

Ali Goli

CONTACT INFORMATION

Paccar Hall 460
University of Washington, Foster School of Business

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RESEARCH INTEREST

Advertising, marketing and public policy, customer loyalty, and behavioral economics

EDUCATION

University of Chicago, Booth School of Business, Chicago, IL, USA

Doctor of Philosophy, Quantitative Marketing, August 2020

Master of Business Administration, August 2020

University of Toronto, Toronto, ON, Canada

Master of Applied Science

Industrial Engineering (Operations Research), August 2015

Sharif University of Technology, Tehran, Iran

Bachelor of Science (Double Major)

Electrical Engineering, August 2013

Pure Mathematics, August 2013

PUBLICATIONS & WORKING PAPERS

- **A. Goli**, D. H. Reiley, H. Zhang “Personalized Versioning: : Product Strategies Constructed from Experiments on Pandora”, draft will be available soon (awaiting approval from Sirius XM/Pandora).
- **A. Goli**, P. K. Chintagunta, S. Sriram “Effect of Payment on User Engagement in MOOCs”, *Available at SSRN*, *R&R Journal of Marketing Research*.
- **A. Goli**, P. K. Chintagunta “What Happens When a Retailer Drops a Product Category? Investigating the Consequences of Ending Tobacco Sales”, *Available at SSRN*, *R&R Marketing Science*.

WORK IN PROGRESS

- “Effect of Passive vs. Active Ads on User Engagement” with Hongkai Zhang, and David Reiley.
- “The Effects of Brand Partnerships Between Retailers and Credit Card Companies” with Shirsho Biswas and Pradeep K. Chintagunta.
- “Product Placement Effects on Store Sales: Evidence from Consumer Packaged Goods” with Simha Mummalaneni, Pradeep K. Chintagunta, and Sanjay Dha.
- “The Impact of Caloric Deprivation on Consumer Shopping Behavior” with Xinyao Kong and Pradeep K. Chintagunta.

OTHER PUBLICATIONS

- **A. Goli**, J. J. Boutilier, T.C.Y Chan “A Small Number of Objective Function Weight Vectors is Sufficient for Automated Treatment Planning in Prostate Cancer”, *Physics in Medicine & Biology* 63, no. 19 (2018).
- **A. Goli**, S. H. Hassani, R. Urbanke, “Universal Bounds on the Scaling Behavior of Polar Codes”, *In proceedings of ISIT 2012*.
- P. Pad, A. Mousavi, **A. Goli** and F. Marvasti, “Simplified MAP-MUD for Active User CDMA”, *IEEE Communications Letters*.

TEACHING
EXPERIENCE

- **Booth Math Camp Instructor** for Incoming PhD Students 2017-Present
- **Marketing Strategy** (Executive MBA core) Spring 2018 and 2019
Pradeep Chintagunta and Sanjay Dhar Evaluations: 4.75/5 and 4.57/5
- **Marketing Simulations** (Executive MBA elective) Summer 2018
Pradeep Chintagunta Evaluation: 4.59/5
- **Data Driven Marketing** (Executive MBA elective) Summer 2018
Günter Hitsch Evaluation: 4.86/5
- **Data Science for Marketing** (MBA elective) Winter 2018
Günter Hitsch
- **Marketing Strategy** (MBA core) Winter 2018 and 2017
Pradeep Chintagunta
- **Marketing Strategy** (MBA core) Summer 2017
Sanjay Dhar
- **Introduction to Statistical Machine Learning** (TTIC) Fall 2017 and 2018
Greg Shakhnarovich

CONFERENCE
PRESENTATIONS

- 2020 Advances in Field Experiments University of Chicago
- 2020 Marketing Science Conference Duke University
- 2019 Marketing Science Conference Rome, Italy
- 2019 AMA Winter Pre-Conference on Education Austin, Texas

ACADEMIC
HONORS AND
SCHOLARSHIPS

- Dean's Recognition Award for Outstanding Service as a TA in Chicago Booth Executive Program in London, 2018 and 2019
- Chicago Booth Fellowship, 2015
- Connaught International Scholarship for excellence in research (35,000 CAD), 2013
- University of Toronto Fellowship (15,000 CAD), 2013
- Ranked 62 among more than 300000 participants of Iranian National Entrance Exam for universities, 2007
- Silver medalist of Iran National Mathematics Olympiad, 2006

SELECTED PHD
COURSE WORK

Marketing

- Foundations of Advanced Quantitative Marketing Pradeep Chintagunta
- Advanced Quantitative Marketing Jean-Pierre Dubé & Günter Hitsch
- Advanced Marketing Theory (Behavioral) Oleg Urminsky & Dan Bartels
- Applied Bayesian Econometrics Sanjog Misra

Economics, Econometrics, and Statistics

- Price Theory 1-3 K. Murphy, P. Reny, R. Myerson, B. Szentes
- Empirical Analysis 1-3 S. Bonhomme, L. Hansen, A. Hortacsu, D. Neal
- Measure Theoretic Probability Steven Lalley
- Stochastic Processes I-II Steven Lalley, Baris Ata
- Advanced Industrial Organization I Chad Syverson

Optimization and Machine Learning

- Convex Optimization Nathan Srebro
- Introduction to Statistical Machine Learning Greg Shakhnarovich
- Dynamic Programming/Markov Decision Process Sunil Kumar
- Revenue Management and Stochastic Control Rene Caldentey

