

# 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), University of Washington marketing camp (2019)

“Vendor Pricing and Participation in Business Markets with Affirmative Action Policies”

Marketing Science conference (2019)

### Teaching

Customer Analytics	MBA elective (MKTG 562)
Customer Analytics	Undergraduate elective (MKTG 462)
Advanced Marketing Strategy	MBA elective (MKTG 505)
Business to Business Marketing	MBA elective (MKTG 511)
Business to Business Marketing	Undergraduate elective (MKTG 411)

### PhD Dissertation Committees

Omid Rafeian	2020 (expected)
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### Reviewing

*Journals:* Management Science, Quantitative Marketing and Economics

*Conferences:* AMA Marketing and Public Policy Conference

*Book Proposals:* Taylor & Francis, Routledge

### Professional Affiliations

INFORMS

American Marketing Association

American Economic Association

Last updated: August 22, 2019