

Vineet Kumar

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EMPLOYMENT	Yale School of Management Assistant Professor of Marketing Faculty Fellow, Yale Center for Customer Insights	New Haven, CT 07/2014 - current
	Harvard Business School Assistant Professor of Business Administration Visiting Scholar	Boston, MA 07/2010 - 06/2014 07/2014 - 12/2014
EDUCATION	Carnegie Mellon University	Pittsburgh, PA
DEGREES	Doctor of Philosophy, Industrial Administration Master of Science, Industrial Administration	
	Indian Institute of Technology, Madras Bachelor of Technology	Chennai, India
INTERESTS	<i>Digital Strategy, Networks</i>	
PUBLICATIONS	Match Your Own Price? Self-Matching as a Multichannel Retailer's Pricing Strategy, with Pavel Kireyev and Elie Ofek. <i>Marketing Science</i> , Nov-Dec 2017	
	Commentary on "Predicting Customer Value using Clumpiness", with Kannan Srinivasan. <i>Marketing Science</i> , Mar-Apr 2015	
	Complementary Choices, with Steve Berry, Ahmed Khwaja, Andres Musalem, Ken Wilbur, Greg Allenby, Bharat Anand, Pradeep Chintagunta, Michael Hanemann, Przemek Jeziorski and Angelo Mele. <i>Marketing Letters</i> , Sep 2014	
	Making "Freemium" Work, <i>Harvard Business Review</i> , May 2014	
	The Dynamic Effects of Bundling as a Product Strategy, with Tim Derdenger. Lead Article , <i>Marketing Science</i> , Nov-Dec 2013	
	Competitive Product Strategy for Open Source Software, with Brett Gordon and Kannan Srinivasan. <i>Marketing Science</i> , Nov-Dec 2011	
	Structured Superpeers: leveraging heterogeneity to provide constant time lookup, with Alper Mizrak, Yucheng Cheng and Stefan Savage. <i>IEEE Workshop on Internet Applications</i> , 2003	
WORKING PAPERS	Demand Dynamics in the "Rental-by-Mail" Business Model, with Yacheng Sun, revising for third-round at <i>Management Science</i>	
	Designing Freemium: Strategic Balancing of Growth and Monetization, with Clarence Lee and Sunil Gupta, Major Revision at <i>Marketing Science</i>	
	Network Interventions Based on Inversity: Leveraging the Friendship Paradox in Unknown Network Structures, with David Krackhardt and Scott Feld	
	Can Friends Seed More Buzz And Adoption?, with K. Sudhir	

Why do Consumers Contribute to Connected Goods? A Dynamic Game of Competition and Cooperation in Social Networks, with Baohong Sun and Kannan Srinivasan

Finite Sample Properties of the Inclusive Value Approximation to Estimating Dynamic Discrete Choice Models with Aggregate Data, with Tim Derdenger

A CCP Estimator for Dynamic Discrete Choice Models with Aggregate Data, with Tim Derdenger and Cheng Chou

WORKS
IN PROGRESS

Does Restricting Information make the Crowd Better?

Dynamics of Product Line Sequencing, with Tim Derdenger

Demand Dynamics in the Mobile Phone Handset Market, with Tim Derdenger

CASES

Healthymagination at GE Healthcare Systems, with V. Kasturi Rangan (HBP Case 512-039)

- Harvard Business Publishing *Most Popular*

Healthymagination at GE Healthcare Systems, (HBP Teaching Note 512-105)

The New York Times Paywall, with Bharat Anand, Sunil Gupta, and Felix Oberholzer-Gee (HBP Case 512-077)

- Case Center Award for “Best Case in Marketing” (2016)

- Harvard Business Publishing *Most Popular*

- Harvard Business Publishing *Premier Case Collection*

- Translated into Portuguese and Chinese

The New York Times Paywall Teaching Note, with Sunil Gupta (HBP Teaching Note 512-099)

LEADERSHIP

Board of Directors, The Case Centre USA (2017-)

Co-chair for Digital Marketing Track at *AMA’s Winter Marketing Educators’ Conference*, Orlando, FL (02/2014)

Co-chair for Invited Session on Complementary Choices at *Ninth Invitational Choice Symposium*, Erasmus School of Economics, Noordwijk, The Netherlands (06/2013)

