

August 10, 2018

## Raghuram Iyengar

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### Academic Appointments

Professor, The Wharton School (July 2018 - present)  
Associate Professor, The Wharton School (July 2012- July 2018)  
Assistant Professor, The Wharton School (July 2005 – July 2012)

### Education

Ph.D., Marketing, Columbia University, 2005  
M.Phil., Marketing, Columbia University, 2002  
B. Tech., Mechanical Engineering, Indian Institute of Technology, Kanpur, 1998

### Research

#### *Published or Forthcoming*

1. Peng, Jing, Ashish Agarwal, Kartik Hosanagar and Raghuram Iyengar (2018), “Network Overlap and Content Sharing on Social Media Platforms,” *Journal of Marketing Research*, 55 (4), 571-585.
2. Chen, Yupeng, Raghuram Iyengar and Garud Iyengar (2017), “Modeling Multimodal Continuous Heterogeneity in Conjoint Analysis – A Sparse Learning Approach,” *Marketing Science*, 36 (1), 140-156.
3. Ascarza, Eva, Raghuram Iyengar and Martin Schleicher (2016), “The Perils of Proactive Churn Prevention Using Plan Recommendations: Evidence from a Field Experiment,” *Journal of Marketing Research*, 53 (1), 46-60.
  - Finalist for the Paul E. Green Award (AMA)
4. Iyengar, Raghuram, Christophe Van den Bulte and Jae Young Lee (2015), “Social Contagion in New Product Trial and Repeat,” *Marketing Science*, 34 (3), 408-429.
  - Finalist for the John D. C. Little Award (INFORMS)

5. Gopalakrishnan, Arun, Raghuram Iyengar and Robert J. Meyer (2015), "Consumer Dynamic Usage Allocation and Learning under Multipart Tariffs," *Marketing Science*, 34 (1), 116-133.
6. Berger, Jonah and Raghuram Iyengar (2013), "Communication Channels and Word of Mouth: How the Medium Shapes the Message," *Journal of Consumer Research*, 40 (3), 567-579.
7. Iyengar, Raghuram and Kamel Jedidi (2012), "A Conjoint Model of Quantity Discounts," *Marketing Science*, 31 (2), 334-350.
8. Lambrecht, Anja, Katja Seim, Naufel Vilcassim, Amar Cheema, Yuxin Chen, Gregory S. Crawford, Kartik Hosanagar, Raghuram Iyengar, Oded Koenigsberg, Robin Lee, Eugenio J. Miravete and Ozge Sahin (2012), "Price Discrimination in Service Industries," *Marketing Letters*, 23 (2), 423-438.
9. Iyengar, Raghuram, Kamel Jedidi, Skander Essegaier and Peter Danaher (2011), "The Impact of Tariff Structure on Customer Retention, Usage, and Profitability of Access Services," *Marketing Science*, 30 (5), 820-836.
10. Van den Bulte, Christophe and Raghuram Iyengar (2011), "Tricked by Truncation: Spurious Duration Dependence and Social Contagion in Hazard Models," *Marketing Science*, 30 (2), 233-248.
11. Iyengar, Raghuram, Christophe Van den Bulte and Thomas W. Valente (2011), "Opinion Leadership and Social Contagion in New Product Diffusion," *Marketing Science*, 30 (2), 195-212 (Lead article with Discussion).
  - Finalist for the John D. C. Little Award (INFORMS)
  - Finalist for the ISMS Long Term Impact Award (INFORMS)
12. Iyengar, Raghuram, Christophe Van den Bulte and Thomas W. Valente (2011), "Further Reflections on Studying Social Influence in New Product Diffusion," *Marketing Science*, 30 (2), 230-232 (Response to Invited Comments).
13. Iyengar, Raghuram, Kamel Jedidi and Rajeev Kohli (2008), "A Conjoint Approach to Multipart Pricing," *Journal of Marketing Research*, 45 (2), 195-210.
  - Finalist for the Paul E. Green Award (AMA)
14. Iyengar, Raghuram and Andrew Schotter (2008), "Learning Under Supervision: An Experimental Study," *Experimental Economics*, 11 (2), 154-173.
  - Editor's Award Winner for Best Paper
15. Arora, Neeraj, Xavier Dreze, Anindya Ghose, James D. Hess, Raghuram Iyengar, Bing Jing, Yogesh Joshi, V. Kumar, Nicholas Lurie, Scott Neslin, S. Sajeesh, Meng Su, Niladri Syam, Jacquelyn Thomas and Z. John Zhang (2008), "Putting One-to-One Marketing to Work: Personalization, Customization, and Choice," *Marketing Letters*, 19 (3-4), 305-321.

