

## Ron Berman

The Wharton School  
University of Pennsylvania

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### Academic Employment

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<b>University of Pennsylvania, The Wharton School</b>	<b>2014 – Current</b>
Associate Professor of Marketing (with tenure)	2023 – Current
Graduate Group Chair	2023 – Current
Senior Fellow, Leonard Davis Institute of Health Economics	2023 – Current
Team Scientist, Behavior Change for Good Initiative	2021 – Current
Faculty Affiliate, Wharton Customer Analytics	2021 – Current
Faculty Affiliate, The Warren Center for Network & Data Sciences	2018 – Current
Faculty Affiliate, Baker Retailing Center	2016 – Current
Assistant Professor of Marketing	2014 – 2023

### Education

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<b>Ph.D., Business Administration (marketing)</b>	<b>2014</b>
University of California, Berkeley, Haas School of Business	
<b>MBA, Strategy and Entrepreneurship</b>	<b>2007</b>
Tel-Aviv University, Recanati Business School, Israel	
Magna Cum Laude	
<b>M.Sc., Computer Science</b>	<b>2004</b>
Tel-Aviv University, Israel	
Magna Cum Laude	
<b>B.Sc., Computer Science, Physics, Mathematics</b>	<b>2000</b>
Hebrew University of Jerusalem, Israel	
Talpiot Excellence Program	

## Publications

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(\* indicates alphabetical ordering of authors)

### **Peer-reviewed Publications**

15. Duckworth, A. L., et al. (Forthcoming) “National megastudy shows that email nudges to elementary school teachers boost student math achievement, particularly when personalized.” *Proceedings of the National Academy of Sciences*.
14. Milkman, K. L., et al. (2024). “Megastudy shows that reminders boost vaccination but adding free rides does not.” *Nature*, 631, 179-188.
13. Berman, R., & Feit, E. M. (2024) “Latent stratification for incrementality experiments.” *Marketing Science*, 43(4), 903-917.
12. Patel, M. S., et al. (2023). “A randomized trial of behavioral nudges delivered through text messages to increase influenza vaccination among patients with an upcoming primary care visit.” *American Journal of Health Promotion*, 37(3), 324-332.
11. Berman, R., & Israeli, A. (2022). “The value of descriptive analytics: Evidence from online retailers.” *Marketing Science*, 41(6), 1074-1096.  
**Finalist, John D. C. Little award.**
10. Berman, R., & Van den Bulte, C. (2022). “False discovery in A/B testing.” *Management Science*, 68(9), 6762-6782.
9. Milkman, K. L., et al. (2022). “A 680,000-person megastudy of nudges to encourage vaccination in pharmacies.” *Proceedings of the National Academy of Sciences*, 119(6), e2115126119.
8. Milkman, K. L., et al. (2021). “A megastudy of text-based nudges encouraging patients to get vaccinated at an upcoming doctor’s appointment.” *Proceedings of the National Academy of Sciences*, 118(20), e2101165118.
7. Berman, R., & Katona, Z. (2020). “Curation algorithms and filter bubbles in social networks.” *Marketing Science*, 39(2), 296-316.  
**Finalist, John D. C. Little award.**
6. Feit, E. M., & Berman, R. (2019). “Test & Roll: Profit-maximizing A/B tests.” *Marketing Science*, 38(6), 1038-1058.
5. Berman, R., Melumad, S., Humphrey, C., & Meyer, R. (2019). “A tale of two Twitterspheres: Political microblogging during and after the 2016 primary and presidential debates.” *Journal of Marketing Research*, 56(6), 895-917.  
**Lead article.**
4. Berman, R. (2018). “Beyond the last touch: Attribution in online advertising.” *Marketing Science*, 37(5), 771-792.  
**Winner, ISMS doctoral dissertation proposal competition.**
3. Berman, R., & Katona, Z. (2013). “The role of search engine optimization in search marketing.” *Marketing Science*, 32(4), 644-651.  
**Winner, Frank M. Bass dissertation paper award.**

2. \*Berman, R., Fiat, A., Gomułkiewicz, M., Klonowski, M., Kutylowski, M., Levinboim, T., & Ta-Shma, A. (2015). “Provable unlinkability against traffic analysis with low message overhead.” *Journal of Cryptology*, 28(3), 623-640.
1. Berman, R., Fiat, A., & Ta-Shma, A. (2004). “Provable unlinkability against traffic analysis.” *International Conference on Financial Cryptography*, 266-280. Springer, Berlin, Heidelberg.

