Nitin Mehta

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#### Work Experience

2018-Present Area Coordinator and Professor of Marketing, University of Toronto

2017-2018 Professor of Marketing, Co-Director of Masters in Management Analytics Program, University of Toronto

2010-2017 Associate Professor of Marketing

University of Toronto

2009 -2010 Visiting Associate Professor at Carnegie Mellon University

Visiting Associate Professor at Rice University

2007 Associate Professor of Marketing

University of Toronto

2000 Assistant Professor in Marketing,

University of Toronto

**Honors and Awards**

* Excellence in teaching award at Rotman School of Management in 2000-2002, 2005-2006, 2010, 2012, 2016- 2020
* Finalist for the *Informs Society of Marketing Science Long Term Impact Award* in 2020 for the paper “Examining the Demand Elasticities in the Hanemann’s framework: A Theoretical and Empirical Analysis,” in *Marketing Science*
* Finalist for the *Informs Society of Marketing Science Long Term Impact Award* in 2018 for the paper “Informing, Transforming and Persuading: Disentangling the Multiple Effects of Advertising on Brand Choice Decisions,” in *Marketing Science*
* Finalist for the *Informs Society of Marketing Science Long Term Impact Award* in 2017 for the paper “Investigating Consumers’ Brand Choice and Purchase Incidence Decisions across Multiple Product Categories: A Theoretical and Empirical Analysis,” in *Marketing Science*
* Finalist for the *Informs Society of Marketing Science Long Term Impact Award* in 2012 for the paper “Price Uncertainty and Consumer Search: A Structural Model of Consideration Set Formation,” in *Marketing Science*
* Finalist for the *Informs Society of Marketing Science Long Term Impact Award* in 2011 for the paper “Price Uncertainty and Consumer Search: A Structural Model of Consideration Set Formation,” in *Marketing Science*
* Marketing Science Doctoral Consortium (as faculty) in 2020, 2021
* AMA Doctoral Consortium Fellow (as faculty) in 2017, 2022
* Petro-Canada Research Award 2004, Rotman School of Management
* Professor of Year for 1st year MBA Teaching at Rotman School of Management in 2005
* AMA Doctoral Consortium Fellow (as student) in 1998

**Review/Editorial Board Activities**

* Associate Editor at *Marketing Science* since Jan 2019
  + Received *Certificate of Appreciation* in 2021 for service as an AE at Marketing Science
  + Received *Certificate of Appreciation in* 2014 for service on the ERB of Marketing Science
* Associate Editor at *International Journal of Research in Marketing* since July 2019
* Member of the Editorial Review Board of *Journal of Marketing Research* since July 1, 2013
  + Ad hoc Associate Editor at *Journal of Marketing Research* since 2019
* Ad hoc Referee: *American Economic Review, Management Science, Journal of Consumer Research, Journal of Retailing, Journal of Economics and Management Strategy*
* Reviewer, *SCP-Sheth Doctoral Dissertation Award*, 2007 onwards
* Reviewer for *Marketing Science Institute* for judging the Annual Alden Clayton Dissertation Competition from 2010 onwards

**Doctoral Student Supervision**

* Doctoral Dissertation Chair:
  + Clarice Zhao, PhD at University of Toronto, year of graduation 2022, first job at McGill University
  + Mohsen Foroughifar, PhD at University of Toronto, expected to graduate in 2023, first job at Carnegie Mellon University
  + Zirou Chen, current doctoral student at University of Toronto
  + Vivek Nandur, current doctoral student at University of Toronto
* Doctoral Dissertation Committee Member**:** 
  + Runshan Fu, PhD at Carnegie Mellon University, year of graduation 2022, first job at New York University
  + Nikhil Malik, PhD at Carnegie Mellon University, year of graduation 2021, first job at University of Southern California
  + Yijun Sally Chen, PhD at Washington University at St. Louis, year of graduation 2021, first job at Imperial College London
  + Shunyuan Zhang, PhD at Carnegie Mellon University, year of graduation 2019, first job at Harvard Business School
  + Jian Ni, PhD at Carnegie Mellon University, year of graduation 2010, first job at Johns Hopkins University
  + Hemant Sangwan, PhD at University of Toronto, year of graduation 2008, first job at

Boston Consulting Group

* + Jin Gyo Kim, PhD at University of Toronto, year of graduation 2002, first job at MIT
  + Marcus Lee, PhD at University of Toronto, year of graduation 2003, first job at SMU