16. Iyengar, Raghuram, Asim Ansari and Sunil Gupta (2007), "A Model of Consumer Learning for Service Quality and Usage," *Journal of Marketing Research*, 44 (4), 529-544 (Lead article).
  - Finalist for William O'Dell Award (AMA)
17. Ansari, Asim and Raghuram Iyengar (2006), "Semiparametric Thurstonian Models for Recurrent Choices: A Bayesian Analysis," *Psychometrika*, 71 (4), 631-657.
18. Kamakura, Wagner, Carl F. Mela, Asim Ansari, Anand Bodapati, Peter Fader, Raghuram Iyengar, Prasad Naik, Scott Neslin, Baohong Sun, Peter C. Verhoef, Michel Wedel and Ron Wilcox (2005), "Choice Models and Customer Relationship Management," *Marketing Letters*, 16 (3-4), 279-291.
19. Iyengar, Raghuram and Rajeev Kohli (2004), "Why Parrondo's Paradox Is Irrelevant for Utility Theory, Stock Buying, and the Emergence of Life," *Complexity*, 9 (1), 23-27.
20. Iyengar, Raghuram, Asim Ansari and Sunil Gupta (2003), "Leveraging Information Across Categories," *Quantitative Marketing and Economics*, 1 (4), 425-465.

### ***Under Review***

21. Ghose, Anindya, Sang-Pil Han and Raghuram Iyengar (2017), "An Empirical Analysis of Network Characteristics and Social Contagion on the Mobile Internet," Preparing for Second Review, *Information Systems Research*.
22. Stahl, Florian, Raghuram Iyengar and Yuxin Chen (2017), "A Latent Change Point Model for Intertemporal Discounting with Reference Durations," Preparing for Second Review, *Journal of Marketing Research*.
23. Iyengar, Raghuram and Young-Hoon Park (2017), "Shareable Coupons," Revising for Resubmission, *Marketing Science*.
24. Stourm, Ludovic, Raghuram Iyengar and Eric T. Bradlow (2017), "A Flexible Demand Model for Complements Using Household Production Theory," Preparing for Second Review, *Marketing Science*.

### ***Published Book Chapters***

25. Iyengar, Raghuram and Sunil Gupta (2009), "Nonlinear Pricing," in *Handbook of Pricing Research in Marketing*, Edited by Vithala Rao, Edward Elgar Publishing, 355-383.
26. Iyengar, Raghuram and Sunil Gupta (2006), "Advanced Regression Models," in *The Handbook of Marketing Research*, Edited by Rajiv Grover and Marco Vriens, Sage Publications, Inc., 267-287.

### ***Invited Publications***

27. Iyengar, Raghuram, Christophe Van den Bulte, John Eichert, Bruce West and Thomas W. Valente (2011), "How Social Networks and Opinion Leaders Affect the Adoption of New Products," *GfK Marketing Intelligence Review*, 3, 1, 16-25.

