

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, Online Platform Markets, Pricing, Advertising, Auctions, Regulation & Policy, Structural Models

Working Papers & Papers Under Review

1. "Vendor Pricing and Participation in Business Markets with Affirmative Action Policies"
2. "Affirmative Action as a Cost Cutting Tool in Procurement Markets"
3. "Product Placement Effects on Store Sales: Evidence from Consumer Packaged Goods"
(with Yantao Wang, Pradeep Chintagunta, and Sanjay Dhar)
4. "Persistent Buyer Biases in Procurement Markets"

Presentations

"Affirmative Action as a Cost Cutting Tool in Procurement Markets"
University of Washington (2015), Marketing Science conference (2017), Marketing and Public Policy conference (2018)

“Persistent Buyer Biases in Procurement Markets”

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

“Product Placement Effects on Store Sales: Evidence from Consumer Packaged Goods”

UW-UBC marketing conference (2018), Marketing Science conference (2018), Johns Hopkins University (2018), Federal Trade Commission - Bureau of Economics (2018)

Teaching

Customer Analytics

Undergraduate elective

Advanced Marketing Strategy

MBA elective

Business to Business Marketing

Undergraduate elective & MBA elective

PhD Dissertation Committees

Omid Rafeian

2020 (expected)

Reviewing

Management Science

Quantitative Marketing and Economics

Professional Affiliations

INFORMS

American Marketing Association

American Economic Association

Last updated: May 7, 2019