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Employment

University of Chicago Booth School of Business 2015–.

Charles H. Kellstadt Professor of Marketing

Anderson School of Management, UCLA 2012–2015.

Professor (2012–2015)

Simon School of Business, University of Rochester 1999–2014

Assistant Professor (1999–2005), Associate Professor (2005–2012), Professor (2012–2014)

Other Academic Positions

Neubauer Family Fellow, University of Chicago Booth School of Business (2015-2020)

Visiting Scholar, Kilts Center, Booth School of Business, University of Chicago, 2013 (Fall)

Visiting Associate Professor, Graduate School of Business, Stanford University 2007 (Fall)

Visiting Assistant Professor, Johnson School of Management, Cornell University 2003 (Fall) and 2004 (Fall)

Education

B.A. Economics, Ravenshaw College, India, 1992.

M.B.A., FORE School of Management, India, 1994.

M.A. Statistics, State University of New York at Buffalo, 2000.

Ph.D. Management, State University of New York at Buffalo, 1999.

Research

Published Articles

1. Targeted Undersmoothing - Sensitivity Analysis for Sparse Estimators, with Christian Hansen and Damian Kozbur, forthcoming, **Review of Economics and Statistics**
2. Deep Neural Networks for Estimation and Inference, with Max H. Farrell and Tengyuan Liang, forthcoming, **Econometrica**
3. Scalable Target Marketing: Distributed Markov Chain Monte Carlo for Bayesian Hierarchical Models, with Federico Bumbaca and Peter Rossi, **Journal of Marketing Research**, December 2020, 57(6), pp. 999–1018
4. “Sales Assistance and Purchase Decisions: An Analysis Using Retail Video Data,” with Aditya Jain and Nils Rudi, **Quantitative Marketing and Economics**, Sep 2020, 18(3), pp. 273-303
5. “Exact MCMC for Choices from Menus - Measuring Substitution and Complementarity among Menu Items”, with Tetyana Kosyakova, Thomas Otter and Christian Neuerburg, **Marketing Science**, Mar 2020, 39(2), pp. 427-447
6. “Selling and Salesforce Management”, Invited Chapter, 2019, **Handbook of the Economics of Marketing**, Elsevier, pp. 441-491
7. “Big Data and Marketing Analytics in Gaming: Combining Empirical Models and Field Experimentation,” with Harikesh Nair, Ranjan Mishra, Anand Acharya and William Hornbuckle **Marketing Science**, Sep-Oct 2017, 36(5), pp. 699-725.
8. “Homogenous Contracts for Heterogeneous Agents: Aligning Salesforce Composition and Compensation,” with Harikesh Nair and Øystein Daljord **Journal of Marketing Research** April 2016, Vol. 53, Issue 2, pp. 161-182.
9. “MCMC for Incomplete Information Discrete Games,” **Quantitative Marketing and Economics** March 2013, 11(1), pp. 117-153
10. “Enriching Interactions: Incorporating Outcome Data into Static Discrete Games,” with Paul Ellickson, **Quantitative Marketing and Economics**, 10(1), March 2012, pp. 1-26 (lead article)

Winner of the 2013 Dick Wittink best paper prize

11. “Repositioning Dynamics and Pricing Strategy,” with Paul Ellickson and Harikesh Nair, **JMR**, December 2012, 49(6), pp. 750-772. (lead article)
12. “Disentangling Preferences and Learning in Brand Choice Models”, with Sangwoo Shin and Dan Horsky, **Marketing Science**, 31(1), Jan/Feb 2012, pp. 115-137
13. “Discrete Games in Marketing,” with Paul Ellickson, Invited paper, **Marketing Science**, 30(6), December 2011, pp. 997-1010
14. “A Structural Model of Sales-Force Compensation Dynamics: Estimation and Field Implementation,” with Harikesh Nair, **Quantitative Marketing and Economics**, 9(3), September 2011, pp. 211-225 (Lead Article)

