
NAVDEEP S. SAHNI

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Graduate School of Business, Stanford University
655 Knight Way
Stanford, CA 94305

Email: Navdeep.Sahni@Stanford.edu

Phone : 650-736-2205

Academic Employment

Associate Professor of Marketing, July 2016 – present

Lacob Family Faculty Scholar for 2016-2017

Assistant Professor of Marketing, 2012 - 2016

Graduate School of Business, Stanford University

Education

PhD. Quantitative Marketing, 2007 - 2012

University of Chicago Booth School of Business

B. Tech & M. Tech (5 year Integrated) in Mathematics & Computing, 2004

Indian Institute of Technology (IIT), Delhi

Research Interest

Quantitative Marketing, Digital Marketing, Advertising, Field Experiments, Empirical Industrial Organization, Consumer Search, Structural Models

Published and Forthcoming Papers

Sahni, Navdeep S., and Harikesh S. Nair. “Does Advertising Serve as a Signal? Evidence from Field Experiments in Mobile Search,” *Review of Economic Studies*, Forthcoming

Sahni, Navdeep S., Sridhar Narayanan, and Kirthi Kalyanam. “An Experimental Investigation of the Effects of Retargeted Advertising: The Role of Frequency and Timing.” *Journal of Marketing Research* 56, no. 3 (June 2019): 401–18.

Sahni, Navdeep S., and Harikesh S. Nair. "Sponsorship Disclosure and Consumer Deception: Experimental Evidence from Native Advertising In Mobile Search," *Marketing Science*, Forthcoming.

Sahni, Navdeep S., S. Christian Wheeler, and Pradeep Chintagunta. "Personalization in Email Marketing: The Role of Noninformative Advertising Content." *Marketing Science* 37.2 (2018): 236-258.

Sahni, Navdeep S., (2016) "Advertising Spillovers: Evidence from Online Field Experiments and Implications for Returns on Advertising", *Journal of Marketing Research*, August 2016, 53 (4), pp. 459-478. (Lead article)

- Winner, Paul Green award for best paper in JMR 2016

Sahni, Navdeep S., Dan Zou, and Pradeep K. Chintagunta. "Do targeted discount offers serve as advertising? Evidence from 70 field experiments." *Management Science* 63.8 (2016): 2688-2705.

Sahni, Navdeep S. (2015) "Effect of Temporal Spacing between Advertising Exposures: Evidence from Online Field Experiments," *Quantitative Marketing and Economics*, September 2015, 13(3), pp 203-247.

- Winner of the *10th Annual Dick Wittink prize* (2016) for the best paper published in *Quantitative Marketing and Economics*

Lambrecht, Anja, Avi Goldfarb, Alessandro Bonatti, Anindya Ghose, Daniel G Goldstein, Randall Lewis, Anita Rao, Navdeep S. Sahni, Song Yao, (2014) "How Do Firms Make Money Online?" *Marketing Letters*, 25(3), pp 331-341.

Working Papers

Parallel Experimentation in a Competitive Advertising Marketplace (with Xiliang Lin, Harikesh Nair, Caio Waisman)

Search Advertising and Information Discovery: Are Consumers Averse to Sponsored Messages? (with Charles Zhang)

Work in Progress

Micro-Retargeting: Heterogeneity in ROI on Advertising (with Günter Hitsch, Kirthi Kalyanam, and Sridhar Narayanan)

Dynamic Selection Problem in Estimating the Effect of Digital Advertising

Understanding Variety in Product assortments (with Pradeep Chintagunta and Günter Hitsch)

Conference Presentations and Invited Seminars

- “Effect of Temporal Spacing Between Advertising Exposures: Evidence from Online Field Experiments”
 - Kellogg School of Management, Northwestern University (Sep 2011)
 - Jones Graduate School of Management, Rice University (Sep 2011)
 - Columbia GSB, Columbia University (Oct 2011)
 - Simon Graduate School of Business, Rochester University (Oct 2011)
 - Anderson School of Management, UCLA (Oct 2011)
 - Stanford GSB, Stanford University (Oct 2011)
 - International Industrial Organization Conference, Arlington VA (Mar 2012)
 - Jindal School of Management, University of Texas, Dallas (May 2012)
 - Marketing Science, ISMS Awards Session, Boston (June 2012)

