Omid Rafieian

Cornell Tech and SC Johnson College of Business
Cornell University

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http://omidraf.github.io/

Research Interests

Substantive areas: digital marketing, mobile advertising, targeting, personalization, privacy, polarization, online auctions.

Methods: policy evaluation, structural models, machine learning, reinforcement learning, mechanism design, causal inference.

Employment

Cornell Tech and SC Johnson College of Business, Cornell University
Demir Sabanci Faculty Fellow of Marketing and Management, February 2021 to present
Assistant Professor of Marketing, July 2020 to present

Education

University of Washington, Seattle, WA
Ph.D., Marketing, 2015 to 2020

Sharif University of Technology, Tehran, Iran
B.S., Applied Mathematics, 2010 to 2015

Dissertation

Title: Essays on Personalization and Market Design in Mobile Advertising
Chair: Hema Yoganarasimhan

Winner, 2019 MSI Alden G. Clayton Doctoral Dissertation Proposal Competition

Winner, 2019 Vithala R. and Saroj V. Rao ISMS Doctoral Dissertation Award

Winner, 2020 American Statistical Association Doctoral Research Award (Statistics in Marketing Section)

Publications

1. Rafieian, O., "A Matrix Completion Solution to the Problem of Ignoring the Ignorability Assumption," Forthcoming at *Marketing Science*.

2. Bondi, T., Rafieian, O., Yao, Y., "Privacy and Polarization: An Inference-Based Framework," *Management Science*, Vol 72(2), pp 1389-1409. (Extended Abstract at *EC'24*).

3. Rafieian, O., Kapoor, A., and Sharma, A., (2025) "Multi-Objective Personalization of Marketing Interventions," *Marketing Science*, Vol 44(2), pp 457-477.

4. Rafieian, O., (2023) "Optimizing User Engagement through Adaptive Ad Sequencing," *Marketing Science*, Vol 42(5), pp 910-933.

5. Rafieian, O., and Yoganarasimhan, H., (2022) "Variety Effects in Mobile Advertising," *Journal of Marketing Research*, Volume 59, Issue 4, pp 718-738.

   Finalist, AMA-MRSIG Don Lehmann Award, 2023

6. Rafieian, O., and Yoganarasimhan, H., (2021) "Targeting and Privacy in Mobile Advertising," *Marketing Science*, Vol 40(2), pp 193-218. (*Lead article*)

   Winner, Frank M. Bass Dissertation Paper Award,2021

   Finalist, John D.C. Little Best Paper Award, 2021

Chapters and Survey Papers

7. Rafieian, O., and Yoganarasimhan, H., "AI and Personalization," Artificial Intelligence in Marketing (*Review of Marketing Research*, Vol. 20), pp. 77-102.

Working Papers

8. Rafieian, O., Zuo, S., "Personalization, Algorithmic Dependence, and Learning." (Major Revision at *Marketing Science*)

9. Mosaffa, M., Rafieian, O., and Yoganarasimhan, H., "Visual Polarization Measurement Using Counterfactual Image Generation." (Extended Abstract at *EC'25*)

10. Mosaffa, M., and Rafieian, O., "The Privacy-Utility Trade-Off of Location Tracking in Ad Personalization." (Extended Abstract at *EC'26*, Major Revision at *Management Science*)

11. Rashid, M., Rafieian, O., and Ghili, S., "Auctions Meet Bandits: An Empirical Analysis." (Extended Abstract at *EC'26*, Reject and Resubmit at *Marketing Science*)

12. Rafieian, O., "Revenue-Optimal Dynamic Auctions for Adaptive Ad Sequencing."

Work in Progress

13. Khadem, S., Rafieian, O., "Value of Perfect User Tracking in Ad Personalization."

14. Khadem, S., Rafieian, O., and Kadiyali, V., "Do Social Movements Have Lasting Effects? Evidence from Black Lives Matter and Healthcare Evaluations."

15. Yang, M., Bojd, B., and Rafieian, O., "Customer 'Relationship' Management: The Role of Match Quality in Online Dating."

Research Awards and Honors

V. "Seenu" Srinivasan Young Scholar Award in Quantitative Marketing, 2026

MSI Young Scholar, 2026

Winner, Dean's Distinguished Award for Early Career Impact, Cornell SC Johnson College of Business, 2025

Finalist, AMA-MRSIG Don Lehmann Award, 2023

Winner, Frank M. Bass Dissertation Paper Award,2021

Finalist, John D.C. Little Best Paper Award, 2021

Winner, American Statistical Association Doctoral Research Award (Statistics in Marketing Section), 2020

Winner, MSI Alden G. Clayton Doctoral Dissertation Proposal Competition, 2019

Winner, Vithala R. and Saroj V. Rao ISMS Doctoral Dissertation Award, 2019

Fellow, AMA-Sheth Doctoral Consortium, New York, New York, 2019.

