

ANDREY SIMONOV

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CONTACTS

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ACADEMIC APPOINTMENTS

- Assistant Professor, Marketing, Columbia Graduate School of Business, 2017 –
- affiliated faculty member, Department of Economics, Columbia University, 2020 –

EDUCATION

University of Chicago, Booth School of Business Ph.D. Business: (Quantitative) Marketing	<i>June 2017</i>
Tilburg University (Center) M.Sc. Business: Marketing	<i>August 2012</i>
Tilburg University M.Sc. Econometrics and Mathematical Economics	<i>August 2011</i>
Lomonosov Moscow State University B.Sc. Economics	<i>June 2010</i>

PUBLICATIONS

- **Competition and Crowd-out for Brand Keywords in Sponsored Search**
with Chris Nosko and Justin Rao
(2018) *Marketing Science* 37 (2), 200-215
– Finalist, 2018 John D. C. Little Award
- **Firms' Reactions to Public Information on Business Practices:
Case of Search Advertising**
with Justin Rao
(2019) *Quantitative Marketing and Economics* 17 (2), 105-134

WORKING PAPERS

- **What Drives Demand for Government-Controlled News in Russia?**
with Justin Rao
R&R, Journal of Political Economy
- **Competitive Advertising on Brand Search: Traffic Stealing and Customer Selection**
with Shawndra Hill
R&R, Marketing Science

- **State-Dependent Demand Estimation with Initial Conditions Correction**
with Jean-Pierre Dubé, Günter Hitsch and Peter Rossi
NBER Working Paper #26217
R&R, Journal of Marketing Research

WORK IN PROGRESS

- **Gaming or Gambling? An Empirical Investigation of the Role of Loot Boxes in Video Games**
with Tomomichi Amano
 - Center on Japanese Economy and Business Grant (\$18,500)
- **A New Instrument for Measuring the Effectiveness of TV Ads: Channel Position Effects**
with Shirsho Biswas and Jean-Pierre Dubé
 - Chazen Global Research Grant (\$10,000)
 - MSI Grant #4000410 (\$10,000)

CONFERENCE PRESENTATIONS

- *Gaming or Gambling? An Empirical Investigation of the Role of Loot Boxes in Video Games*
FTC Public Workshop on Loot Boxes *August 2019*
- *A New Instrument for Measuring the Effectiveness of TV Ads: Channel Position Effects*
Marketing Science, Rome *June 2019*
- *Competitive Advertising on Brand Search: Traffic Stealing, Adverse Selection and Customer Confusion*
Barcelona GSE Summer Forum *June 2019*
MSI Media Analytics; Columbia *February 2019*
Digital Economics; Toulouse School of Economics *January 2019*
Quantitative Marketing and Economics; Chicago Booth *August 2018*
Marketing Science; Temple *June 2018*
- *What Drives Demand for Government-Controlled News in Russia?*
Behavioral Insights from Text; Wharton *January 2020*
4th Economics of Media Bias Workshop; Berlin *February 2019*
Media Economics Workshop; UPF Barcelona *October 2017*
Marketing Science; University of Southern California *June 2017*
Economics of Media and Communications Conference; Becker Friedman Institute, UChicago *December 2016*
Kellogg-Booth Student Symposium; Kellogg, Northwestern University *April 2016*
Trans-Atlantic Doctoral Consortium, LBS *May 2016*
- *Competition and Crowd-out for Brand Keywords in Sponsored Search*
Quantitative Marketing and Economics; Sloan, MIT *October 2015*

SEMINAR PRESENTATIONS

- *What Drives Demand for Government-Controlled News in Russia?*

Northwestern (IO)	2020
FCC	2019
NYU Stern, University of Washington Foster	2018
Lomonosov Moscow State University, Stanford	2017
CMU, Columbia, Duke, HKUST, LBS, Southern Methodist University, UC Berkeley, UCLA, UCSD, Minnesota, Rochester, Southern California	2016

- *Competitive Advertising on Brand Search:*

<i>Traffic Stealing, Adverse Selection and Customer Confusion</i>	
FTC, Dartmouth (mrkt camp)	2019
Temple	2018

- *A New Instrument for Measuring the Effectiveness of TV Ads:*

<i>Channel Position Effects</i>	
Kellogg (mrkt camp)	2019

CONFERENCE DISCUSSIONS AND DISCUSSION PANELS

2020: Frank M. Bass Conference (UT Dallas)
 2019: Quantitative Marketing and Structural Econometrics Workshop (Kellogg)
 2018: SICS (Berkeley)
 2017: QME (Goethe), Big Data and Marketing Analytics (Columbia), Media Economics Workshop (Barcelona)

ACADEMIC AWARDS AND GRANTS

Center on Japanese Economy and Business Grant (\$18,500)	2019
Finalist, 2018 John D. C. Little Award	2018
Chazen Global Research Grant (\$10,000)	2018
MSI Grant #4000410 (\$10,000)	2018
Sanford J. Grossman Fellowship in Honor of Arnold Zellner, Chicago Booth	2017
ASA Annual Doctoral Research Award – Statistics in Marketing	2017
ISMS Doctoral Dissertation Award	2016
Kilts Fellowship, Chicago Booth	2016-2017
Bradley Fellowship, Stigler Center, Chicago Booth	2016-2017
Katherine Dusak Miller PhD Fellowship, Chicago Booth	2015-2017
Joseph A. and Susan E. Pichler PhD Fellowship, Chicago Booth	2013
Chicago Booth PhD Fellowship, Chicago Booth	2012-2017
CentER Scholarship, Tilburg University	2011-2012
TU Scholarship Program, Tilburg University	2010-2011

TEACHING

- Core Marketing Strategy (part 2), EMBA, EMBA Global Asia, EMBA Americas

	Spring 2018
Columbia Business School	Fall 2018
	Spring 2019
	Fall 2019
	Spring 2020
	Summer 2020

- Graduate Industrial Organization-3
Columbia University, Department of Economics

Spring 2019

PROFESSIONAL SERVICE

Ad-hoc reviewer for:

British Journal of Political Science, Journal of Business and Economic Statistics, Journal of Consumer Research, Journal of Marketing Research, Journal of Political Economy, Journal of Politics, Journal of Public Economics, Journalism, Information Economics and Policy, Information Systems Research, Management Science, Marketing Science, Marketing Science: Frontiers, Review of Economic Studies.

OUTSIDE ACTIVITIES

Columbia Business School requires faculty members to disclose any recent activities that might present a real or apparent conflict of interest. My recent activities:

- Microsoft Research, NYC *July 2017 - June 2018*
Consulting Researcher
- Microsoft Research, NYC *June 2015 - September 2015*
Research Intern *June 2014 - October 2014*