

# Vineet Kumar

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EMPLOYMENT	Yale School of Management	New Haven, CT
	Assistant Professor of Marketing	07/2014 - current
	Faculty Fellow, Yale Center for Customer Insights	
	Harvard Business School	Boston, MA
	Assistant Professor of Business Administration	07/2010 - 06/2014
	Visiting Scholar	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	Chennai, India
	Bachelor of Technology	
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, (Forthcoming) <i>Marketing Science</i>	
	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. (Choice Symposium submission, <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 ( <b>Lead Article</b> , <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)	
	Advances in the Economics of Information Security, with Byung Cho Kim and Tridas Mukhopadhyay ( <i>Invited Chapter, Handbooks in Information Systems, Elsevier Publishing</i> , 2010)	
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: a Model of Consumer Usage, Upgrade, and Referral Dynamics, with Clarence Lee and Sunil Gupta	
	The Paradox of the Paradox of Friends: How Inversity Leads to Better Network Interventions, with David Krackhardt and Scott Feld	

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

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

Dynamics of Structure and Content in Online Social Media, with Ramayya Krishnan and David Krackhardt

WORKS  
IN PROGRESS

Dynamics of Product Line Sequencing, with Tim Derdenger

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

Designing for Regret: The Implications of “Groupon Remorse” for Daily Deal Expiration Policy, with Pavel Kireyev and Xueming Luo

CASES

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

- Harvard Business Publishing *Most Popular Case*

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 Case*

- 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)

ACADEMIC  
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*

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

Invited Discussant at:

- *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 to 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

Dynamics of Product Line Sequencing

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

Designing Freemium: Balancing Monetization and Growth

- YCCI Board Meeting, 10/2014
- Marketing and Industrial Organization Conference, 04/2015
- Yale SOM Faculty Seminar Series, 04/2015

Dynamics of the ‘Rental by Mail’ (RBM) Business Model

- 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 (Fall 2016)

PhD: Seminar in Marketing (2015-)

MBA Core: Customer (2015-)

MBA Elective: Digital Strategy (Spring and Fall 2015)

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	<p>2017: Navid Mojir (PhD Candidate, Yale School of Management), Dissertation Committee (Initial Placement: Harvard Business School)</p> <p>2015: Minkyung Kim (PhD Candidate, Yale School of Management), PhD Qualifying Committee</p> <p>2015: Samuel Shleifer (Yale Economics Undergraduate), Senior Essay Advisor</p> <ul style="list-style-type: none"> <li>- Ellington Prize for Best Essay in Finance</li> </ul> <p>2014: Clarence Lee (Doctoral Candidate, HBS), Dissertation Co-Chair with Sunil Gupta (Initial Placement: Cornell University)</p> <ul style="list-style-type: none"> <li>- INFORMS Society for Marketing Science Doctoral Dissertation Proposal Award (2013)</li> <li>- Adam Clayton Award, Marketing Science Institute (2013)</li> </ul> <p>2013: Pavel Kireyev (Doctoral Candidate, HBS), Field Exam Committee</p> <p>2012: Lingling Zhang (Doctoral Candidate, HBS), Field Exam Committee</p>
MEDIA MENTIONS	<p>NPR Marketplace, App sales plateau in the age of 'freemium', by Tim Fitzsimons, Feb 6, 2015</p> <p>Forbes, For 'Freemium' Companies, What Are Non-Paying Consumers' Real Value, by Ava Seave, August 28, 2014</p> <p>Forbes, New Research Helps Find The Perfect Strategy For 'Freemium' Business Models, by Ava Seave, August 27, 2014</p> <p>Forbes, "Product Bundling is a Smart Strategy – But There's a Catch", by Dina Gerdeman , January 18, 2013</p> <p>International Business Times, "Something For Nothing: How The Videogame Industry Is Adapting To A 'Freemium' World" by Yannick LeJacq, September 15, 2012</p> <p>Wall Street Journal, "When Freemium Fails", by Sarah Needleman and Angus Loten August 22, 2012</p> <p>Science Daily, "Benefits of the Open Source Software Market Identified", Aug 16, 2011</p>
INSTITUTIONAL SERVICE	<p><i>Faculty Recruiting Committee</i>, Yale School of Management, 2014-</p> <p><i>PhD Recruiting Committee</i>, Yale School of Management, 2014-</p> <p><i>Faculty Recruiting Committee</i>, Harvard Business School, 2010-2013</p> <p><i>Doctoral Recruiting Committee</i>, Harvard Business School, 2010-2013</p>
OTHER SERVICE	<p><i>Digital Marketing, Panel Moderator</i>, Harvard Business School, 11/2013</p> <p><i>Invited Lecture and Case Discussion</i>, Maynard Media Academy at Nieman Foundation, Harvard University, 03/2013</p> <p><i>Gamification, Panel Moderator</i>, Harvard Business School, 10/2012</p> <p><i>Megatrends in e-commerce, Panel Moderator</i>, Harvard Business School, 03/2012</p> <p><i>Refreshing Your Brand, Panel Moderator</i>, Harvard Business School, 12/2011</p>
PROFESSIONAL AFFILIATIONS	<p>Member:</p> <p>American Marketing Association, INFORMS, American Economic Association</p>

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

Last Updated: June 15, 2017