### ***Reports and Other Materials***

28. Iyengar, Raghuram and Young-Hoon Park (2016), "The Impact of Referral Coupons on Customer Behavior and Firm Revenues: Evidence from Field Experiments," MSI Report No. 16-123. Cambridge, MA: Marketing Science Institute.
29. Iyengar, Raghuram, Christophe Van den Bulte, and Jeonghye Choi (2011), "Distinguishing among Mechanisms of Social Contagion in New Product Adoption: Framework and Illustration," MSI Report No. 11-119. Cambridge, MA: Marketing Science Institute.
  - Robert D. Buzzell MSI Best Paper Award
30. Iyengar, Raghuram, Kamel Jedidi and Olivier Toubia (2010), "Montclair Video," Columbia Caseworks, ID 100508, Columbia Business School, New York, NY.
31. Iyengar, Raghuram, Christophe Van den Bulte, and Thomas W. Valente (2008), "Opinion Leadership and Social Contagion in New Product Diffusion," MSI Report No. 08-120. Cambridge, MA: Marketing Science Institute.

### ***Research in Progress (Paper not yet available)***

A Low-Dimension Learning Approach to Modeling Consumer Heterogeneity in Choice-Based Conjoint Estimation, with Yupeng Chen (The Wharton School)  
The Estimation of Discount Factors using Field Experiments, with Arun Gopalakrishnan (Washington University, St. Louis) and Meng Li (Rutgers University)  
The Impact of Subscription Programs on Customers' Purchase, with Young Hoon Park (Cornell University), Qi Yu (The Wharton School)  
The Effects of Price Promotions on Consumption, with Florian Stahl and Daniela Schmitt (University of Mannheim)  
Optimizing the Composition of Paid Content in a Freemium Model, with Florian Stahl and Daniela Schmitt (University of Mannheim)  
A Novel Approach to Multi-Source Attribution, with Jing Peng (University of Connecticut)

## **Honors and Advising**

### ***Honors and Awards***

2018 Marketing Science Institute Scholar  
2018 Wharton Faculty Fellow  
2017 Finalist, ISMS Long Term Impact Award (INFORMS)  
2017 Finalist, Paul E. Green Award (AMA)  
2016 Finalist, John D.C. Little Award (INFORMS)

2013 Robert D. Buzzell MSI Best Paper Award  
2012 Finalist, John D.C. Little Award (INFORMS)  
2012 Finalist, William O'Dell Award (AMA)  
2011 MBA Excellence in Teaching: Elective Curriculum award  
2011 Marketing Science Institute Young Scholar  
2008 Editor's Award Winner for Best Paper, Experimental Economics  
2008 Finalist, Paul E. Green Award (AMA)  
2007 Finalist, Helen Kardon Moss Anvil Award  
2004 Honorable Mention, Alden G. Clayton Doctoral Dissertation Proposal Competition  
2003 INFORMS Marketing Science Doctoral Consortium Fellow  
2003 AMA-Sheth Foundation Doctoral Consortium Fellow  
2003 Rudolph Fellow, Columbia Business School  
1998 Dean's List, I.I.T. Kanpur

### ***Dissertation Committees / Advising***

Yupeng Chen, Chair, Currently in the PhD Program at The Wharton School.  
Ludovic Stourm, Co-Chair with Eric Bradlow, Currently Faculty at HEC, Paris.  
Jae Young Lee, Chair, Currently Faculty at Yonsei University, Korea.  
Arun Gopalakrishnan, Member, Currently Faculty at Washington University - St. Louis.  
Eric Schwartz, Member, Currently Faculty at University of Michigan - Ann Arbor.  
Upender Subramanian, Member, Currently Faculty at The University of Texas - Dallas.  
Jeonghye Choi, Member, Currently Faculty at Yonsei University, Korea.