- “Advertising Spillovers: Field Experimental Evidence and Implications for Returns from Advertising”
 - Indian School of Business, Hyderabad (Dec 2012)
 - UT Dallas FORMS Conference (Feb 2013)
 - Haas School of Business, University of California, Berkeley (May 2013)
 - Choice Symposium, Netherlands (June 2013)
 - Marketing Science Conference, Istanbul - Special Session (July 2013)
 - Santa Clara University, Marketing Seminar (August 2013)
 - QME Conference, Chicago (October 2013)
 - UCSD, Rady School, Seminar Series (December 2013)
 - University of Wisconsin, Madison (April 2014)
 - Yale Conference on Customer Insights (May 2014)
 - Advertising and Economics conference, Vienna (June 2014)
 - Columbia University, Marketing Seminar (March 2015)
 - AMA Conference, San Francisco (August 2017)

- “Effects of Targeted Promotions: Evidence from Field Experiments”
 - Marketing Science conference (June 2014)
 - FORMS UT Dallas Conference (Feb 2015)
 - Marketing and Industrial Organization Conference (April 2015)
 - Summer Institute for Competitive Strategy (SICS) conference, University of California at Berkeley (July 2015)

- “Does Advertising Serve as a Signal? Evidence from Mobile Search Ad experiments”
 - Marketing Science conference, Baltimore (June 2015)
 - University of Michigan, Ross School Marketing Seminar (Nov 2015)
 - University of Colorado, Boulder, Marketing Seminar (Jan 2016)
 - Stanford GSB, Marketing Seminar (May 2016)
 - Seventh Annual Conference on Internet Commerce and Innovation, Northwestern University, Chicago (June 2016)
 - Federal Trade Commission, Washington DC, (June 2016)
 - Summer Institute for Competitive Strategy (SICS) conference, University of California at Berkeley (July 2016)
 - eBay research seminar (Jan 2017)
 - NYU Stern Marketing Seminar (March 2017)
 - SIEPR conference on “Economics Experiments in the Tech Industry” Stanford Institute for Economics and Policy Research (May 2017)
 - UpWork Data Science Seminar, Mountain View, CA (August 2017)
 - Santa Clara University Marketing Seminar (November 2017)
 - Federal Communications Commission (November 2017)

- “Impact of Non-informative Advertising Content: Evidence from Experiments in Personalized Email Marketing”
 - Marketing Science conference, Baltimore (June 2015)
 - UT Dallas FORMS Conference, (Feb 2016)

- “An Experimental Investigation of the Effects of Retargeted Advertising – the Role of Frequency and Timing”
 - MIT Sloan Marketing Seminar (April 2017)
 - Marketing Science conference, USC (June 2017)
 - Summer Institute for Competitive Strategy (SICS) conference, University of California at Berkeley (June 2017)
 - Marketing Science Institute, Disruptive decisions summit (September 2017)

- “Dynamic Selection Problems in Estimating the effect of Digital Advertising”
 - Marketing Science Conference (June 2018)

- “Search Advertising and Information Discovery: Are Consumers Averse to Sponsored Messages?”
 - Carnegie Mellon University Digital Marketing and ML conference (December 2018)
 - 11th Triennial Choice Symposium (May 2019)
 - University of Florida marketing seminar (Feb 2019)
 - Santa Clara University marketing seminar (Feb 2019)

- StichFix Data Science seminar (June 2019)

Teaching

Marketing Research, MBA Elective

Quantitative Research in Marketing, Doctoral course

Professional Service

Member of the Editorial board: Marketing Science; Quantitative Marketing and Economics; Journal of Marketing Research

Referee: Marketing Science; Journal of Marketing Research; Management Science; Operations Research; Journal of Industrial Economics; Quarterly Journal of Economics; Journal of Political Economy; Quantitative Marketing and Economics

Invited Speaker

- Experimental Evidence in Online Advertising, Marketing Science Doctoral Consortium, 2012, Boston
- Causal Inference from Online Experiments; Workshop on Frontiers of Applied Statistics in Marketing, Columbia University, April 2017
- Online Field Experiments in Marketing; session for doctoral students, UCLA Anderson School. May 2017.

Fellowships & Awards

- Winner, 2017 Paul Green award
- Winner, 2016 Dick Wittink Award
- Lacob Family Faculty Scholar for 2016-2017
- Winner, ISMS Doctoral dissertation award, 2011
- Fellow at AMA-Sheth Doctoral Consortium, 2011
- Katherine Dusak Miller PhD Fellowship for academic years 2009-2011
- Wharton Consumer Analytics Initiative - Data from Stubhub Research opportunity
- The Joseph Pichler Fellowship for Summer Research, 2008
- MHRD Scholarship, IIT Delhi, 2003-2004
- Top 1% in National Standard Examination (Physics Olympiad 1997) in Physics at Higher Secondary Level
- Awarded certificate of merit in National Mathematics Olympiad (1997)