

Ron Berman

The Wharton School
University of Pennsylvania

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Employment

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

Education

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

Publications

(* indicates alphabetical ordering of authors)

A. Published or Forthcoming in Peer-reviewed Journals

Berman, R., & Feit, E. M. (Forthcoming) “Latent stratification for incrementality experiments.” *Marketing Science*.

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.

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.

Berman, R., & Van den Bulte, C. (2022). “False discovery in A/B testing.” *Management Science*, 68(9), 6762-6782.

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.

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.

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.

Feit, E. M., & Berman, R. (2019). “Test & Roll: Profit-maximizing A/B tests.” *Marketing Science*, 38(6), 1038-1058.

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.

Berman, R. (2018). “Beyond the last touch: Attribution in online advertising.” *Marketing Science*, 37(5), 771-792.

Winner, ISMS doctoral dissertation proposal competition.

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.

B. Working Papers

Berman, R., Zhao, H., & Zhu, Y. (2022) “Strategic recommendation algorithms: Overselling and demarketing information designs.” Major Revision at *Marketing Science*.

- Berman, R., Hernández-Lagos, P., & Kim, D. J. (2022) “Too much talent? The tradeoff between human and non-human assets in technology startups.” Under revision.
- Berman, R., Öry, A., & Zheng, X. (2022) “Influence or advertise: The role of social learning in influencer marketing.” NET Institute Working Paper No. 22-08. Under revision.
- De La Rosa W., Berman R., Van den Bulte C., et al. (2023) “Helping lower-income people start claiming a tax credit.” Under revision.
- Berman, R., & Heller, Y. (2022) “Naive analytics: The strategic advantage of algorithmic heuristics.” Under revision.
- Berman, R., & Zheng, X. (2021) “Screening influencers.” NET Institute Working Paper No. 20-06.
- Yu, Q., Berman, R., & Bradlow, E. (2021) “The dark side of category expansion: Will (and which) existing ones ‘pay the price’?” Working Paper.
- Pavlov, V., & Berman, R. (2019) “Price manipulation in peer-to-peer markets and the sharing economy.” NET Institute Working Paper No. 19-10.

C. Research in Progress

- Zhao, H., & Berman, R. “The potential impact of healthcare price transparency: Will patients shop for services more effectively?”
- *Bastani, H., Bastani, O., Berman, R., & Gupta, V. “Limitations of machine learning approaches to targeting and personalization of behavioral interventions.”
- Shchetkina, A., & Berman, R. “When is heterogeneity useless? An analysis of targeting potential in studies with multiple arms.”
- Berman, R., & Schmitt, D. “The role of surprise and suspense for digital news providers.”
- Tian, Z., & Berman, R. “Becoming famous.”

D. Other Articles, Including Chapters in Books

- *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.
- Berman, R., Fiat, A., & Ta-Shma, A. (2004). “Provable unlinkability against traffic analysis.” *International Conference on Financial Cryptography*, 266-280. Springer, Berlin, Heidelberg.

E. Reports and Other Materials

- Berman, R., & Morell, B. (2020). “Growth lever or cost center: The debate over free returns at rugsplanet.com.” Case Study.
[Selected for development 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

- 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, 2020.
- 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.

Research Presentations (includes future talks)

Research Seminars and Invited Talks

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

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

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 727/227: 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 Livecast 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.

Service & Affiliations

Editorial Boards

Associate Editor: Quantitative Marketing and Economics.

Member of the Editorial Board: Marketing Science, Journal of Marketing Research.

Ad-hoc Journal Reviewer

Management Science, Journal of Marketing, 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.

Professional Committees

Conference Selection Committee Member: 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.

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

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

PhD and Post-Doc Advising

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

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.

Yu Zhao (Wharton Marketing), expected Graduation 2024.

PhD Student Mentorship

Hangcheng Zhao (Wharton Marketing), 1st & 2nd year paper advisor and co-author.

Anna (Any) Shchetkina (Wharton Marketing), 1st & 2nd year paper advisor.

Zach Winston (Wharton Marketing), 1st 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.