

Simha Mummalaneni

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Academic Positions

Mason School of Business, William & Mary Assistant Professor of Marketing	Williamsburg, VA 2025 – present
Argyros College of Business and Economics, Chapman University Assistant Professor of Marketing	Orange, CA 2024 – 2025
Foster School of Business, University of Washington Assistant Professor of Marketing	Seattle, WA 2016 – 2024

Education

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

Research Interests

Areas: Marketing analytics, Quantitative marketing

Topics: Platforms, Advertising, Digital marketing, Retailing, Public policy & societal marketing

Publications

1. “How Do Content Producers Respond to Engagement on Social Media Platforms?” with Hema Yoganarasimhan and Varad Pathak, *Marketing Science* (forthcoming).
2. “Affirmative Action as a Cost Cutting Tool in Procurement Markets” *Quantitative Marketing and Economics* (forthcoming).
3. “Email Campaigns that Suit the Candidate: Leveraging Automated Text Analysis to Increase Political Donations” with Rebecca Jen-Hui Wang and Mathew S. Isaac, *Journal of Interactive Marketing* (2024) Vol. 59(4): 385 – 399.
4. “Making a Smooth Exit? Menthol Bans and Cigarette Sales in Massachusetts” with Ali Goli and Pradeep K. Chintagunta, *Marketing Science* (2024) Vol. 43(3): 564 – 589.

5. “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.
6. “Maximizing the Benefits of B2B Supplier Diversification” with Jonathan Z. Zhang, *MIT Sloan Management Review* (2020).

Working Papers & Papers Under Review

1. “Gender Representation and Topic Selection in Cable News: How Networks Respond to Women-Relevant Content”
(with Ali Goli)
2. “Using Diversion Ratios as a Measure of Brand Performance for Product Line Decisions”
(with Jonathan Z. Zhang)
3. “Vendor Pricing and Participation in Business Markets with Affirmative Action Policies”
4. “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

“Gender Representation and Topic Selection in Cable News: How Networks Respond to Women-Relevant Content”

University of Nevada, Las Vegas (2025)

“Are Consumers to Blame for Women’s Lack of Screen Time on Cable News?”

AMA Marketing and Public Policy Conference (2024), Chapman University – Economic Science Institute (2025)

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

UW-UBC marketing conference (2023), INFORMS Marketing Science Conference (2023), University of British Columbia (2023), Lehigh University (2023), CODE@MIT Conference on Digital Experimentation (2023), Chapman University (2023), Workshop on Platform Analytics (2024), Interactive Marketing Research Conference (2024), William & Mary (2025)

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

INFORMS Marketing Science Conference (2022), Colorado State University (2022),
AMA Marketing and Public Policy Conference (2024)

“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)

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

INFORMS Marketing Science Conference (2019), AMA Marketing and Public Policy
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)

“Buyer Biases and Relationships in Government Procurement Markets”

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

“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)

Courses Taught

William & Mary

Marketing Management

MBA core

Marketing Research

MBA elective

Digital Marketing and Experimentation

Undergraduate elective

Chapman University

Digital Marketing

Undergraduate elective

University of Washington

Customer Analytics

Undergraduate & MBA electives

Digital Marketing Analytics

Undergraduate & MBA electives

Business to Business Marketing

Undergraduate & MBA electives

Advanced Marketing Strategy

MBA elective

Honors & Awards

UW Foster: PhD Program Mentoring Award (2024)

UW Foster: PACCAR Award for Excellence in Teaching (2023)

UW Foster: MBA Professor of the Year (2022)
UW Foster: Dean's Excellence Award for Graduate Teaching (2020)

PhD Dissertation Committees

Haonan Zhang	University of Washington marketing	Expected 2026
Evelyn Smith	University of Washington marketing	2024
Zhou Yang	University of Washington economics	2023
Ebrahim Barzegary	University of Washington marketing	2021
Omid Rafieian	University of Washington marketing	2020

Reviewing and Editorial Service

Editorial review board:	Journal of Marketing Research
Ad hoc journal reviews:	Marketing Science, Journal of Marketing Research, Management Science, Quantitative Marketing and Economics, Journal of Interactive Marketing, Marketing Letters, California Management Review, American Journal of Preventive Medicine
Conference reviews:	AMA Marketing and Public Policy Conference, MIT Sloan Sports Analytics Conference
Book proposal reviews:	Routledge, Taylor & Francis

Professional Affiliations

INFORMS
American Marketing Association
American Economic Association

Corporate Activity

Savi: Advisor
Twitter: Staff data scientist

Last updated: March 4, 2026