Raghuram Iyengar

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Academic Appointments

Miers-Busch, W'1885 Professor, Professor of Marketing, The Wharton School (July 2018 -)
Associate Professor of Marketing, The Wharton School (July 2012- July 2018)
Assistant Professor of Marketing, 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. Tian, Zijun, Ryan Dew and Raghuram Iyengar (2023), "Mega or Micro? Influencer Selection using Follower Elasticity," forthcoming, *Journal of Marketing Research.*

2. Gupta Ravi, Raghuram Iyengar, Meghana Sharma, Caroline C. Cannuscio, Raina M. Merchant, David A. Asch, Nandita Mitra and David Grande (2023), "Consumer Views on Privacy Protections and Sharing of Personal Digital Health Information. *Journal of American Medical Association*, Network Open, 6(3):e231305.doi:10.1001/jamanetworkopen.2023.1305

3. Iyengar, Raghuram, Young-Hoon Park and Qi Yu (2022), "Your Loyalty Program Might Be Losing You Money," *Harvard Business Review*, April 4 (Digital Version).

4. Iyengar, Raghuram, Young-Hoon Park and Qi Yu (2022), "The Impact of Subscription Programs on Customer Purchases," *Journal of Marketing Research*, *59*(6), 1101–1119.

5. Grande, David, Nandita Mitra, Raghuram Iyengar, Raina M. Merchant, David A. Asch, Meghana Sharma and Caroline C. Cannuscio (2022), "Consumer Willingness to Share Personal Digital Information for Health-related Uses," *Journal of American Medical Association*, Network Open, 5(1): e2144787.doi:10.1001/jamanetworkopen.2021.44787.

6. Kim, Mingyung, Eric T. Bradlow and Raghuram Iyengar (2022), "Selecting Data Granularity and Model Specification Using The Scaled Power Likelihood with Multiple Weights," *Marketing Science*, 41(4), 848-866.

7. Frosch, Zachary A. K., Esin C. Namoglu, Nandita Mitra, Daniel J. Landsburg, Sunita D. Nasta, Justin E. Bekelman, Raghuram Iyengar, Carmen E. Guerra, and Marilyn M. Schapira (2022), "Willingness to Travel for Cellular Therapy: The Influence of Follow-up Care location, Oncologist continuity, and Race," *JCO Oncology Practice*, 1, e193- e203.

8. Cui, Tony, Anindya Ghose, Hanna Halaburda, Raghuram Iyengar, Koen Pauwels, S. Sriram, Catherine Tucker and Sriraman Venkatraman (2021), "Informational Challenges in Omnichannel Marketing: Remedies and Future Research," *Journal of Marketing*, 85 (1), 103-120.

9. Stourm, Ludovic, Raghuram Iyengar and Eric T. Bradlow (2020), "A Flexible Demand Model for Complements Using Household Production Theory," *Marketing Science*, 39 (4), 763-787.

10. 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.

11. 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.

12. 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)
    - Finalist for William O'Dell Award (AMA)

13. 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)

14. Gopalakrishnan, Arun, Raghuram Iyengar and Robert J. Meyer (2015), "Consumer Dynamic Usage Allocation and Learning under Multipart Tariffs," *Marketing Science*, 34 (1), 116-133.

15. 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.

16. Iyengar, Raghuram and Kamel Jedidi (2012), "A Conjoint Model of Quantity Discounts," *Marketing Science,* 31 (2), 334-350.

17. 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.

18. 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.

19. 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.

20. 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)

21. 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).

22. 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)

23. 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

24. 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.

25. 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)

26. Ansari, Asim and Raghuram Iyengar (2006), "Semiparametric Thurstonian Models for Recurrent Choices: A Bayesian Analysis," *Psychometrika*, 71 (4), 631-657.

27. 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.

28. 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.

29. Iyengar, Raghuram, Asim Ansari and Sunil Gupta (2003), "Leveraging Information Across Categories," *Quantitative Marketing and Economics*, 1 (4), 425-465.

Under Review

30. Peng, Jing and Raghuram Iyengar (2019), "Attribution Based on Characteristics of Sources: A Comparison of Rule-Based and Data-Driven Models," Revising for Resubmission, *Journal of Marketing Research.*

31. Kim, Mingyung, Eric T. Bradlow and Raghuram Iyengar (2022), "A Bayesian Dual-Network Clustering Approach for Selecting Data and Parameter Granularities," Revising for Resubmission, *Marketing Science*.