Winner of the 2012 Dick Wittink best paper prize

- (a) “A Structural Model of SalesForce Compensation Dynamics: Response to Profs. Rust and Staelin,” with Harikesh Nair, **Quantitative Marketing and Economics**, 9(3), September 2011, pp. 267-273

15. "Supermarket Pricing Strategies," with Paul Ellickson, **Marketing Science**, 27(5), pp. 811-828, 2008
Finalist, Marketing Science Long Term Impact Award, 2016
16. "Discrete Choice Models of Firms' Strategic Decisions," (Choice symposium session paper), **Marketing Letters**, Vol 19, 3-4, Dec. 2008 pp.
17. "Observed and Unobserved Heterogeneity in Brand Choice Models," with Dan Horsky and Paul Nelson, **Marketing Science**, Vol. 25, No. 4, July–August 2006, pp. 322–335
Finalist, Marketing Science Long Term Impact Award, 2016
18. "Contract Duration: Evidence from Franchising," with R. Lawrence VanHorn and Jim Brickley, **Journal of Law and Economics**, vol XLIX, April 2006, pp. 173-196 (
Winner, International Society of Franchising Best Paper Award 2003
19. "An Empirical Analysis of Software Life Spans to Determine the Planning Horizon for New Software," with Paul Nelson and William Richmond, **Information Technology and Management**, 7(2), 2006, pp. 131-149
20. "Salesforce Compensation: An Analytical and Empirical Examination of the Agency Theoretic Approach," coauthored with Anne Coughlan and Chakravarthi Narasimhan , **Quantitative Marketing and Economics**, 3:1, 2005, pp. 5-39 (Lead Article)
21. "Generalized Reverse Discrete Choice Models," **Quantitative Marketing and Economics**, 3:2, 2005, pp. 175–200.
22. "Scheduling Sales Force Training: Theory and Evidence," with Anand Krishnamoorthy and Ashutosh Prasad, **International Journal of Research in Marketing**, Dec. 2005, pp. 427-440
23. "Understanding Firm, Physician, Consumer Choice Behavior in the Health Care Industry," (Choice symposium session paper), **Marketing Letters**, December 2005, pp. 293-308
24. "How Consumers' Attitudes toward Direct-to-Consumer Advertising of Prescription Drugs Influence Ad Effectiveness, and Consumer and Physician Behavior," with Michal Herzenstein and Steve Posavac, **Marketing Letters**, 15:4, 2004, pp. 201-212
25. "Salesforce Design with Experience Based Learning," with Robert Shumsky and Ediel Pinker, **IEE Transactions**, Vol. 36, Iss. 10, Oct 2004., pp. 941-952
26. "On Risk, Convenience and Internet Shopping Behavior," with A. Bhatnagar and H.R. Rao, **Communications of the ACM**, Vol.43, Iss. 11, Nov 2000
27. "An Empirical Investigation into the Validity of Transitivity and Non-Satiety assumptions if Partial Order Structures," with H.R. Rao and S. Divakar, **IEEE Transactions (SMC:A)**, Vol. 30, Iss. 06, November 2000

Working Papers

1. Valuing Brand Collaboration: Evidence From a Natural Experiment, with Yewon Kim and Bradley Shapiro
2. Deep Learning for Individual Heterogeneity, with Max H. Farrell and Tengyuan Liang
3. Personalized Pricing and Customer Welfare, with Jean Pierre Dube
4. Optimal Targeting with Heterogeneous Treatment Effects, with Gunter Hitsch
5. A Copycat Penalty: Micro Evidence From an Online Crowdsourcing Platform, with Reto Hofstetter and Harikesh Nair
6. Estimation of Sequential Search Models, with Jae Hyen Chung and Pradeep Chintagunta
7. Identity Fragmentation Bias, with Tesary Lin
8. One-pass algorithms for Mixed Marketing Models, with Keunwoo Kim
9. The Dynamics of Retail Oligopoly, with Arie Beresteanu, Paul Ellickson and James Reeder
10. Investigating Salesforce Quota Dynamics, with Andrew Leone and Jerry Zimmerman
11. Channel Decisions and Bargaining with Sanjib Mohanty

