

Ron Berman

Contact Information Marketing Department email: ronber@wharton.upenn.edu
The Wharton School
3730 Walnut St Suite 700 web: ron-berman.com
University of Pennsylvania
Philadelphia, PA 19104-6340

Research Interests Online Marketing, Social Media, Startups and Entrepreneurship, Marketing Analytics, Online Experimentation.

Academic Positions **The Wharton School, University of Pennsylvania** **2014 – Current**
Assistant Professor of Marketing
Faculty Affiliate, The Warren Center for Network & Data Sciences
Team Scientist, Behavior Change for Good Initiative
Faculty Affiliate, Wharton Customer Analytics

Education **University of California, Berkeley – Haas School of Business** **2014**
Ph.D. in Business Administration

Tel-Aviv University – Recanati Business School, Israel **2007**
MBA, Strategy and Entrepreneurship, Magna Cum Laude

Tel-Aviv University, Israel **2004**
M.Sc., Computer Science, Magna Cum Laude

Hebrew University of Jerusalem, Israel **2000**
B.Sc., Computer Science, Physics, Mathematics
Talpiot Excellence Program

Publications

1. ***The value of descriptive analytics: evidence from online retailers*** (with Ayelet Israeli).
Marketing Science, Forthcoming.
2. ***A 680,000-person megastudy of nudges to encourage vaccination in pharmacies***
(with Katherine L. Milkman et al.).
Proceedings of the National Academy of Sciences, Forthcoming.
3. ***False discovery in A/B testing*** (with Christophe Van den Bulte)
Management Science, Forthcoming.
4. ***A mega-study of text-based nudges encouraging patients to get vaccinated at an upcoming doctor's appointment*** (with Katherine L. Milkman et al.).
Proceedings of the National Academy of Sciences, 118(2) e2101165118, 2021.

5. ***Curation algorithms and filter bubbles in social networks*** (with Zsolt Katona).
Marketing Science, 39(2), 296–316, 2020.
Finalist, John D. C. Little Award.
6. ***Test & Roll: profit-maximizing A/B tests*** (with Elea McDonnell Feit).
Marketing Science, 38(6), 1038-1058, 2019.
7. ***A tale of two twitterspheres: microblogging during and after the 2016 primary and presidential debates***
(with Shiri Melumad, Colman Humphrey, and Robert Meyer).
Journal of Marketing Research, 56(6) 895-917, 2019.
8. ***Beyond the last touch: attribution in online advertising***
Marketing Science, 37(5), 771-792, 2018.
Winner, ISMS Doctoral Dissertation Proposal Competition.
9. ***The role of search engine optimization in search marketing*** (with Zsolt Katona).
Marketing Science, 32(4), 644–651, 2013.
Winner, Frank M. Bass Dissertation Paper Award.
10. ***Provable unlinkability against traffic analysis with low message overhead*** (with Amos Fiat, Marcin Gomulkiewicz, Marek Klonowski, Mirosław Kutylowski, Tomer Levinboim, and Amnon Ta-Shma).
Journal of Cryptology, 28(3), 623–640, 2015.
11. ***Provable unlinkability against traffic analysis*** (with Amos Fiat, and Amnon Ta-Shma). International Conference on Financial Cryptography, pages 266–280. Springer, 2004.
12. ***Latent stratification for marketing experiments*** (with Elea McDonnell Feit).
Under Revision.
13. ***p-Hacking in A/B testing*** (with Leonid Pekelis, Aisling Scott and Christophe Van den Bulte).
Winner, MSI 2018-2020 Research Priorities Working Paper Competition.
Winner, MSI 2019 Top Download Award.
14. ***Naïve analytics equilibrium*** (with Yuval Heller).
Under Review.
15. ***Screening influencers*** (with Xudong Zheng).
Under Revision.
16. ***Price manipulation in peer-to-peer markets and the sharing economy*** (with Vladimir Pavlov).
17. ***Predicting startup survival using the normalized burn rate*** (with Pablo Hernández-Lagos).
Under Revision.
18. ***The impact of time horizon on the effect of diversification*** (with Yonatan Berman).

Working Papers

19. ***The dark side of adding a category: will existing ones “pay the price”***
(with Qi Yu and Eric Bradlow).

