


# VISHAL SINGH

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## ***EDUCATION:***

2003 PhD (Marketing), Kellogg School of Management, Northwestern Univ.  
1997 MS Economics, Iowa State University  
1992 BA (Hons) Economics, Delhi University

## ***EMPLOYMENT:***

2002-06 Assistant Professor of Marketing, Tepper School of Business, Carnegie Mellon  
Summer-06 Melville Blake '80 Visiting Summer '06 Fellow, Yale University  
2006-09 Associate Professor, Stern School of Business, NYU  
2009- Associate Professor with tenure, Stern School of Business, NYU

## ***AWARDS:***

Xerox Junior Chair, (2003), Tepper School of Business, Carnegie Mellon University  
Teaching Award 2003-04, Tepper School of Business, Carnegie Mellon University  
Faculty Giving Chair (2005), Tepper School of Business, Carnegie Mellon University  
Carnegie Bosch Chair (2006), Tepper School of Business, Carnegie Mellon University  
Finalist for the Paul E. Green Award (JMR), 2005  
MSI Young Scholar 2006, Marketing Science Institute  
Finalist for the Paul E. Green Award (JMR), 2010  
Award for Early Contributions to the Economics Profession (2011), Iowa State University  
Finalist for the John Little Award (Marketing Science), 2016

## ***Research Interests***

Data Driven Business Strategies  
Public Health  
Big Data Psychology  
Political Science

## REFEREED PUBLICATIONS:

1. Chintagunta, P. J.P. Dube, V. Singh (2002) "Market Structure Across Stores: an application of a random coefficients model with store level data," *Advances in Econometrics: Econometric Models in Marketing*, ed. Philip Hans Franses and Alan Montgomery (JAI Press: 2002).
2. Chintagunta, P. J.P. Dube, V. Singh (2003) "Balancing profitability and customer welfare in a supermarket chain," with Pradeep Chintagunta and J.P. Dube, *Quantitative Marketing and Economics*, Inaugural Issue, 1 (1), 2003 .
3. Singh, V, K. Hansen and S. Gupta (2005) "Modeling Preferences for Common Attributes in Multi-category Choice" (with), *Journal of Marketing Research*, 42, 2, 195-209. **(Nominated for Paul Green Award)**
4. Hansen, K. V. Singh, P. Chintagunta (2006) "Understanding the Store-brand Purchase Behavior Across Categories", *Marketing Science*, vol 25, No.1, 75-90
5. Lewis, M. V.Singh, S. Fay (2006) "Forecasting the Impact of Non-linear Shipping and Handling Fees", *Marketing Science* vol 25, No.1, 51-64
6. Singh, V. K. Hansen, R. Blattberg (2006) "Market Entry and Consumer Behavior: Case of Wal-Mart Supercenter", *Marketing Science*, 25(5), 457-476
7. Draganska, M., Misra, S., Aguirregabiria, V., Bajari, P., Einav, L., Ellickson, P., Horsky, D., Narayanan, S., Orhun, Y., Reiss, P., Seim, K. Singh, V., Thomadsen, R., Zhu, T., (2008), "Discrete Choice Models of Firms' Strategic Decisions", *Marketing Letters*, 19:399–416
8. Singh, V; T. Zhu (2008) "Pricing and Market Concentration Oligopoly Markets" *Marketing Science* 27(6):1020-1035
9. Hansen, K and V. Singh (2008) "Research Note: Does Store Brand Create Store Loyalty? An Empirical Investigation", *Management Science* 54(10): 1828-1834
10. Chen, T, B. Sun, V. Singh (2009) "Investigating Consumer Choice Dynamics Around Marlboro Friday", *Marketing Science* Vol. 28, No. 4, July–August 2009, pp. 740–758
11. Hansen, K V. Singh (2009) "Market Structure Across Retail Formats" *Marketing Science* 28(4):656-673
12. Zhu, T; V. Singh; M. Manuszak (2009) "Market Structure and Competition in the Retail Discount Industry", *Journal of Marketing Research* Vol. 46, No. 4, pp. 453-466 **(Nominated for Paul Green Award)**
13. Zhu, T; Singh, V (2009)"Spatial Competition with Endogenous Location Choices – An Application to Discount Retailing" *Quantitative Marketing and Economics* 7:1–35
14. Khan, Romana, Michael Lewis, and Vishal Singh. 2009. "Dynamic Customer Management and the Value of One-to-One Marketing." *Marketing Science* 28 (6). INFORMS: 1063–79.

