

# Ron Berman

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The Wharton School  
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**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

**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. ***False discovery in A/B testing*** (with Christophe Van den Bulte)  
Management Science, Forthcoming.
2. ***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.
3. ***Curation algorithms and filter bubbles in social networks*** (with Zsolt Katona).  
Marketing Science, 39(2), 296–316, 2020.  
Finalist, John D. C. Little Award.
4. ***Test & Roll: profit-maximizing A/B tests*** (with Elea McDonnell Feit).  
Marketing Science, 38(6), 1038-1058, 2019.

5. ***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.

6. ***Beyond the last touch: attribution in online advertising***

Marketing Science, 37(5), 771-792, 2018.  
Winner, ISMS Doctoral Dissertation Proposal Competition.

7. ***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.

8. ***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.

9. ***Provable unlinkability against traffic analysis*** (with Amos Fiat, and Amnon Ta-Shma). International Conference on Financial Cryptography, pages 266–280. Springer, 2004.

**Working  
Papers**

10. ***Latent stratification for advertising experiments*** (with Elea McDonnell Feit).  
Under Revision.

11. ***The value of descriptive analytics: evidence from online retailers*** (with Ayelet Israeli).

Marketing Science, Major Revision.

12. ***A 680,000-Person Megastudy of Nudges to Compel Vaccination in Pharmacies*** (with Katherine L. Milkman et al.).

Revise and Resubmit.

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).

15. ***Screening Influencers*** (with Xudong Zheng).

Under Review.

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).

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 Review.

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

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

**Service**      **Associate editor:** Quantitative Marketing and Economics (QME)  
**Editorial review board:** Journal of Marketing Research (JMR)  
**Ad-hoc reviewer:** Marketing Science (MktSci), Management Science (MS), Quantitative Marketing and Economics (QME), 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.  
**Conferences reviewer/committee:** QME 2019, WSDM 2013.  
**Grant reviewer:** Israel Science Foundation (ISF).

**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 – 2021**

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**

<b>Past Honors, Awards and Grants</b>	<b>UC Berkeley</b>	
	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
	<b>Tel-Aviv University</b>	
	Dean's Award for Exceptional Students	2007
<b>Hebrew University of Jerusalem</b>		
Dean's List	1998	
Talpiot Excellence Program	1997 – 2000	
<b>Invited Talks</b>	<b>"Naïve Analytics Equilibrium"</b>	
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
<b>"False Discovery in A/B Testing"</b>		
MIT Initiative on the Digital Economy (IDE) Seminar		2021
Northeastern D'Amore-McKim Marketing Seminar		
Yale SOM Marketing Seminar		
University of Chicago Booth Marketing Seminar		2020
<b>"Latent Stratification for Advertising Experiments"</b>		
Causal Science Data Meeting		2020
Marketing Science Conference		
<b>"When (not) to Persuade Customers"</b>		
Marketing Science Conference		2020
<b>"The Added Value of Data Analytics: Evidence from Online Retailers"</b>		

Marketing Science Conference, Rome, Italy	2019
<b>“Price Manipulation in Peer-to-Peer Markets”</b>	
NET Institute Conference on Network Economics	2019
Berkeley Summer Institute in Competitive Strategy (SICS)	
<b>“p-Hacking and False Discovery in A/B Testing”</b>	
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	
<b>“Curation Algorithms and Filter Bubbles in Social Networks”</b>	
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	
<b>“Using Observational Data to Increase Accuracy in Marketing Experiments”</b>	
Drexel University Marketing Seminar	2018
Tel-Aviv University Marketing Seminar	2017
Consumer Analytics Workshop, Chile	
Temple University Marketing Workshop	2016
MIT CODE Conference	
<b>“The Impact of Homophily and Popularity on Product Recommendation Systems”</b>	
4 School Conference, Columbia Business School	2016
Marketing Science Conference, Baltimore, MD	2015
<b>“Beyond the Last Touch: Attribution in Online Advertising”</b>	

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
<b>“The Role of Search Engine Optimization in Search Marketing”</b>	
IDC Israel Marketing Seminar	2012
Trans-Atlantic Doctoral Conference, London Business School, UK	2011
Marketing Science Conference, Cologne, Germany	2010
<b>“Provable Unlinkability Against Traffic Analysis”</b>	
Financial Cryptography '04, Key West, Florida	2004