

HEMA YOGANARASIMHAN

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EDUCATION

Yale University

Ph.D., Marketing (Expected May 2009)

M. Phil., Marketing, 2008

M.A., Marketing, 2006

Indian Institute of Technology, Madras

B.Tech, Naval Architecture and Ocean Engineering, 2004

DISSERTATION

Thesis title: Essays on the Role of Social Interactions and Networks in Marketing

Thesis advisors: Dina Mayzlin (co-chair), Jiwoong Shin (co-chair)

WORKING PAPERS

Cloak or Flaunt? - The Firm's Fashion Dilemma.

Link to Success - How Blogs Build an Audience by Promoting Rivals
with Dina Mayzlin.

WORK IN PROGRESS

Impact of Social Networks on Content Propagation in YouTube.

Self-Policing Networks - Copyright Protection for the Masses *with Dina Mayzlin.*

RESEARCH INTERESTS

Fashion, Consumer generated media, Management of social interactions and networks, Empirical measurement of social influence.

HONORS & AWARDS

MSI Alden G. Clayton Doctoral Dissertation Proposal Competition Winner, Marketing Science Institute, 2008.

Fellow, AMA-Sheth Doctoral Consortium (for Yale University), Columbia, Missouri, 2008.

Fellow, Theory-Rich Marketing Modeling Workshop, Duke University, 2007.

Fellow, Summer Workshop on the Economics of Information Technology, New York University, 2006.

Fellowship, Yale University, 2004-2009.

TEACHING INTERESTS

Marketing management, Marketing strategy, E-Business, Marketing channels, Database marketing.

TEACHING
EXPERIENCE

Teaching Assistant

Information-Based Marketing (MBA) <i>with Oliver Rutz</i>	Spring 2008
Economic Analysis (E-MBA) <i>with Katherine O'Regan</i>	Fall 2007
E-Business and Marketing (MBA) <i>with Dina Mayzlin</i>	Spring 2006, Spring 2007
Channels of Distribution (MBA) <i>with Jiwoong Shin</i>	Fall 2005, Spring 2007
Services Marketing (MBA) <i>with Christopher Lovelock</i>	Spring 2005

PHD
COURSEWORK

Economics

Microeconomic Theory I <i>Theory of Consumer & Firm, General Equilibrium</i>	Truman Bewley, Ben Polak
Microeconomic Theory II <i>Game Theory</i>	Stephen Morris
Advanced Microeconomic Theory I <i>Advanced Game Theory, Information Economics</i>	Itzhak Gilboa
Advanced Microeconomic Theory II <i>Contract Theory, Economics of Organization</i>	Dino Gerardi
Econometrics I <i>Probability Theory, Statistical Methods</i>	Donald Andrews
Econometrics II <i>Asymptotic Econometric Theory, Time Series & Panel Data</i>	Taisuke Otsu
Industrial Organization I <i>I.O. Theory & Empirics</i>	Philip Haile
Industrial Organization II <i>Market Evolution, Market Structure</i>	Steven Berry, Justine Hastings
Computational Methods for Economic Dynamics	Michael Keane, Tony Smith
Experimental Economics	Shyam Sunder

Marketing

Quantitative Seminar in Marketing I	K. Sudhir
Quantitative Seminar in Marketing II	Dina Mayzlin
Analytical Seminar in Marketing	Dina Mayzlin, Jiwoong Shin
Bayesian Statistics in Marketing	Oliver Rutz
Behavioral Decision Making I	Nathan Novemsky
Behavioral Decision Making II	Ravi Dhar

Other courses

Introduction to Patents, Copyrights	Yochai Benkler
Operations Research <i>Linear and Non-Linear Optimization Techniques</i>	Susana Mondeschein

REFERENCES

Dina Mayzlin

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