15. Robert J. Meyer, Joachim Vosgerau, Vishal Singh, Joel E. Urbany, Gal Zauberaman, Michael I. Norton, Tony H. Cui, Brian T. Ratchford, Alessandro Acquisti, David R. Bell and Barbara E. Kahn. (2010) Behavioral research and empirical modeling of marketing channels: Implications for both fields and a call for future research. *Marketing Letters* 21:3, 301-315
16. Zhu, T; V. Singh; A. Dukes (2011) "Local Competition, Entry, and Agglomeration", *Quantitative Marketing and Economics* Volume 9, pp 129-154
17. Khan, Romana, Kanishka Misra, and Vishal Singh. (2013). "Ideology and Brand Consumption." *Psychological Science* 24 (3). Sage Publications Sage CA: Los Angeles, CA: 326–33
18. Hansen, K., R. Khan, and V. Singh (2014), "Hierarchical Modeling of Choice Concentration of US Households," in *Bayesian Inference in the Social Sciences*, I. Jeliaskov, and X. Yang, (Eds.): Wiley, pp. 249-268
19. Khan R.; K. Misra, V. Singh (2015) "Will a Fat Tax Work?" *Marketing Science* 35 (1). INFORMS: 10–26. (Finalist for best paper in Marketing Science)
20. Wang, Y., M. Lewis, V. Singh (2015) "The Complex Consequences of Counter Marketing: Case of Cigarettes" *Marketing Science* 35 (1), 52-73
21. Baek Jung Kim, Vishal Singh, and Russell S. Winer (2017), "The 80-20 Rule in Marketing: An Empirical Generalization," *Marketing Letters*, 28 (December), 491-507.
22. Jost, John, Melanie Langer, and Vishal Singh (2017) "The Politics of Buying, Boycotting, Complaining, and Disputing" *Journal of Consumer Research*, Volume 44, Issue 3
23. Rafael Thomadson, Robert Rooderkerk, On Amir, Neeraj Arora, Bryan Bollinger, Karsten Hansen, Leslie John, Wendy Liu, Aner Sela, Vishal Singh, K. Sudhir, Wendy Wood, "How Context Affects Choices," *Customer Needs and Solutions*, March 2018, Volume 5, [Issue 1–2](#), pp 3–14
24. Morisi, Davide, John Jost & Vishal Singh "An Asymmetrical President in Power Effect" (*American Journal of Political Science*, 113, 2, p. 614-620)
25. "Heterogeneous Price Effects of Mergers: Evidence from the Car Rental Industry" with Umut Guler, and K. Misra (2019) (*forthcoming Marketing Science*)

## WORKING PAPERS

- 1a) "Choice Concentration", with Karsten Hansen (*R&R Management Science*)
- 2a) "Does Brand Strength Moderate the Effectiveness of Counter-Marketing Techniques? " with Yanwen Wang and Mike Lewis (*R&R Journal of Marketing, Special issue 'Better Marketing for better world'*)
- 3a) "Religiosity and Negative Word-of-mouth Behavior" with Riza Casidy & Adam Duhachek (first round, *JMR*)
- 4a) "A Sticky-Price view of Hoarding" with Christopher Hansman, Harrison Hong and Aureo De Paula
- 5a) "Charitable Giving: An Empirical Investigation" with Adam Duhachek
- 6a) "Peer Effects in Platform Adoption: Case of US High School Teachers" with Baek Jung & Masakazu

Ishihara

## **Other Publications**

Khan R.; K. Misra, V. Singh (2016), “Even a 14-Cent Food Tax Could Lead to Healthier Choices” *Harvard Business Review*

Singh, Vishal, Karsten T Hansen, and Robert C Blattberg. 2010. “Market Entry & Consumer Behavior” *Perspectives on Promotion and Database Marketing: The Collected Works of Robert C Blattberg*. World Scientific, 297

Singh, Vishal. 2010. “Contributions Using Micro Consumer Models to Address Macro Marketing Problems.” In *Perspectives on Promotion and Database Marketing: The Collected Works of Robert c Blattberg*, 261–64.

Singh, Vishal P, Jean-Philippe Gervais, and C Phillip Baumel. 1998. “Consumer Willingness to Purchase Factory Production Ethanol Cars: A Contingent Valuation Approach.” *Journal of the Transportation Research Forum*. Vol. 37. 2

## **Editorial Roles**

Associate Editor: Marketing Science (2014–2018). Editorial Board: Journal of Retailing, Ad hoc reviewer for Management Science, IJRM, Journal of Marketing Research, QME, JASA, ReStud, JCR, NIH, JCP

## **Student Supervision**

### ***Chair/ Co-chair***

Ting Zhu (CMU, 2006) “Market Structure and Competitive Outcomes in the Retail Discount Industry”, Phd 2006.  
Initial Placement: GSB, University of Chicago

Pavitra Jindahra (CMU, PhD 2006) “Advances in Choice Modeling” Initial Placement: Sasin School of Management, Thailand