Conference Advisory Committee, Interdisciplinary Conference on Marketing, Strategy, and Information Systems, Shanghai, China (08/2013)

ADADEMIC
SERVICE

Editorial Board, *Marketing Science*

Referee at *Marketing Science*, *Management Science*, *Journal of Marketing Research*, *Operations Research*, *Journal of Economics and Management Strategy*, *Information Systems Research*, *Journal of Marketing*, *International Journal of Research in Marketing*, *Production and Operations Management*

Review Committee, Yale Customer Insights Conference, New Haven, CT, 2015-current

Invited Discussant at:

- *Summer Institute in Competitive Strategy*, University of California, Berkeley, 06/2017

- *UT Dallas FORMS Conference*, University of Texas, Dallas, 03/2017

- *Quantitative Marketing and Economics*, Massachusetts Institute of Technology, 09/2015

- *Quantitative Marketing and Economics*, University of Southern California, 09/2014
- *Summer Institute in Competitive Strategy*, University of California, Berkeley, 07/2014
- *Yale China India Conference*, New York, 09/2013
- *UT Dallas FORMS Conference*, University of Texas, Dallas, 02/2013
- *Yale China India Conference*, Yale University, 08/2012
- *Quantitative Marketing and Economics*, University of Rochester, 09/2011
- *Summer Institute in Competitive Strategy*, University of California, Berkeley, 07/2011
- *Marketing and Industrial Organization*, Yale University, 04/2011

AWARDS &
HONORS

Management Science Meritorious Service Award (2016)
 Case Center Award for Best Case in Marketing (2016)
 William W. Cooper Doctoral Dissertation Award, CMU
 Gérard Cornuéjols Fellowship, CMU
 Cylab Fellowship, CMU
 William Larimer Mellon Fellowship, CMU
 Certificate of Merit, Indian Institute of Technology

CONFERENCES
AND INVITED
PRESENTATIONS

Network Interventions Based on Inversity: Leveraging the Friendship Paradox in Unknown Network Structures

- Four School Conference (NYU, Wharton, Columbia and Yale), April 2017
- Computational Social Science Seminar, October 2017
- Business Analytics Meeting, December 2017

Dynamics of Product Line Sequencing

- Marketing Science Conference, Baltimore, MD, 06/2015

Designing Freemium: Balancing Monetization and Growth

- University of Texas, Austin, IROM Seminar Series, 10/2017
- Marketing and Industrial Organization Conference, 04/2015
- Yale SOM Faculty Seminar Series, 04/2015
- YCCI Board Meeting, 10/2014

Dynamics of the 'Rental by Mail' (RBM) Business Model

- Duke University Marketing Seminar Series, 04/2017
- Columbia University Marketing Seminar Series, 03/2017
- Emory University Marketing Seminar Series, 03/2017
- Marketing Dynamics Conference, Hamburg, Germany, 07/2016
- Cornell University, Ithaca, NY, 12/2014
- University of Connecticut, Storrs, CT, 11/2014
- Business Analytics Conference, Miami, FL, 11/2013

The Paradox of the Paradox of Friends: How *Inversity* Leads to Better Network Interventions

- Sunbelt – Social Networks Conference of the International Network for Social Network Analysis, Newport Beach, CA, 04/2016
- Yale SOM Internal Faculty Seminar, 04/2016
- Yale Institute of Network Science, 12/2015
- Sunbelt – Social Networks Conference of the International Network for Social Network Analysis, Hamburg, Germany, 05/2013

Indirect Network Effects and Demand Dynamics in the Mobile Phone Hardware Market

- Marketing Science Conference, Boston, MA, 06/2012

The Dynamic Effects of Bundling as a Product Strategy

- Ninth Invitational Choice Symposium, Noordwijk, The Netherlands, 06/2013
- Northeastern Marketing Conference, Boston, MA, 10/2012
- Marketing Science Conference, Houston, TX, 06/2011

Competitive Product Strategy for Open Source Software

- Stanford University 02/2011, University of Michigan 02/2011

Why Do Consumers Contribute to Connected Goods? A Dynamic Structural Model of Competition and Cooperation