Work in Progress

1. Coarse Targeting, with Walter Zhang
2. Algorithmic Nudges
3. Competition by Design, with Paul Ellickson
4. Productive Sales Hierarchies

Conferences and Invited Research Presentations

2019–2020

Krannert School, Purdue (Marketing), TBD
Olin School, WashU (Marketing), September 2020
Stern School, NYU (Marketing), October 2020
London School of Economics, (Data Science) TBD
University College London, (Marketing) TBD
University of Chicago (Econometrics and Statistics), Dec 2019
Tilburg University (Marketing), Dec. 2019
MSI Conference on Customer Data and Decisions , Chicago, Nov.2019
Boston University, (Marketing), Oct. 2019
Johns Hopkins University, AI Conference, Sep. 2019

2018–2019

University of California Berkeley (Marketing)

University of Copenhagen, (Dynamics Conference)
University of Chicago, SSRC

2017–2018

Mariott School BYU (Marketing)
University of Delaware (Marketing)
Wharton, University of Pennsylvania (Marketing)

2016–2017

SUNY, University at Buffalo (CS & Engineering)
Stanford GSB (Marketing)
University of Rochester (Marketing)
MSI Conference on harnessing analytics, UCLA
University of Wisconsin, Milwaukee (Marketing)
University of Chile (Management and IE)
Columbia University (Strategy)
Big Questions, Big Data, and Big Computation, University of Chicago
Kilts Center Marketing Insights Conference, University of Chicago

2015–2016

Invitational Choice Symposium
UT Austin (Marketing)
Temple University (Marketing)
University of Toronto (Marketing)

2014–2015

Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Econometrics (Kellogg)
Marketing Science Conference
NBER IO Summer Meeting, Invited Discussant
MSI Conference on Big Data and Analytics

2013–2014

Theory and Practice Conference (Kellogg)
WCAI Conference, Wharton
Harvard University (Economics)
Columbia University (Marketing)
USC (Marketing)
Google Future of Data Driven Marketing Summit
University of Chicago (Booth)
UCLA MEMES Conference (New York)
SICS Conference (UC Berkeley) Invited Discussant

2012–2013

Invitational Choice Symposium (Erasmus)
UC Davis (Marketing)
Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Econometrics (Duke)
University of Michigan (Economics)
University of Arizona (Economics)
NBER IO Winter Meetings
UCLA MEMES Conference

2011–2012

Marketing Science (Boston)
ART Forum (Seattle)

2010–2011

Marketing Camp (Kellogg)
Duke-Columbia-UCLA Structural Workshop (Duke)
Marketing Camp (UCLA)
Marketing Camp (Texas A&M)
Marketing and IO Conference (Yale)

2009–2010

QME Conference (Chicago)
NBER Summer IO Meetings
Marketing Dynamics Conference (NYU)
Marketing Science Conference (Cologne)
Ohio State University
Invitational Choice Symposium (Florida)
GSB Chicago (Operations/Mgt. Sc.)

2008–2009

SICS (U.C. Berkeley)
Yale SOM
Duke (Economics),
Columbia GSB
NYU Stern School
Marketing Science Conference (University of British Columbia)

2007–2008

Stanford GSB
U. of Chicago (QME),
Invited Discussant (UT Dallas; Marketing)

Univerity of British Columbia,
UCLA (Economics)
U. of Texas (Dallas)
Rotman School (University of Toronto)
Marketing Science (Singapore)

2006–2007

Stanford GSB
Invited Discussant (U.C. Berkeley SICS)
Rotman School (University of Toronto; BCRST)
Invited Discussant (QME Conference)
Marketing Science Conference (U. of Pittsburgh)
Stanford GSB (Economics)
Invitational Choice Symposium (Wharton)