**Research Grants**

* New Staff Connaught Grant, University of Toronto, 2000

Grant Amount: $20,000

* Connaught Staff Matching Grant, Rotman School of Management, 2000

Grant Amount: $10,000

* Petro-Canada Research Grant, Rotman School of Management, 2004

Grant Amount: $ 25,000

* SSHRC Grant, 2011

Grant Amount: $92,940

* SSHRC Grant, 2019

Grant Amount: $80,330

#### Education

2000 Ph.D. in Marketing

Carnegie-Mellon University

1997 Masters in Industrial Administration

Carnegie-Mellon University

1995 M.S. in Chemical Engineering

##### Yale University, CT

1. B. Tech. in Chemical Engineering

##### Indian Institute of Technology - Delhi, India

**Published Papers**

* Mehta, N., Rajiv, S. and K. Srinivasan (2003), “Price Uncertainty and Consumer Search: A Structural Model of Consideration Set Formation,” *Marketing Science*, 22 (1), pp. 58-84.
* Finalist for the Informs Society of Marketing Science Long Term Impact Award in 2011
* Finalist for the Informs Society of Marketing Science Long Term Impact Award in 2012
* Mehta, N., Rajiv, S. and K. Srinivasan (2004), “Role of Forgetting in Memory based Choice Decisions: A Structural Model,” *Quantitative Marketing and Economics,* 2(2), pp. 107-140
* Lead Article
* Seetharaman, P.B., S. Chib, A. Ainslie, P. Boatwright, T. Chan, S. Gupta, N. Mehta, V. Rao and A. Strijnev (2005), “Models of Multi-Category Choice Behavior,” *Marketing Letters,*16, pp. 239-254
* Mehta, N. (2007) “Investigating Consumers’ Brand Choice and Purchase Incidence Decisions across Multiple Product Categories: A Theoretical and Empirical Analysis,” *Marketing Science*, 26(2), pp.196-217
  + Finalist for the Informs Society of Marketing Science Long Term Impact Award in 2017
* Mehta, N., Chen X, and O. Narasimhan (2008), “Informing, Transforming and Persuading: Disentangling the Multiple Effects of Advertising on Brand Choice Decisions,” *Marketing Science*, 27(3), pp. 334-355
  + Finalist for the Informs Society of Marketing Science Long Term Impact Award in 2018
* Mehta, N., Chen X, and O. Narasimhan (2010) “Examining the Demand Elasticities in the Hanemann’s framework: A Theoretical and Empirical Analysis,” *Marketing Science*, 29(3), pp. 422-437
  + Finalist for the Informs Society of Marketing Science Long Term Impact Award in 2020
* Mehta N. and Y. Ma, (2012), “A Multi Category Model of Consumers’ Purchase Incidence, Brand Choice and Quantity Decisions: Methodological Issues and Implications on Promotional Decisions,” *Journal of Marketing Research*, 49 (5), 435 -451
* Lead Article
* Mehta, N. (2015), “A Globally Regular yet Flexible Multi-Good Demand System,” *Marketing Science,* 34 (6), pp. 825-842
* Mehta, N., Ni. J., Srinivasan, K. and B. Sun (2017), “A Dynamic Model of Health Care Consumption and Health Insurance Purchase Decisions,” *Marketing Science,* 36(3), pp. 338-360
  + Informs Press Release (May-June 2017), “[More Is Not Better: Generous Health Insurance Plans Encourage Overtreatment, But May Not Improve Health](https://www.informs.org/About-INFORMS/News-Room/Press-Releases/Generous-health-insurance-plans-encourage-overtreatment-but-may-not-improve-health)”
  + Informs Analytics Magazine (June 2017), “[Generous Health Insurance Plans Encourage Overtreatment, But May Not Improve Health](https://www.informs.org/About-INFORMS/News-Room/Press-Releases/Generous-health-insurance-plans-encourage-overtreatment-but-may-not-improve-health)”
  + Medical Research News and Exclusive Interviews (June 2017), “Moral Hazard Encourages Consumers To Choose More Expensive Treatment Options”.
* Rao, V.R., G.J. Russell, H. Bhargava, A. Cooke, T. Derdenger, H. Kim, N. Kumar, I.. Levin, Y. Ma, N. Mehta, J. Pracejus and R. Venkatesh (2017), “[Emerging Trends in Product Bundling: Investigating Consumer Choice and Firm Behavior](https://link.springer.com/article/10.1007/s40547-017-0075-x),” *Customer Needs and Solutions*, pp. 1-14
* Webb, R., Mehta, N. and I. Levy (2021), “Assessing Consumer Demand with Noisy Neural Measurements,” *Journal of Econometrics,* [Volume 222, Issue 1, Part A](https://www.sciencedirect.com/science/journal/03044076/222/1/part/PA), May 2021, Pages 89-10
* Zhang, S., Mehta N., Siddhu, P.S. and K. Srinivasan (2021), “Can an AI Algorithm Mitigate Racial Economic Inequality? An Analysis in the Context of Airbnb,” Forthcoming, *Frontiers Marketing Science*
  + Forbes (Aug 2021), “White Airbnb Hosts Earn More. Can AI Shrink the Racial Gap?”
  + Florida News Times (Aug 2021), “AirBnb’s pricing algorithm narrows the racial income gap, but only those who adopt it: new research”
  + Financial Times (May 2021), “[Airbnb pricing algorithm led to increased racial disparities, study finds](https://www.ft.com/content/5b1471e0-ed4a-47f5-8f3f-0a1ee7f7999c)”
* Zhang, S., Srinivasan, K., Siddhu, P.S. and N. Mehta, (2021), “AI Can Help Address Inequity — If Companies Earn Users’ Trust,” *Harvard Business Review*, Sept. Issue
  + Lead Article