32. Boughanmi, Khaled, Raghuram Iyengar and Young-Hoon Park (2024), "The Impact of Experiential Store on Customer Purchases".

Published Book Chapters

33. Iyengar, Raghuram and Sunil Gupta (2009), "Nonlinear Pricing," in *Handbook of Pricing Research in Marketing*, Edited by Vithala Rao, Edward Elgar Publishing, 355-383.

34. 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

35. 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

36. 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.

37. 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

38. Iyengar, Raghuram, Kamel Jedidi and Olivier Toubia (2010), "Montclair Video," Columbia Caseworks, ID 100508, Columbia Business School, New York, NY.

39. 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)

An Affine-Subspace Shrinkage Approach to Choice-Based Conjoint Estimation, with Yupeng Chen and Qi Yu.
The Stickiness of Super Apps, with Henrique Laurino Dos Santos and Pulak Ghosh

Honors and Advising

Honors and Awards

2022 ISMS Early Careers Scholars Program (Invited Faculty)
2022 AMA-Sheth Foundation Doctoral Consortium Faculty
2022 MBA Teaching Excellence Award
2021 Finalist, William O'Dell Award (AMA)
2021 MBA Teaching Excellence Award
2020 MBA Teaching Excellence Award
2019 Executive MBA Teaching Award
2019 MBA Teaching Excellence Award
2019 AMA-Sheth Foundation Doctoral Consortium Faculty (could not attend)
2018 MBA Teaching Excellence Award
2018 Marketing Science Institute Scholar
2018 Deans Advisory Council
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
Mingyung Kim, Co-Chair with Eric Bradlow, Currently Doctoral Student
Zijun Tian, Co-Chair with Ryan Dew, Currently Faculty at Washington University, St. Louis
Yupeng Chen, Chair, Currently Faculty at Nanyang Business School, Singapore.
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 Rice University.
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

2024: New York University, Yale University, Harvard Business School, London Business School, INSEAD Marketing Camp (all scheduled)

2023: University of Delaware, Cornell University, University of Toronto, Duke University, University of Minnesota, ISMS Early Career Scholars Camp

2022: ISMS Early Career Scholars Camp

2021: University of Pittsburgh, University of Washington, Seattle

2020: UC Davis (rescheduled due to the pandemic)

2019: University of Houston, University of Chicago, University of Michigan, Ann Arbor.

2017: Harvard Business School

2016: Georgetown University, University of Texas - Austin, 10th 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, 8th 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, 7th Triennial Invitational Choice Symposium

Teaching

Ph.D.
Measurement and Data Analysis in Marketing MKTG966 (2008, 2010-2012)
Empirical Models in Marketing MKTG957 (2018-2022)

MBA
Marketing Management MKTG611 (2019 - present)
Marketing Management II: Marketing Strategy via Marketing Research and Simulation MKTG613 (2014, 2015)
Marketing Analytics MKTG852 (2018 - 2022)
Marketing Research MKTG756 (2006-2014)
Data and Analysis for Marketing Decisions MKTG712 (2015-2017)

Executive MBA
Marketing Analytics – Learning by Doing, Special Topics (2018, 2019)
Marketing Research MKTG756 (2008, 2014)
Data and Analysis for Marketing Decisions MKTG712 (2015-2017, 2020, 2022)
Marketing Management Strategy MKTG622 (2013-2015)

Undergraduate
Analytics Capstone MKTG 401X (Spring 2021, 2022)
Marketing Research MKTG212 (2006, 2007, 2012)
Data and Analysis for Marketing Decisions MKTG212 (2017)

Executive Education
Cheil, 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

Analytics at Wharton, Faculty Director, Innovation, Experiential Learning and Research Initiatives, July 2023-present
Wharton Customer Analytics, Faculty Director, 2019- 2023
Wharton Teaching Excellence Committee 2020-2022
Wharton Research and Data Services Committee 2019-2022
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)
Teaching Evaluation Committee, 2015
Undergraduate Curriculum Committee, 2007-2008

Scholarly Service

Co-Editor: Journal of Marketing Research (July 2023 -)

Area Editor (Till July 2023): International Journal of Research in Marketing, Journal of Marketing Research, Management Science

Chair: Section on Statistics in Marketing, American Statistical Association, 2012.

Organizing Committee: Marketing Dynamics Conference, 2016, 2017.

Session Co-Organizer: 10th Triennial Invitational Choice Symposium, 2016.

Co-Organizer, Theory and Practice in Marketing, 2021

Miscellaneous

US Citizen