Mimansa Bairathi

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UCL School of Management

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ACADEMIC POSITION

Assistant Professor of Marketing, UCL School of Management   2023 - present

EDUCATION

Ph.D. in Marketing, London Business School   2023

M.Res. in Marketing, London Business School   2019

MBA in Marketing and Finance, Indian Institute of Foreign Trade   2015

B.Tech. in Civil Engineering, National Institute of Technology, Jaipur   2011

RESEARCH INTERESTS

Topics: Digital markets, platform economy, online advertising, influencer marketing

Methods: Causal inference, large scale experiments, machine learning

WORKING PAPERS

Bairathi, Mimansa, Xu Zhang and Anja Lambrecht, **"The Value of Platform Endorsement."** *Revise and Resubmit at Marketing Science.*

Bairathi, Mimansa, Anja Lambrecht and Xu Zhang, **"Gender Disparity in Online Reputation: Evidence from an Online Freelance Platform."**

Bairathi, Mimansa and Anja Lambrecht, **"Influencer Marketing: Content Attributes and Consumer Engagement."**

RESEARCH IN PROGRESS

Bairathi, Mimansa and Anja Lambrecht, **"Attracting the Marginal: Online Advertising and Usage."**

INVITED PRESENTATIONS

University of California, Davis   2022

University College London, SoM   2022

Georgia State University   2022

New York University	2022
Indiana University	2022
HEC Paris	2022
NOVA School of Business and Economics	2022
Tilburg University	2022
Indian School of Business	2022
Nanyang Business School	2022

CONFERENCE PRESENTATIONS

INFORMS Marketing Science Conference, 2023

DigiEcon Workshop, Norwich, 2022

INFORMS Marketing Science Conference, Online, 2021

EMAC Conference, Online, 2021

EMAC Doctoral Consortium, Online, 2021

Trans-Atlantic Doctoral Conference, Online, 2021

HONORS, GRANTS AND AWARDS

AMA-Sheth Foundation Doctoral Consortium Fellow	2022
Doctoral Consortium Fellow, INFORMS	2019, 2020, 2021
EMAC Doctoral Consortium Fellow	2021
Quantitative Marketing and Structural Econometrics Workshop Fellow, Kellogg School of Management	2019
Summer Workshop on Machine Learning Fellow, Carnegie Mellon University	2019
Ph.D. Program Fellowship, London Business School	2017-Present
CRISIL Young Thought Leader Award	2015

PROFESSIONAL EXPERIENCE

Indian School of Business   2016-2017
Research Associate

Flipkart India Pvt. Ltd.   2015-2016
Category Manager
Managed product assortment and advertising of major brands in lifestyle accessories category.

ZS Associates   2011-2012

Business Operations Associate
Conducted primary market research by developing surveys and undertook data analysis on projects for major pharmaceutical companies in EU and USA.

SOFTWARE SKILLS

R, Python, Stata, Matlab, SQL, SAS, LATEX