### ***Working Papers***

- Shchetkina, A., & Berman, R. (2024) “When Is Heterogeneity Actionable for Targeting?” Under Review. Extended Abstract published in EC 2024.
- De La Rosa W., Berman R., Van den Bulte C., et al. (2023) “Increasing Interest in Claiming a Tax Credit: Evidence from Two Large-Scale A/B/n Field Experiments Among Lower Income People.” Under Revision.
- Berman, R., Zhao, H., & Zhu, Y. (2024) “Strategic Design of Recommendation Algorithms.” Under Revision.
- Berman, R., & Heller, Y. (2022) “Naive analytics: The strategic advantage of algorithmic heuristics.” Revise and Resubmit at *Games and Economic Behavior*.
- Basu, P., & Berman, R. (2024). “Ranking by Lifts: A Cost-Benefit Approach to Large-Scale A/B Tests.” Under Review.
- Zhao, H., & Berman, R. (2024) “Algorithmic collusion of pricing and advertising on e-commerce platforms.” Working Paper.  
**Finalist, 2025 ASA Marketing Section Doctoral Dissertation Research Award.**
- Tian, Z., & Berman, R. (2025) “Evaluating latent hashtag strategies on social media.” Working Paper.
- Yu, Q., Berman, R., & Bradlow, E. (2021) “The dark side of category expansion: Will (and which) existing ones ‘pay the price’?” Working Paper.

### ***Research in Progress***

- \*Bastani, H., Bastani, O., Berman, R., & Gupta, V. “Limitations of machine learning approaches to targeting and personalization of behavioral interventions.”
- Berman, R., & Schmitt, D. “The role of surprise and suspense for digital news providers.”

### ***Reports and Other Materials***

- Berman, R., & Morell, B. (2020). “Growth lever or cost center: The debate over free returns at rugsplanet.com.” Case Study.  
**Developed as a Wharton Interactive Case Study.**

\*Berman, R., Pekelis, L., Scott, A., & Van den Bulte, C. (2018). “p-Hacking and false discovery in A/B Testing.” Marketing Science Institute Working Paper Series 2018 Report No. 18-130.

**Winner, MSI 2018-2020 research priorities working paper competition.  
MSI 2019 top paper download award, 2020.**

Berman, R., & Feit, E. M. (2018). “Enhancing power of marketing experiments using observational data.” Marketing Science Institute Working Paper Series 2018 Report No. 18-116.

Berman, R., & Rath, K. (2016). “United by Blue.” Wharton Case Study Series.

Saldanha, A., Berman, R., & Vummarao, K., (2014). “Advertising conversion attribution.” United States Patent # US 8,775,248 B1.

Marmer, M., Lasse Herrmann, B., Dogrultan, E., & Berman, R., (2012) “Startup genome report extra on premature scaling.” Technical Report.

Marmer, M., Lasse Herrmann, B., & Berman, R. (2011). “Startup genome report 01. A new framework for understanding why startups succeed.” Technical Report.

### **Academic Honors & Awards**

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MSI Scholar Award, 2024.

Wharton Teaching Excellence Award (MBA and Undergraduate), 2023.

Finalist, John D.C. Little Best Paper Award, 2023.

Wharton MBA Teaching Excellence Award, 2022.

ISMS Early Career Scholars Camp Fellow, 2022.

Wharton Undergraduate Teaching Excellence Award, 2021.

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

MSI Young Scholar Award, 2021.

Wharton Teaching Excellence Award, 2020.

V. “Seenu” Srinivasan Young Scholar Award in Quantitative Marketing, 2020.

MSI 2019 Top Paper Download Award, 2020.

Winner, MSI 2018-2020 Research Priorities Working Paper Competition, 2018.