20. ***When (not) to persuade consumers: persuasive and demarketing information designs*** (with Hangcheng Zhao and Yi Zhu).
Under Revision.

Honors, Awards and Grants	Wharton Teaching Excellence Award	2021
	U.S.-Israel Binational Science Foundation Startup Grant (\$150,000)	2021
	Finalist, John D.C. Little Best Paper Award	2021
	MSI Young Scholar Award	2020
	Wharton Teaching Excellence Award	2020
	V. “Seenu” Srinivasan Young Scholar Award in Quantitative Marketing	2020
	Mack Institute Research Fellowship	2020
	Wharton Dean’s Research Fund	2020
	NET Institute Summer Research Grant	2020
	MSI 2019 Top Paper Download Award	2020
	NET Institute Summer Research Grant	2019
	Mack Institute Research Fellowship	2019
	MSI 2018-2020 Research Priorities Working Paper Competition	2018
	Alex Panos Research Award	2018
	Adobe Digital Experience Research Award (\$25,000)	2017
	Wharton Dean’s Research Fund	2016
	NET Institute Summer Research Grant	2016
Mack Institute Research Fellowship	2015	
Frank M. Bass Dissertation Paper Award	2014	
ISMS Doctoral Dissertation Proposal Competition	2014	

Advising

PhD (co-)advisor: Qi Yu.
Post-doc (co-)supervisor: Daniela Schmitt.
PhD committee: Abhinav Uppal, Vladimir Pavlov, Alex Miller (Wharton
 OID), Zijun Tian (Penn Economics).

Service

Associate editor: Quantitative Marketing and Economics (QME).
Editorial review board: Marketing Science (MKSC), Journal of Marketing
 Research (JMR).
Ad-hoc reviewer: Management Science (MGSC), International Journal of
 Research in Marketing (IJRM), Operations Research (OR), Information
 System Research (ISR), Journal of Economics & Management Strategy
 (JEMS), The American Statistician (TAS), The B.E. Journal of Theoretical

Economics, California Management Review (CMR), Journal of Retailing and Consumer Services (JRCS), PLOS One, IEEE Transactions on Systems, Man and Cybernetics: Systems.

Conference and grant committees: UTD Bass FORMS 2022, QME 2019, WSDM 2013, Israel Science Foundation (ISF).

Industry: ARF Attribution Working Group Expert Panelist.

Other Publications

RugsPlanet (with Blake Morell)
Case Study, 2020.

p-Hacking and false discovery in A/B testing (with Leonid Pekelis, Aisling Scott and Christophe Van den Bulte).
MSI Report 18-130-10.

Enhancing power of marketing experiments using observational data (with Elea McDonnell Feit).
MSI Report 18-116-06.

United by Blue (with Komal Rathi).
Wharton Case Study Series, 2016.

Teaching

The Wharton School

MKTG 730/230/770/270/727/227 - Digital Marketing, Social Media and Electronic Commerce **2015 – 2022**

MKTG 955 – Analytical and OR Models in Marketing Part B **2016 – 2021**

MKTG 972 – Advanced Topics in Marketing Seminar **2016 – 2017**

Haas School of Business

Head Teaching Assistant (Head GSI) **2012 – 2014**

Teaching Assistant, Social Media Marketing **2011 – 2012**

Teaching Assistant, Marketing Strategy **2009 – 2011**

Hebrew University of Jerusalem

Teaching Assistant, Data Structures **2004**

Professional Experience

Carmel Ventures Venture Capital, Israel
Principal **2006 – 2008**

Israel Defense Forces (IDF)
Deputy Head of Unit **2005 – 2006**

Talpiot Military-Academy, Jerusalem, Israel
Chief Instructor **2003 – 2005**

Government of Israel, Tel-Aviv, Israel
 Software Developer **2000 – 2003**

Past Honors, Awards and Grants **UC Berkeley**

Hayase Award for outstanding service to the PhD community **2014**
 Haas Dean’s Dissertation Fellowship **2013 – 2014**
 California Management Review Fellowship **2012 – 2013**
 Joe Shoong Foundation Scholarship **2012**
 Haas Dean’s Research Fellowship **2011**
 Benton C. Coit Scholarship
 AMA Sheth Foundation Doctoral Consortium Fellow
 Workshop on Quantitative Marketing and Structural Econometrics, Duke University **2010**
 Lam Research Fellowship **2009**
 Haas PhD Fellowship **2008 – 2012**