Yanwen Wang (Emory, PhD 2014), “Unintended Consequences of Counter Marketing Strategies” Initial Placement: Leeds School of Business, University of Colorado

Baek Jung Kim (NYU, 2018) “Peer Effects in Adoption and Usage of Crowdfunding Platforms: Evidence from United States Public School Teachers” Initial Placement: Sauder School of Business, University of British Columbia

### ***Thesis Committee***

Poppy Zhang (NYU, in progress)

Jong Yeob Kim (NYU, in progress)

Minjung Kwon (NYU, 2017) “Seasonality in Consumption”

Surat Teerakapibal (Sasin, Thailand, PhD 2012), “Poverty & Consumption”

Sue Ryung Chang (NYU, PhD 2012), “Learning Dynamics in Product Relaunch”

Brett Gordon (CMU, PhD 2007) “A Dynamic Structural Analysis of the PC Processor Industry”

Elina Petrova (CMU, PhD 2008) “Advances in Marketing Models”

Tao Chen (CMU, PhD 2007), “Dynamic Pricing”

Kyungdo Park (CMU, PhD 2004) “On the Spatial Organization of Segmentation Variables: Cross-National Evidence from the European Union” 2004

### ***Undergraduate Honors Thesis***

Cynthia Gonzalez (NYU, in progress), “Social Media Consumption & Mental Health in Gen Z”  
David Wang (NYU 2016), “[Does joining clubs lead to better job placement?](#)”  
Olivia Hu (NYU, 2015) “Gender, Marital Status, and Hiring Practices in the United States”  
Michael Pelts (NYU, 2015) “Understanding Market Factors in Amateur Athletics”  
Deependra Mookim (NYU, 2015) “Private Prisons: Growth and Consequences for the US Incarceration System”  
Typhanie Zhuge (CMU, 2004) “Road to Higher Revenues for Pittsburgh Pirates”  
Megan O’Kain (CMU, 2004) “Marketing to Kids: Is it Right?”  
Carolina P. Carvalho (CMU, 2005), “Time-To-Market & It’s Impact on the Market Share”  
Nithya George (CMU, 2005) “Location Strategies in Discount Retailing”

### **NYU Gallatin School Student Supervision**

Sabrina Mercado (2014, co-advisor)  
Joey Schmidt (in progress, Thesis Advisor)

### **Committee Work**

PhD Coordinator CMU Marketing (2003-06), PhD Committee NYU (2014-2016), Recruiting Chair NYU Marketing (2014, 2015), Recruiting Committee NYU Food Science (2013), NYU Libraries Faculty Advisory Group

### **Invited Talks**

#### 2002 (Job Market)

Stanford, Harvard Business School, Carnegie Mellon, Rochester, Florida, Colorado, Indiana, Emory, SMU, USC, HKUST, SUNY, Olin Wash U, Iowa, Georgetown, U of Washington, Maryland

#### 2003-2014

University of Chicago; Wharton UPenn; SOM, Yale University; Winter Camp- University of Florida; Summer Camp, UT Austin; Summer Marketing Camp, Stern School, NYU; Summer Marketing Camp, Kellogg, Northwestern University; Fuqua, Duke University; Johnson School, Cornell University ; INSEAD; Summer Marketing Camp, University of Washington; HKUST, Hong Kong; Rocket Science in Retailing, University of Chile; Stifel Retail Summer School, GSB, Columbia University; Haas School of Business, UC Berkeley; Kellogg School of Management, Northwestern; WIMI, Wharton; London School of Business, Summer Camp; ESMT (Berlin); Sasin (Thailand); U of Iowa; Iowa State; US Census Bureau; Emory, Yale Spring Seminar, NYU Psychology, Cornell (Behavioral Decision), Colorado, , Berkeley Psychology, AMA Seth Consortium (Kellogg), Hearing Symposium (Indiana)

#### 2015-19

Marketing Science Doctoral Consortium (Atlanta); Columbia Marketing Summer Camp; Jost Lab NYU-Psychology; Cornell (Behavioral Decision Science Group), SPSP Bigdata Psychology Symposium, University of Wisconsin (Marketing), Marketing Science Doctoral Consortium (China), Drexel University, University of Toronto, Marketing Science Doctoral Consortium (LA), HKUST, Chobani, Data Science of Social Good (NYU), Koc University, JNU-Psychology, Marketing Science Doctoral Consortium (Wharton), University College London

## Teaching

Data Driven Decision Making (NYU, 2012-present)

Customer Insight (NYU, 2006-present)

Marketing Research (CMU, 2003-06)

PhD Seminar (CMU 2003-05)

**Teaching Material & Case Studies:** [vishalsingh.org/teaching](http://vishalsingh.org/teaching)

Online interactive case studies with **teaching notes, R & Python codes, Data files, and interactive visualizations**