

Simha Mummalaneni

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Employment

Foster School of Business, University of Washington	Seattle, WA
Assistant Professor of Marketing	2016 – present

Education

Kellogg School of Management, Northwestern University	Evanston, IL
Ph.D. Marketing	2016
M.S. Marketing	2012
University of Chicago	Chicago, IL
A.B. Economics & Political Science	2010

Research Interests

Platform markets, Retailing, Advertising, Digital marketing, Regulation & public policy

Publications

1. “Making a Smooth Exit? Menthol Bans and Cigarette Sales in Massachusetts” with Ali Goli and Pradeep K. Chintagunta, *Marketing Science* (forthcoming).
2. “Show and Sell: Studying the Effects of Branded Cigarette Product Placement in TV Shows on Cigarette Sales” with Ali Goli, Pradeep K. Chintagunta, and Sanjay K. Dhar, *Marketing Science* (2022) Vol. 41(6): 1163-1180.
3. “Maximizing the Benefits of B2B Supplier Diversification” with Jonathan Z. Zhang, *MIT Sloan Management Review* (2020).

Working Papers & Papers Under Review

1. “How Do Content Producers Respond to Engagement on Social Media Platforms?” (with Hema Yoganarasimhan and Varad Pathak)
2. “Gender Diversity on Cable News: An Analysis of On-Screen Talent and Viewership” (with Ali Goli)

3. “Affirmative Action as a Cost Cutting Tool in Procurement Markets”
4. “Email Campaigns that Suit the Candidate: Leveraging Automated Text Analysis to Increase Political Donations”
(with Rebecca Jen-Hui Wang and Mathew S. Isaac)
5. “Vendor Pricing and Participation in Business Markets with Affirmative Action Policies”
6. “Buyer Biases and Relationships in Government Procurement Markets”

Dissertation

“Affirmative Action in Procurement Auctions”

Advisors: Brett Gordon and Song Yao

Committee members: Ulf Böckenholt, Robert Porter, and Yasutora Watanabe

Presentations

“Affirmative Action as a Cost Cutting Tool in Procurement Markets”

University of Washington (2015), INFORMS Marketing Science conference (2017), AMA Marketing and Public Policy conference (2018)

“Buyer Biases and Relationships in Government Procurement Markets”

University of Washington (2017), Ascend 2020 conference (2017), INFORMS Marketing Science conference (2021)

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

UW-UBC marketing conference (2018), INFORMS 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”

INFORMS Marketing Science conference (2019), AMA Marketing and Public Policy conference (2021)

“Show and Sell: Studying the Effects of Branded Cigarette Product Placement in TV Shows on Cigarette Sales”

Colorado State University (2021), Stanford University (2022), AMA Marketing and Public Policy Conference (2022)

“Making a Smooth Exit? Menthol Bans and Cigarette Sales in Massachusetts”

INFORMS Marketing Science conference (2022), Colorado State University (2022)

“How Do Content Producers Respond to Engagement on Social Media Platforms?”

UW-UBC marketing conference (2023), INFORMS Marketing Science conference (2023)

Teaching

Customer Analytics	Undergraduate elective (MKTG 462)
Digital Marketing Analytics	Undergraduate elective (MKTG 466)
Business to Business Marketing	Undergraduate elective (MKTG 411)
Business to Business Marketing	MBA elective (MKTG 511)
Advanced Marketing Strategy	MBA elective (MKTG 505)
Customer Analytics	MBA elective (MKTG 562)
Digital Marketing Analytics	MBA elective (MKTG 566)

Honors & Awards

Dean's Excellence Award for Graduate Teaching (2020)
MBA Professor of the Year (2022)
PACCAR Award for Excellence in Teaching (2023)

PhD Dissertation Committees

Omid Rafieian	University of Washington marketing	2020
Ebrahim Barzegary	University of Washington marketing	2021
Zhou Yang	University of Washington economics	2023
Evelyn Smith	University of Washington marketing	expected 2024

Reviewing

Journals: Management Science, Quantitative Marketing and Economics, Marketing Letters
Conferences: AMA Marketing and Public Policy Conference
Book Proposals: Taylor & Francis, Routledge

Professional Affiliations

INFORMS
American Marketing Association
American Economic Association
UW Foster Customer Analytics Center
UW Foster Product Management Center

Corporate Activity

Savi: Advisor
Twitter: Staff data scientist

Last updated: June 24, 2023