### **Research Talks**

#### ***Invited Seminars / Invited Conferences***

2017: Harvard Business School

2016: Georgetown University, University of Texas - Austin, 10<sup>th</sup> Triennial Invitational Choice Symposium, Columbia University Marketing Camp, Marketing Science Conference on Health

2015: University of Wisconsin - Madison, INSEAD, University of Hamburg

2014: ISMS Marketing Science Doctoral Consortium

2013: University of Washington - Seattle, Georgetown University

2012: Cornell University

2011: University of Florida Marketing Camp, Texas A & M University, University of Texas - Austin, Dartmouth College, University of Iowa Marketing Camp, Erasmus University, University of Colorado - Boulder, INSEAD, University of Southern California, Boston University

2010: Temple University, University of North Carolina - Chapel Hill, Emory University, University of Maryland - College Park, Washington University - St. Louis, University of California - San Diego, University of California - Los Angeles,

Northwestern University, 8<sup>th</sup> Triennial Invitational Choice Symposium

2009: Harvard Business School, Arizona State University, University of Colorado - Boulder,  
Massachusetts Institute of Technology

2008: Singapore Management University

2007: London Business School, 7<sup>th</sup> Triennial Invitational Choice Symposium

***Other Conference Talks:***

Collaborative and Multidisciplinary Conference, Yale School of Management: 2007, 2009.

Four School Colloquium, Columbia University: 2010

INFORMS Marketing Science: 2005-2012, 2014-2015.

Marketing Dynamics: 2006, 2016.

Summer Institute of Competitive Strategy: 2011

**Teaching**

Ph.D.

Measurement and Data Analysis in Marketing MKTG966 (2008, 2010-2012)

MBA

Marketing Analytics (Scheduled, Fall 2018)

Marketing Research MKTG756 (2006-2014)

Data and Analysis for Marketing Decisions MKTG712 (2015-2017)

Marketing Management II: Marketing Strategy via Marketing Research and Simulation

MKTG613 (2014, 2015)

Executive MBA

Marketing Analytics – Learning by Doing (Summer 2018)

Marketing Research MKTG756 (2008, 2014)

Data and Analysis for Marketing Decisions MKTG712 (2015-2017)

Marketing Management Strategy MKTG622 (2013-2015)

Undergraduate

Marketing Research MKTG212 (2006, 2007, 2012)

Data and Analysis for Marketing Decisions MKTG212 (2017)

Executive Education

Chiel, Comcast, Google, LG, LINKS, Longfor, Merck, NEMRA, Vertex

Academic Director - Abcam, Takeda, Customer Analytics

Wharton Digital Courses

Coursera – Customer Analytics

Ed X – Marketing Analytics: Data, Tools and Techniques

## **Service**

### ***The Wharton School***

Wharton Customer Analytics Initiative, Faculty Co-Director, 2018- present  
Department of Marketing Quinquennial Review, 2017  
Department of Finance Quinquennial Review, 2017  
MBA Liaison, Marketing Department, 2008-2011  
Marketing Doctoral Committee, 2007- 2010, 2018-present  
Member, Finance Department Quinquennial Internal Review Committee, 2016-2017  
Rookie Recruiting Committee, 2012 (Chair), 2016, 2017 (Chair)  
Senior Quantitative Recruiting Committee, 2015-2018, 2018-present (Co-Chair)  
Senate Nominating Committee, 2016-2017  
Teaching Evaluation Committee, 2015  
Undergraduate Curriculum Committee, 2007-2008

### ***Scholarly Service***

Area Editor: Journal of Marketing Research.

Editorial Board: International Journal of Research in Marketing, Journal of Marketing, Journal of Marketing Research, Marketing Science.

Reviewer: American Economic Review, International Journal of Research in Marketing, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Marketing Research, Marketing Science, Management Science, Marketing Letters, Mathematics of Operations Research, Operations Research, Quantitative Marketing and Economics, Psychometrika.

Chair Elect: Section of Statistics and Marketing, American Statistical Association, 2012.

Organizing Committee: Marketing Dynamics Conference, 2016, 2017.

Session Co-Organizer: 10<sup>th</sup> Triennial Invitational Choice Symposium, 2016.

## **Miscellaneous**

US Citizen