Tel-Aviv University

Dean’s Award for Exceptional Students **2007**

Hebrew University of Jerusalem

Dean’s List **1998**
 Talpiot Excellence Program **1997 – 2000**

Invited Talks **“Naïve Analytics Equilibrium”**

Penn Economics Micro Theory Seminar **2021**
 UC Berkeley Haas Marketing Seminar
 Virtual Quant Marketing Seminar (VQMS)
 Toulouse School of Economics Digital Economics Conference
 USC Marshall Virtual Seminar **2020**

“False Discovery in A/B Testing”

UCSD Rady Marketing Seminar **2021**
 MIT Initiative on the Digital Economy (IDE) Seminar
 Northeastern D’Amore-McKim Marketing Seminar
 Yale SOM Marketing Seminar
 University of Chicago Booth Marketing Seminar **2020**

“Latent Stratification for Advertising Experiments”

Causal Science Data Meeting **2020**

Marketing Science Conference

“When (not) to Persuade Customers”

Marketing Science Conference

2020

“The Added Value of Data Analytics: Evidence from Online Retailers”

Marketing Science Conference, Rome, Italy

2019

“Price Manipulation in Peer-to-Peer Markets”

NET Institute Conference on Network Economics

2019

Berkeley Summer Institute in Competitive Strategy (SICS)

“p-Hacking and False Discovery in A/B Testing”

Marketing Effectiveness Conference, Bologna, Italy

2019

UCLA Anderson Marketing Camp

USC Marshall Marketing Seminar

Lightricks, Jerusalem

Facebook, Tel-Aviv

2018

Marketing in Israel 2018

2018 Conference on Digital Marketing and Machine Learning, CMU

Marketing Modelers, NYC

University of Mannheim Marketing Seminar

Marketing Science Conference, Philadelphia, PA

“Curation Algorithms and Filter Bubbles in Social Networks”

Northwestern Kellogg Marketing Seminar

2018

IDC Israel Marketing Seminar

Exploring Media Ecosystems – MIT Media Lab

Harvard Business School Marketing Seminar

Federal Communications Commission (FCC)

2017

Berkeley Summer Institute in Competitive Strategy (SICS)

Hebrew University of Jerusalem Marketing Seminar

UTD Frank M. Bass FORMS Conference

“Using Observational Data to Increase Accuracy in Marketing Experiments”

Drexel University Marketing Seminar

2018

Tel-Aviv University Marketing Seminar

2017

Consumer Analytics Workshop, Chile

Temple University Marketing Workshop

2016

MIT CODE Conference

“The Impact of Homophily and Popularity on Product Recommendation Systems”

4 School Conference, Columbia Business School **2016**

Marketing Science Conference, Baltimore, MD **2015**

“Beyond the Last Touch: Attribution in Online Advertising”

Stanford GSB Marketing Seminar **2015**

Cornell Johnson Marketing Seminar

Marketing Science Conference, Atlanta, Georgia **2014**

INFORMS Conference, San Francisco, CA

UC San Diego Rady Marketing Seminar **2013**

Washington University Olin Marketing Seminar

Bocconi University Marketing Seminar

INSEAD Fontainebleau Marketing Seminar

NYU Stern Marketing Seminar

London Business School Marketing Seminar

The Wharton School Marketing Seminar

Carnegie Mellon Tepper Marketing Seminar

Northwestern Kellogg Marketing Seminar

University of Illinois Urbana-Champaign Marketing Seminar

University of Washington Foster Marketing Seminar

UC Riverside Marketing Seminar

University of Maryland Smith Marketing Seminar

Cheung Kong Graduate School of Business Marketing Seminar

Marketing Science Conference, Istanbul, Turkey

Marketing in Israel 12, Haifa, Israel **2012**

“The Role of Search Engine Optimization in Search Marketing”

IDC Israel Marketing Seminar **2012**

Trans-Atlantic Doctoral Conference, London Business School, UK **2011**

Marketing Science Conference, Cologne, Germany **2010**

“Provable Unlinkability Against Traffic Analysis”

Financial Cryptography '04, Key West, Florida **2004**