jia, Asim Ansari and Leonard Lee (2018), "The Joint Impact of Revenue-Based Loyalty Program and Promotions on Consumer Purchase Behaviors."

Tkachenko Yegor, Asim Ansari and Olivier Toubia (2019) , "A Deep Learning Approach for Visual Design of Products."

Ansari, A., M. Vanhuele and M. Zemborain, (2010), "Bayesian Multinomial Processing Tree Models."

## Research in Progress

Modeling Listening Session Dynamics, with Anirban Mukherjee and Khaled Boughanmi

The Effect of Winning the Best New Artist Grammy, with Khaled Boughanmi and Olivier Toubia

Modeling Risk Aversion and Consumer Learning in Non-compensatory Choice Models, with Khaled Boughanmi

Social Network Based Product Recommendation Systems with Martin Schleicher and Oded Netzer

Modeling the Death of Relationships in Online Social Networks.

Mutable Preferences: Choice Supportive Distortions in Importance of Product Attributes, with Maartin Zemborain, Gita Johar, Asim Ansari and Anne Roggeveen,

## Presentations

Ansari, A., N. Economides, and A. Ghosh, (1992) "The Defender Model with Non-Uniform Preferences," paper presented at the Marketing Science Conference in London.

Ansari, A., K. Bawa, and A. Ghosh, (1993) "Nested Logit Model for Variety Seeking," paper presented at the Marketing Science Conference in St. Louis.

Ansari, A., and D. Sabavala, (1994) "Competitive Positioning Strategy in the Presence of Asymmetric Product Costs," paper presented at the Marketing Science Conference in Tucson.

Ansari, A., H.V. Johar, and G.V. Johar, (1995) "Cognitive Process Underlying Advertising Design," paper presented at the Marketing Science Conference in Sydney, Australia.

Ansari, A., A. Gupta, and A. Ghosh, (1996) "A Finite Mixture Model for Variety Seeking and Brand Choice," paper presented at the Marketing Science Conference in Gainesville, Florida.

Manchanda, Ansari and Gupta (1997) "The Shopping Basket: A Model for Multi-category Purchase Incidence Decisions," paper presented at the Marketing Science Conference, Berkeley California.

Asim Ansari and Joel Steckel (1997) "Posterior Predictive Model Fitting for Model Adequacy," paper presented at the Marketing Science Conference, Berkeley, California.

Ansari, A., Gupta, S., and Manchanda, P, (1998) "A Cross-Category Model of Brand Choice and purchase Incidence Decisions", paper presented at the INFORMS Marketing Science Conference, Paris.

Ansari A, K. Jedidi and S. Jagpal (1999) "A Hierarchical Bayesian Approach for Modeling Heterogeneity in Structural Equation Models," presented at Marketing Science Conference, Syracuse NY.

Ansari, A., S. Essegai and R. Kohli, (1999), "Internet Recommendations Systems," presented at the Marketing Science Conference, Syracuse NY.

Ansari A, K. Jedidi and S. Jagpal (1999) "A Hierarchical Bayesian Approach for Modeling Heterogeneity in Structural Equation Models," presented at the Bayesian Conference, Ohio State University.

Ansari, A. and C. Mela (2000) "Targeted Communications in Electronic Media," presented at the INFORMS Marketing Science Conference, UCLA, Los Angeles.

Manchanda, P., A., Ansari and S., Gupta (2000) "Multi-category Brand Effects," presented at the INFORMS Marketing Science Conference, UCLA, Los Angeles.

Ansari A. and Y. Liu, (2000) "A Hierarchical Bayesian Approach for Targeted Direct Marketing," presented at the INFORMS Marketing Science Conference, UCLA, Los Angeles.

Ansari A. and C. Mela, (2000) "E-Customization," presented at the Second Bayesian Applications and Methods in Marketing Conference, Ohio-State-University.

Andrews, R, A, Ansari, and I. Currim (2001) "Approaches for Modeling Heterogeneity in Conjoint Analysis: A Monte Carlo Comparison," presented at the Marketing Science Conference, Mainz Germany.

Deepak, S, A. Ansari and S. Gupta (2002) "Investigating Consumer Price Sensitivities across Categories," presented at the Marketing Science Conference, Alberta Canada.

Iyengar, R, A. Ansari and S. Gupta (2002) "Model for Cross-Selling" presented at the Marketing Science Conference, Alberta, Canada.

Iyengar, R, A. Ansari and S. Gupta (2003) "Leveraging Information across Categories", presented at the Quantitative Marketing and Economics Conference, University of Chicago.

Ansari A. and R. Iyengar (2004) "Semiparametric Thurstonian Choice Models," presented at the Marketing Science Conference, Rotterdam, Netherlands.

Ansari A. (2004) "Modeling for Customer Relationship Management," presented at the invitational Choice Conference, Colorado Boulder

Ansari A. (2004) "Measurement and Modeling," presented at the INFORMS Doctoral Consortium, Rotterdam, Netherlands

Iyengar, R., A. Ansari and S. Gupta (2006) "A Model of Consumer Learning for Service Quality and Usage," Marketing Science Conference, Pittsburgh.

Ansari, Zemoborain and Vanhuele (2009) "Multinomial Processing Tree Models," Wharton School of Business, University of Pennsylvania.

Ansari, A., O. Koenigsberg, and F. Stahl (2009) "Modeling Online Connectivity in Social Networks," Social Networking Conference, the Wharton School.