2016-2018 Ph.D. Program Dean's Achievement Award

James B. Wiley Endowed Ph.D. Fellowship in Marketing, 2018-2020

F. Kemper Freeman, Jr. 2014 Distinguished Leader Fellowship, University of Washington, 2017-2019.

Foster School of Business Fellowship, University of Washington, 2015-2017

Teaching and Service Awards

Marketing Science Service Awards, 2022

Management Science Service Awards, 2020, 2021, 2022

Teaching

Data Analytics and Modeling (NCC 5010, JCT-MBA, AMBA, Cornell University)

Managerial Statistics (NCCE 5010, EMBA, Cornell University)

Doctoral Seminar in Quantitative Models (NRE 5020, Ph.D., Cornell University)

Service

Editorial Review Board member at *Marketing Science* (2021 - present)

Editorial Review Board member at *Journal of Marketing Research* (2026 - present)

Senior Program Committee at *Economics and Computation (EC)* 2025, 2026

Program Committee at *Economics and Computation (EC)* 2024, *Workshop on Platform Analytics (WoPA)* 2023, 2024, 2025, 2026

Ad-hoc reviewer for *Management Science*, *Journal of Marketing Research*, *Journal of Marketing*, *Quantitative Marketing and Economics*, *Production and Operations Management (POMS)*, *Economic Journal*, *International Journal of Industrial Organization*

Student Supervision

Si Zuo (Committee Member, Graduation Year: 2025)

Yanqing Gui (Committee Member, Graduation Year: 2026)

Mehrzad Khosravi (Committee Member, Graduation Year: 2027)

Mohammad Mosaffa (Chair, Graduation Year: 2028)

Sepehr Khadem (Chair, Graduation Year: 2028)

Meng Yang (Co-Chair, Graduation Year: 2028)

Jongho Kim (Committee Member, Graduation Year: 2027)

Invited Talks

Auctions Meet Bandits: An Empirical Analysis
Imperial College London, 2026

Visual Polarization Measurement Using Counterfactual Image Generation
Boston University, 2025
Carnegie Melon University, 2025
University of Arizona, 2026

Multi-Objective Personalization of Marketing Interventions
Washington University in St. Louis, 2023
Duke University, 2024
University of Pennsylvania, 2024

A Matrix Completion Solution to the Problem of Ignoring the Ignorability Assumption
TikTok Marketing Science, 2023
Temple University, 2023

Adaptive Ad Sequencing (based on "Optimizing User Engagement through Adaptive Ad Sequencing" and "Revenue-Optimal Dynamic Auctions for Adaptive Ad Sequencing")
University of Wisconsin Madison, 2019
University of Colorado Boulder, 2019
University of Southern California, 2019
University of Texas Dallas at Dallas, 2019
Texas A&M University, 2019
Harvard Business School, 2019
Stanford University, 2019
Yale University, 2019
University of Toronto, 2019
Penn State University, 2019
University of Rochester, 2019
Johns Hopkins University, 2019
Rutgers University, 2019
Carnegie Mellon University, 2019
Cornell Tech, 2019
Cornell University, 2019
University of California San Diego, 2019
Dartmouth College, 2021

Conference Talks

Auctions Meet Bandits: An Empirical Analysis
Marketing Science Conference, 2025
UTD Bass FORMS, 2026
AI in Management (AIM) Conference, 2026
Workshop on Platform Analytics (WoPA), 2026

Visual Polarization Measurement Using Counterfactual Image Generation
NorthEast Marketing Conference (NEMC), 2025
Workshop on Platform Analytics, 2025
MarkTech Conference, 2024

Privacy and Polarization: An Inference-Based Framework
ESIF Economics and AI+ML Meeting, 2024

Personalization, Algorithmic Dependence, and Learning
UTD Bass FORMS, 2025
Marketing Science Conference, 2024
Theory + Practice in Marketing, 2024

A Matrix Completion Solution to the Problem of Ignoring the Ignorability Assumption
AI in Management (AIM) Conference, 2025
UTD Bass FORMS, 2023

Revenue-Optimal Dynamic Auctions for Adaptive Ad Sequencing
QME Conference, 2020
Marketing Science Conference, 2020

Optimizing User Engagement through Adaptive Ad Sequencing
Marketing Science Conference, 2020
Informs Annual Meeting, 2020

Variety Effects in Mobile Advertising
CMU-Temple Conference on Digital Marketing and Machine Learning, 2018
Marketing Science Conference, 2018
UW-UBC Conference, 2018

Targeting and Privacy in Mobile Advertising
Marketing Science Conference, 2017
UTD Bass FORMS Conference, 2019