- Invited Plenary Session Presentation at International Symposium on Social Communication, University of Chile, Santiago, Chile, 07/2012
- 8th Invitational Choice Symposium, Key Largo, FL, 05/2010
- Emory University, Georgia Institute of Technology, University of Rochester, McGill University, University of Southern California, Temple University, Ohio State University, Yale University, New York University, Columbia University, University of California (Berkeley), Harvard University, Northwestern University, Dartmouth College, Washington University, Texas A&M University, Purdue University

Consumer-driven Promotions through Social Networks

- Marketing Science Conference, Ann Arbor, MI, USA (2009)

TEACHING

Yale School of Management, Yale University

PhD: Networks (2016)

PhD: Seminar in Marketing (2015-current)

MBA Core: Customer (2015-2016)

MBA Elective: Digital Strategy (2015-current)

Executive Education:

- Technology & Strategy, Executive MBA Students from Fudan University (2015)
- BearingPoint Senior Managers Program (2015)

Harvard Business School, Harvard University

MBA: Marketing (Required Curriculum, Fall 2010 - Fall 2013)

Executive Education:

- Marketing for Law Firms, Harvard Law School (2014, 2013)
- Strategic Marketing Management (2013)
- Business Marketing Strategies (2013)
- Digital and Social Strategies (2013)
- Taking Marketing Digital (2012)

Doctoral: Marketing Models (Required Curriculum, Spring 2013)

Tepper School of Business, Carnegie Mellon University

Instructor: Marketing I (Undergraduate Core, Summer 2009)

STUDENT
ADVISING

2017: Navid Mojir (PhD Candidate, Yale School of Management), Dissertation Committee (Initial Placement: Harvard Business School)

2015: Minkyung Kim (PhD Candidate, Yale School of Management), PhD Qualifying Committee

2015: Samuel Shleifer (Yale Economics Undergraduate), Senior Essay Advisor

- Ellington Prize for Best Essay in Finance

2014: Clarence Lee (Doctoral Candidate, HBS), Dissertation Co-Chair with Sunil Gupta (Initial Placement: Cornell University)

- INFORMS Society for Marketing Science Doctoral Dissertation Proposal Award (2013)
- Adam Clayton Award, Marketing Science Institute (2013)

2013: Pavel Kireyev (Doctoral Candidate, HBS), Field Exam Committee

2012: Lingling Zhang (Doctoral Candidate, HBS), Field Exam Committee

MEDIA MENTIONS

NPR Marketplace, App sales plateau in the age of 'freemium', by Tim Fitzsimons, Feb 6, 2015
Forbes, For 'Freemium' Companies, What Are Non-Paying Consumers' Real Value, by Ava Seave, August 28, 2014

Forbes, New Research Helps Find The Perfect Strategy For 'Freemium' Business Models, by Ava Seave, August 27, 2014

Forbes, "Product Bundling is a Smart Strategy – But There's a Catch", by Dina Gerdeman, January 18, 2013

International Business Times, "Something For Nothing: How The Videogame Industry Is Adapting To A 'Freemium' World" by Yannick LeJacq, September 15, 2012

Wall Street Journal, "When Freemium Fails", by Sarah Needleman and Angus Loten August 22, 2012

Science Daily, "Benefits of the Open Source Software Market Identified", Aug 16, 2011

INSTITUTIONAL
SERVICE

Faculty Recruiting Committee, Yale School of Management, 2014-

PhD Recruiting Committee, Yale School of Management, 2014-

Faculty Recruiting Committee, Harvard Business School, 2010-2013

Doctoral Recruiting Committee, Harvard Business School, 2010-2013

OTHER SERVICE *Digital Marketing, Panel Moderator*, Harvard Business School, 11/2013
 Invited Lecture and Case Discussion, Maynard Media Academy at Nieman Foundation, Harvard University, 03/2013
 Gamification, Panel Moderator, Harvard Business School, 10/2012
 Megatrends in e-commerce, Panel Moderator, Harvard Business School, 03/2012
 Refreshing Your Brand, Panel Moderator, Harvard Business School, 12/2011

PROFESSIONAL Member:
AFFILIATIONS American Marketing Association, INFORMS, American Economic Association

INDUSTRY Technology Products in Software Industry in Start-up and Fortune 500 firms.
EXPERIENCE

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