**Working Papers/Work in Progress**

* With Shunyuan Zhang, Param Singh Siddhu and Kannan Srinivasan (2020), “Can Bad-quality Images Lead to Greater Demand on Airbnb?”, preparing for resubmission to *Marketing Science*
* With Yjiun Sally Chen and Tat Chan (2021), “Utilizing Network Structure to Prevent the Spread of Peer Attrition,” working paper
* With Runshan Fu, Yan Huang, Param Singh Siddhu and Kannan Srinivasan (2021), “When Algorithms Promote Inequity: A Structural Analysis of Zillow’s Zestimate on Housing Market” working paper
* With Clarice Zhao and Mengze Shi (2021), “The Consumption of Serial Media Products and Optimal Release Strategy,” working paper
* With Mohsen Foroughfair and Param Singh Siddhu (2021), "Investigating the impact of the Airbnb Smart Pricing Algorithm on market structure,” work in progress

**Invited Presentations**

* “Price Uncertainty and Consumer Search: A Structural Model of Consideration Set Formation”. Presented at Cornell University, Columbia University, NYU, University of Chicago, Stanford University, University of California at Berkeley and University of Toronto (Oct-Nov, 1998).

* “A Structural Model of Brand and Quantity Choice for Studying Product Line Design”. Presented at New York University (December 2002).
* “Role of Forgetting in Memory Based Choice Decisions: A Structural Model”. Presented at Rotman School of Management (April 2003), University of Chicago (June 2003), QME Conference (October 2003) and University of Minnesota (March 2004).
* “Informing, Transforming and Persuading: Disentangling the Multiple Effects of Advertising on Brand Choice Decisions”. Presented at University of California at Berkeley (April 2004) and Washington University (May 2004).
* “Investigating Consumers’ Brand Choice and Purchase Incidence Decisions across Multiple Product Categories”. Presented at Rice University (March 2005), Emory University (March 2005), SUNY Buffalo (August 2005) and Duke University (May 2006).
* “A Multi Category Model of Consumers’ Purchase Incidence, Brand Choice and Quantity Decisions: Managerial Implications and Methodological Issues”. Presented at Washington University (July 2008), University of British Columbia (Jan 2009), Rice University (2009), University of Texas at Austin (2010), University of Iowa (2012)
* “Global Regularity and Flexibility of Demand Systems in the presence of Non-Negativity Constraints,” Presented at Johns Hopkins University (April 2014), University of British Columbia (Aug 2014), University of Alberta (Aug 2014), QME conference (Oct 2014), Columbia University (April 2015), Indian School of Business (Dec 2015)
* “A Dynamic Model of Health Care Consumption and Health Insurance Purchase Decisions,” Presented at Cornell University (July 2016), University of Southern California (Feb 2017), University of Maryland (March 2017), Carnegie Mellon University (April 2018)
* “Can Bad-quality Images Lead to Greater Demand on Airbnb?” Presented at Indian School of Business (Dec. 2018), Washington University (March 2019), University of Wisconsin at Madison (Sept. 2019), McMaster University (Nov 2019)
* “Can an AI Algorithm Mitigate Racial Economic Inequality? An Analysis in the Context of Airbnb,” Presented at Temple University (Feb 2020), ISMS Doctoral Consortium (2021)

###### Research Interests

* Shared Economies
* Economic Impact of AI
* Econometric Models of Peer Networks
* Binge Consumption on Digital Platforms
* Multi-category purchases
* Consumers’ Health Care Decisions
* Utility Theory
* Consumer Search and Cross Category Purchase Behavior
* Models of Bounded Rationality

**Courses Taught**

* Marketing Management (Undergraduate), 1999-2002
* Empirical Methods in Marketing (PhD), 2002
* Marketing Management/Managing Customer Value (Core MBA marketing course), 2003-2015
* Pricing Strategy (MBA level), 2010, 2012, 2016-2021
* Marketing Strategy and Analytics (Masters level), 2018-2021

**Service Activities**

* Area Coordinator of Marketing, 2018 - present
* Chair of Marketing Area Search Committee, 2018, 2019 and 2021
* Member of the Centers and Research Committee, Rotman School of Management, 2002-2006
* Member of the MBA program services committee, 2007-2014