Winner, Frank M. Bass Dissertation Paper Award, 2014.

Winner, ISMS Doctoral Dissertation Proposal Competition, 2014.

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, 2011.

AMA Sheth Foundation Doctoral Consortium Fellow, 2011.

Lam Research Fellowship, 2009.

Haas PhD Fellowship, 2008 – 2012.

## Professional Employment

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**Viola Ventures (fka Carmel Ventures), Israel** **2006 – 2008**  
Venture Capital Associate and Principal

**Israel Defense Forces** **1997 – 2006**  
Software Developer, Team Leader, Chief Instructor of the Talpiot Excellence Program,  
Deputy Commander of Unit

## Service & Affiliations

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### *Editorial Boards*

*Associate Editor:* Management Science (2024 – Current), Quantitative Marketing and Economics (2021 – Current).

*Member of the Editorial Board:* Marketing Science (2022 – Current), Journal of Marketing Research (2020 – Current).

### *Ad-hoc Journal Reviewer*

Management Science, Marketing Science, Journal of Marketing, Journal of Marketing Research, The RAND Journal of Economics, Quantitative Marketing and Economics, International Journal of Research in Marketing, Operations Research, Information Systems Research, Journal of Economics & Management Strategy, The American Statistician, The B.E. Journal of Theoretical Economics, California Management Review, Journal of Retailing and Consumer Services, PLOS One, IEEE Transactions on Systems, Man and Cybernetics: Systems, IEEE Transactions on Sustainable Computing, JAMA Internal Medicine, Manufacturing & Service Operations Management, Statistical Science.

### *Professional Committees*

*Conference Selection Committee Member:* ACM Conference on Economics and Computation (EC) 2024, Workshop on Platform Analytics 2023, UTD Bass Frontiers of Research in Marketing Science (FORMS) 2022, Theory and Practice in Marketing (TPM) 2021, Quantitative Marketing and Economics (QME) 2019, Web Search and Data Mining (WSDM) 2013.

*Grant Review Committee Member:* Israel Science Foundation (ISF), 2022.

*Grant Reviewer:* Swiss National Science Foundation (SNSF), 2022. Israel Science Foundation (ISF), 2017, 2018, 2019, 2020, 2021.

*Technical Advisory Committee Member:* Mobile Marketing Association (MMA), Advertising Research Foundation (ARF) Attribution Workgroup, MSI MMM Task Force.

## University of Pennsylvania Service

### *The Wharton School*

*Speaker:* Wharton Family Weekend, Wharton–Lauder “Joe Talks”.

*Panel Moderator:* Wharton Marketing Week, Wharton Graduate Retail Club Conference, Wharton Tech Week.

*Media Mentions and Appearances:* The New York Times, The Atlantic, New York Magazine, Wired Magazine, CNBC, mic.com, Knowledge at Wharton, Wharton SiriusXM Radio, The Daily Pennsylvanian.

*Committee Member:* Faculty IT Steering Committee: 2017 – 2018.

*Wharton School Marketing Department*

*Doctoral Committee chair:* 2023 – 2025.

*Early Career Recruiting Committee:* 2015 – 2016, 2018 – 2019.

*Doctoral Committee:* 2016 – 2017, 2019 – 2020, 2020 – 2021, 2021 – 2022, 2022 – 2023.

*IT, Website, and Communication Committee:* 2015 – 2016.

*Marketing Department Colloquia:* 2014 – 2015.

## **Mentorship & Doctoral Student Training**

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### ***PhD and Post-Doc Advising***

Anna (Any) Shchetkina (Wharton Marketing), Expected Graduation 2026.

Hangcheng Zhao (Wharton Marketing), Expected graduation 2025.

Connor Campbell (Wharton Marketing post-doc).

Qi Yu (Wharton Marketing), 2021. First Placement: Singapore Management University.

Daniela Schmitt (Wharton Marketing post-doc). First Placement: Nova School of Business and Economics, Lisbon.

### ***PhD Committee Membership***

Yu Zhao (Wharton Marketing), 2024. First Placement: Tsinghua University.