Ansari, A., O. Koenigsberg, and F. Stahl (2009) "Modeling Multiple Relationships in Social Networks," University of Zurich, Switzerland.

Lucas Bremer, A. Ansari, F. Stahl and M. Heitman (2010) "Promotion Strategies in Social Networks," Marketing Science Conference, Germany

Jonathan Zhang, O. Netzer, and A. Ansari (2010) "Dynamic Targeted Pricing in B2B Settings," Marketing Dynamics Conference, Istanbul, Turkey

Lucas Bremer, A. Ansari, F. Stahl and M. Heitman (2011) "Networking for Success," Marketing Science Conference, Atlanta, Georgia

Ansari, Asim, Yang Li and Jonathan Zhang (2014), "Variational Bayesian Inference for Big Data Marketing Models", Marketing Science Conference, Emory University

Ansari, Asim, Yang Li and Jonathan Zhang (2015), "Variational Bayesian Inference for Big Data Marketing Models," ART Forum, AMA

Ansari, Asim, Yang Li and Jonathan Zhang (2016), "Probabilistic Topic Model for Hybrid Recommendation Systems: A Stochastic Variational Bayesian Approach," Marketing Analytics and Big Data Conference, University of Chicago.

Ryan Dew, Yang Li and Asim Ansari (2018) "Dynamic Preference Heterogeneity," University of Washington, Seattle

Ansari, Asim, Yang Li and Jonathan Zhang (2018), "Probabilistic Topic Model for Hybrid Recommendation Systems: A Stochastic Variational Bayesian Approach," Georgetown University.

Boughanmi, Khaled, Asim Ansari and Rajeev Kohli (2019), "Dynamics of Musical Success: A Bayesian Nonparametric Approach," University of Michigan, Ann Arbor

Boughanmi, Khaled, Asim Ansari and Rajeev Kohli (2019), "Dynamics of Musical Success: A Bayesian Nonparametric Approach," Peking University, China.

## Outside Activities 2013-2020

Advisor to Correlation-One, 2015-2020

Two day PhD Seminar at Cornell University, 2014

## Doctoral Committees

### *Chair*

Ryan Dew (Wharton Business School)

Khaled Boughanmi (Cornell University)

Raghuram Iyengar, (Wharton Business School)

Jonathan Zhang, (Joined University of Washington, Seattle)

Martin Zemborain, (Joined IAE Business School, Argentina)

Sri Devi Deepak, (Joined University of Iowa)

### *Member*

Nicholas Padilla (London Business School)

Alain Lemaire (UT Austin)

Jia Liu-(HKUST and Microsoft Research)

Puneet Manchanda, (Chicago Business School & University of Michigan)

Ricardo Montoya, (University of Chile)

Yang Li (CKGSB, China)

Jisang Pack, (ZS Associates)

Peter DeMayer, (Singapore Management University)

Mohammed Lachaab, Tunisia

Christian Pasarica, Columbia University, (Statistics Department)

Journi, Kerman, Columbia University, (Statistics Department)

## Invited Talks

Google-WPP Research Grant Competition Conference, Google, New York.

ACM Recommendation Systems Conference, New York University, New York.

New York Academy of Sciences, Inaugural New York Computer Science and Economics Day

Brain to Society Conference for Obesity Research, Montreal Canada

First Bayesian Applications and Methods in Marketing Conference, Ohio State University,

Second Bayesian Applications and Methods in Marketing Conference, Ohio State University

Choice Conference, University of California Berkeley,

Internet Conference, University of Southern California,

Choice Conference, University of Colorado, Boulder

INFORMS Doctoral Consortium, Rotterdam, Singapore, Vancouver and Emory

University of Michigan, Rutgers University, University of Maryland, University of Rochester, University of California, Davis, m Emory University, University of British Columbia, Penn State University, University of Zurich, Wharton School, Yale School of Management, Indiana University School of Business, London Business School, Choice Conference, Cornell University, New York University, University of Toronto, Tuck School of Business, Dartmouth College, Stanford University, University of Chicago, Duke University, University of Washington, Purdue University

## Teaching Interests

Pricing Strategy, Marketing MBA/EMBA Core, Empirical Models, Bayesian modeling, Marketing Analytics.



## Courses Taught

Marketing Analytics (MOOC) on EdX  
Pricing Strategy (MBA and EMBA)  
Marketing Programs, (Core) MBA and EMBA  
Marketing Strategy, (Core) MBA  
Customer Relationship Management, MBA  
Product Management, MBA  
Marketing Models, MS and PhD  
Bayesian Modeling in Marketing, PhD

## Professional Memberships

The New York Academy of Sciences, INFORMS, and the American Marketing Association

## Recent Committees and Service

### *School Wide Committees*

Senior Recruiting Committee, 2017-2019  
Member, Culture Committee, 2016-2018  
Promotions and Tenure Committee 2013-2016  
Chair of the Research Computing Committee, 2010-2014

### *Department Committees*

Director of the Master of Science in Marketing Program, 2016-2019  
Member, PhD Committee, 2012, and 2016-Present  
Member, Masters of Science in Marketing Committee 2010-2016  
Core-Course Coordinator, Marketing, 2010-2013  
Chair of Recruiting Committee for the Marketing Division, 2011  
Member, Core Curriculum Structuring and Revision Committee, 2011