

Simha Mummalaneni

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Employment

Foster School of Business, University of Washington
Assistant Professor of Marketing

Seattle, WA
2016 - present

Education

Kellogg School of Management, Northwestern University
Ph.D. Marketing
M.S. Marketing

Evanston, IL
2016
2012

University of Chicago
A.B. Economics & Political Science

Chicago, IL
2010

Research Interests

Competitive Strategy, Digital Marketing, Auctions, Regulation & Policy, Structural Modeling

Working Papers

1. "Pricing and Participation in Business Markets with Affirmative Action Policies"
2. "Affirmative Action as a Cost Cutting Tool in Procurement Markets"
3. "Persistent Buyer Biases in Procurement Markets"

Work in Progress

4. "Measuring the Effectiveness of Product Placement on Television," with Pradeep Chintagunta, Sanjay Dhar, and Yantao Wang

Presentations

"Affirmative Action as a Cost Cutting Tool in Procurement Markets"
University of Washington (2015), Marketing Science conference (2017)

“Persistent Buyer Biases in Procurement Markets”

University of Washington (2017), Ascend 2020 conference (2017)

Teaching

Business to Business Marketing

Advanced Marketing Strategy

Undergraduate elective & MBA elective

MBA elective

Reviewing

Management Science

Professional Affiliations

INFORMS

American Marketing Association

American Economic Association

Last updated: July 11, 2017