Zijun Tian (Penn Economics), 2023. First Placement: Washington University in St. Louis.

Alex Miller (Wharton OID), 2022. First Placement: University of Southern California.

Vladimir Pavlov (Wharton Marketing), 2021. First Placement: University College London.

Abhinav Uppal (Wharton Marketing), 2018. First Placement: Indian School of Business.

### ***PhD Student Mentorship***

Zach Winston (Wharton Marketing), 1<sup>st</sup> year paper advisor.

Xudong Zheng (Johns Hopkins Economics), co-author.

### ***MBA, Undergraduate, and High School Student Mentorship***

Elif Defne Onguc, Senior Thesis Advisor (Wharton Undergraduate), 2023.

Alyssa Shore, Regeneron Science Talent Search Mentor (Bronx High School of Science), 2022.

Jennifer Hu, Senior Thesis Advisor (Wharton Undergraduate), 2020.

Sanya Ohri, Independent Study Advisor (Wharton MBA), 2020.

Steven Bartfield, Independent Study Advisor (Wharton Executive MBA), 2020.

Blake Morell, Independent Study Advisor (Wharton MBA), 2020.

Ryan Morgan, Yun-Jung (Kate) Kim, Independent Study Advisor (Wharton MBA), 2020.

Kevin Weschler, Independent Study Advisor (Wharton MBA), 2019, 2020.

Selena Chang, Independent Study Advisor (Wharton MBA), 2018.

Drew Kirchhofer, Independent Study Advisor (Wharton MBA), 2015.

Ana Guimaraes, Sarah Leggett, Independent Study Advisor (Wharton MBA), 2015.

Allison Silverstein, Independent Study Advisor (Wharton MBA), 2015.

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## **Research Presentations** (includes future talks)

### Research Seminars and Invited Talks

#### **2025**

University of Minnesota, Carlson School of Business  
Hong Kong University  
City University of Hong Kong  
Hong Kong University of Science and Technology  
Chinese University of Hong Kong

#### **2024**

Indian School of Business Hyderabad  
4 School Conference, NYU Stern School of Business  
Marketing Modelers Meeting, New York City

#### **2023**

INSEAD Marketing Camp  
Bocconi University  
Workshop on Platform Analytics, San Diego (Discussant)  
Singapore Management University  
National University of Singapore  
Nanyang Technological University

#### **2022**

Goethe University Frankfurt  
Tilburg University  
Erasmus University Rotterdam  
Amazon Advertisement Science  
Quantitative Marketing and Economics (QME), Rochester (Discussant)  
Marketing Science Institute Accelerator, Boston  
Imperial College London  
University College London  
London Business School  
Monash University  
Marketing Science Institute Young Scholars Conference  
MediaAlpha  
University of Science and Technology China & University of Illinois Urbana-Champaign  
Stanford University Management Science & Engineering  
Duke University  
United Kingdom Department of Education  
Pagaya Technologies, Tel-Aviv

**2021**

University of Pennsylvania Department of Economics  
University of California, Berkeley  
Virtual Quant Marketing Seminar (VQMS)  
BIRS Statistical Methods for Computational Advertising  
University of California, San Diego  
MIT Initiative on the Digital Economy (IDE)  
Northeastern University  
Yale University

**2020**

Center for Nonprofit Advancement, Washington DC  
University of Southern California  
University of Chicago  
Bank of Canada Workshop (Canceled due to COVID-19)  
ESMT Berlin (Canceled due to COVID-19)

**2019**

Google, New York City  
University of California, Los Angeles, Anderson Marketing Camp  
University of Southern California  
NET Institute Conference on Network Economics  
Marketing Effectiveness Conference, Bologna  
Lightricks, Jerusalem

**2018**

Facebook, Tel-Aviv  
Marketing Modelers Meeting, New York City  
University of Mannheim  
Northwestern University  
Interdisciplinary Center (IDC), Israel  
Harvard Business School  
Drexel University  
Marketing in Israel Conference 2018  
MIT Media Lab, Exploring Media Ecosystems Conference  
Summer Institute in Competitive Strategy (SICS) (Discussant)  
Yale Center for Customer Insights, 2018 Marketing-Industrial Organization Conference (Discussant)  
11th Workshop on the Economics of Advertising and Marketing (Discussant)  
UTD Frank M. Bass FORMS Conference (Discussant)