2005–2006

Johnson School (Cornell)
BCRST Conference (Syracuse)
SICS Conference (Berkeley)
Marketing, Science Conference (Emory)
Joint Statistical Meetings (Minneapolis)
Supermarket Retailing Conference (U. of Buffalo)
Fisher School (Ohio State)
Department of Economics (Duke)
QME Conference (GSB Chicago)

2004–2005

Invitational Choice Symposium (University of Colorado)
Rotman School (University of Toronto)
Jones School (Rice University)
Marketing Science Conference (Rotterdam)
BCRST (Rochester)

2003–2004

Fuqua School (Duke U.)
Smith School (Maryland)
Harvard Business School
Economics Dept (U. of Rochester)
Johnson School (Cornell)
Marketing Science Conference (Maryland)
INFORMS Conference (Istanbul)

2002–2003

Carlson School (U. of Minnesota)
GSIA (Carnegie Mellon)
Marketing Science Conference (Edmonton)
INFORMS Conference (San Jose)

2001–2002

Olin School (Washington U.)
GSB (U. Chicago)
ZS-Kellogg-U.Chicago Conference on Promotion Response Models (at Northwestern)
Marketing Science Conference (U. Mainz, Germany)

2000–2001

Johnson School (Cornell U.)
Xavier Institute of Management (India)
Marketing Science Conference (UCLA)
BCRST Conference (U. Toronto)

1998–2000

Terry School (U. Georgia)
Kellogg (Northwestern U.)
Carnegie Mellon University
University of Texas (Dallas)
Southern Methodist University
Johnson School (Cornell)
Tilburg University
Hong Kong University of Science and Technology
Marketing Science Conference (Syracuse U.)
Simon School (University of Rochester)

Advising

Ph.D. Students

Chicago Booth

Tesary Lin (Committee Co-Chair, Initial Placement: Boston U. [Questrom])
Yewon Kim (Committee Chair, Initial Placement: Stanford GSB)
Matt Bloomfield (Committee Member, Accounting, Initial Placement: Wharton)
Michael Thomas(Committee Member, Initial Placement: University of Colorado)

Anderson School of Management (UCLA)

Paul Hoban (Co-Chair, Initial Placement: University of Wisconsin at Madison)
Keunwoo Kim (Co-Chair, Initial Placement: Solbridge University Korea)

Simon School of Business (University of Rochester)

James Reeder (Thesis Co-Chair, Initial Placement: Purdue University)
Sanjib Mohanty (Thesis Committee Member, Initial Placement: University of Wisconsin at Milwaukee)
Sangwoo Shin (Thesis Committee Member, Initial Placement: Purdue University)
Sudhir Voleti (Thesis Committee Member, Initial Placement: Indian School of Business)

Professional Affiliations and Activities

Journal Activities

Co-Editor (2014-2020) Quantitative Marketing and Economics

Associate Editor: Management Science (Current), Journal of Business Economics and Statistics (2018-2020), Marketing Science (2010-2014), QME (2008-2014) and International Journal of Research in Marketing (2012-2014)

Area Editor for Journal of Marketing Research (Special Issue on Dynamic Models) and Management Science (Special Issue on Marketing with the Enterprise and Beyond)

Editorial Board Member Journal of Marketing Research

Reviewer for Marketing Science, Quantitative Marketing and Economics, Journal of Marketing Research, Management Science, Quarterly Journal of Economics, Econometrica, Journal of Political Economy, American Economic Journal, Rand Journal of Economics, Review of Economics and Statistics, Review of Industrial Organization, Journal of Economics and Management Strategy

Professional Association Membership

AMA, Informs, AEA, ASA, Econometric Society

Honors and Awards

Dick Wittink Best Paper Award 2012 and 2013

International Society of Franchising Best Paper Award 2003

Simon Teacher of the Year Award (2005-2006)

Simon Dean's Teaching Excellence Awards (Based on Student Evaluations 2005 through 2011)

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