**2017**

Federal Communications Commission (FCC), Washington DC  
Hebrew University of Jerusalem  
Tel-Aviv University  
8th Annual Searle Conference on Internet Commerce and Innovation (Discussant)

**2016**

Colombia National Trade Association (FENALCO) GONDOLA Conference  
Temple University  
4 School Conference, Columbia Business School

**2015**

Stanford University  
Cornell University



**2013**

University of California, San Diego  
Washington University in St. Louis  
Bocconi University  
INSEAD  
New York University  
London Business School  
University of Pennsylvania  
Carnegie Mellon University  
Northwestern University  
University of Illinois Urbana-Champaign  
University of Washington  
University of California, Riverside  
University of Maryland  
Cheung Kong Graduate School of Business

***Prior to 2013***

Interdisciplinary Center (IDC), Israel

Conference Presentations

**2024**

Marktech Conference, Columbia Business School

**2023**

Triennial Invitational Choice Symposium, Fontainebleau  
Marketing Science Conference, Miami  
UTD Frank M. Bass FORMS Conference

**2021**

Toulouse School of Economics, Digital Economics Conference

**2020**

Moscow Quantitative Marketing Conference (Canceled due to COVID-19)  
International Industrial Organization Conference, Drexel University (Canceled due to COVID-19)  
Causal Science Data Meeting  
Marketing Science Conference, Online

**2019**

Marketing Science Conference, Rome  
Summer Institute in Competitive Strategy (SICS)  
Faculty Development Forum, Washington University St. Louis  
The Warren Center for Network & Data Sciences

**2018**

2018 Conference on Digital Marketing and Machine Learning, Carnegie Mellon University  
Marketing Science Conference, Philadelphia

**2017**

Summer Institute in Competitive Strategy (SICS)  
UTD Frank M. Bass FORMS Conference  
Consumer Analytics Workshop, Chile

**2016**

MIT CODE Conference  
DRUID 2016, Copenhagen

**2015**

Marketing Science Conference, Baltimore

**2014**

Marketing Science Conference, Atlanta

INFORMS Conference, San Francisco

**2013**

Marketing Science Conference, Istanbul

**Prior to 2013**

Marketing in Israel 12

Marketing Science Conference, Cologne

Prêmio RBS de Empreendedorismo e Inovação (PREI) Final, São Paulo

**Courses Taught**

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***University of Pennsylvania, Wharton School PhD Program***

MKTG 955: Analytical (Econ/OR) Models in Marketing Part B.

***University of Pennsylvania, Wharton School Undergraduate and MBA Programs***

MKTG 770/270 & 730/230: Digital Marketing, Social Media and E-Commerce.

MKTG 7270/2270: Digital Marketing and Electronic Commerce.

MGMT 656: Global Immersion Program to Israel.

***University of Pennsylvania, Wharton School Executive Education and Wharton Online***

***Wharton Executive Education***

Created content on Introduction to Digital Marketing, Social Media: Communication vs. Marketing, Digital Analytics, and Measuring Advertising Effectiveness for the following programs:

*Open Enrollment Programs:* Strategic Marketing for Competitive Advantage, Digital Marketing Strategies for the Digital Economy, Wharton Marketing Metrics™: Linking Marketing to Financial Consequences, Advanced Analytics.

*Custom Programs:* Amgen Marketing Fundamentals Academy, Merck Digital Marketing Academy, HERO iLEAD Program, Guanghua GEP Program, Teva – Commercial Leaders Development Program, Google Marketing Livestream Series.

***Wharton Online***

Created content on Digital Marketing, Social Media Marketing, A/B Testing, and Analytics for the following programs:

Digital Marketing, Social Media and E-Commerce, Fundamentals of Digital Marketing, Customer Analytics, Business Analytics: From Data to Insights, Advanced Business Analytics Program.