ARTEM TIMOSHENKO

Kellogg School of Management
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ACADEMIC EMPLOYMENT

2019 - present   Kellogg School of Management, Northwestern University, Evanston, IL

Assistant Professor of Marketing (2019-present)
Data Science Scholar with Canadian Tire Corp. (2019-2020)
Donald P. Jacobs Scholar (2019-2020)

EDUCATION

2014 – 2019   Massachusetts Institute of Technology, Cambridge, MA
Ph.D., Marketing

2012 – 2014   New Economic School, Moscow, Russia
M.A., Economics

2008 – 2013   Lomonosov Moscow State University, Moscow, Russia
Diploma, Applied Mathematics and Computer Science

RESEARCH INTERESTS

Customer Analytics, Targeting and Personalization, Data-Driven Product Design

PUBLICATIONS

[1] Alex Burnap, John R. Hauser, and Artem Timoshenko (2023), "Product Aesthetic Design: A Machine Learning Augmentation," Forthcoming at *Marketing Science*.

[2] Sebastian Gabel and Artem Timoshenko (2022), "Product Choice with Large Assortments: A Scalable Deep-Learning Model," *Management Science*, 68(3), 1591-2376.

[3] Duncan Simester, Artem Timoshenko, and Spyros I. Zoumpoulis (2020), "Efficiently Evaluating Targeting Policies: Improving Upon Champion vs. Challenger Experiments," *Management Science*, 66(8), 3412-3424.

[4] Davide Proserpio, John R. Hauser, Xiao Liu, Tomomichi Amano, Alex Burnap, Tong Guo, Dokyun (DK) Lee, Randall Lewis, Kanishka Misra, Eric Schwarz, Artem Timoshenko, Lilei Xu, Hema Yoganarasimhan (2020), "Soul and Machine (Learning)," *Marketing Letters*, 31(4), 393-404.

[5] Duncan Simester, Artem Timoshenko, and Spyros I. Zoumpoulis (2020), "Targeting Prospective Customers: Robustness of Machine Learning Methods to Typical Data Challenges," *Management Science*, 66(6), 2495–2522.

[6] Glen Urban, Artem Timoshenko, Paramveer Dhillon, and John R. Hauser (2019), "Is Deep Learning a Game Changer for Marketing Analytics?" *MIT Sloan Management Review*, 61(2).

[7] Cathy Cao, Xinyu Cao, Matthew Cashman, Madhav Kumar, Artem Timoshenko, Jeremy Yang, Shuyi Yu, Jerry Zhang, Yuting Zhu, and Birger Wernerfelt (2019), "How Do Successful Scholars Get Their Best Research Ideas? An Exploration," *Marketing Letters*, 30(3), 221-232.

[8] Artem Timoshenko and John R. Hauser (2019), "Identifying Customer Needs from User-Generated Content," *Marketing Science*, 38(1), 1-20.

PAPERS IN PROCEEDINGS

[9] Artem Timoshenko and John R. Hauser (2016), "Mining and Organizing User-Generated Content to Identify Attributes and Attribute Levels," *Proceedings of the Sawtooth Software Conference*, Park City, Utah, September 28-30, 2016.

WORKING PAPERS

[10] Duncan Simester, Artem Timoshenko, and Spyros Zoumpoulis (2023), "A Sample Size Calculation for Training and Certifying Targeting Policies," Under Review (2nd round) at *Management Science*

[11] Sebastian Gabel, Duncan Simester, and Artem Timoshenko (2023), "Retail Media Platforms: Learning Marketing Effectiveness Across Brands"

[12] Artem Timoshenko, Marat Ibragimov, Duncan Simester, Jonathan Parker, and Antoinette Schoar (2020), "Transferring Information Between Marketing Campaigns to Improve Targeting Policies"

(SELECTED) WORK IN PROGRESS

"Automatically Generating Brand Logos," with Xuekang Wu and Blakeley B. McShane

"Large Language Models for Product Innovation," with Chengfeng Mao and John R. Hauser

"Product Choice Modeling with Transformer Architectures," with Sebastian Gabel

AWARDS, FELLOWSHIPS AND GRANTS

Frank M. Bass Dissertation Paper Award, Finalist, 2022
ISMS Early-Career Scholars Camp Fellow, 2022
James R. McManus Research Chair, Kellogg School of Management, 2020-2021
Robert D. Buzzell (MSI) Best Paper Award, Finalist, 2020

John D.C. Little Best Paper Award, Finalist, 2019
Marketing Science Institute (MSI) Research Priorities Award, 2019
AMA-Sheth Foundation Doctoral Consortium Fellow, 2018
MSI Alden G. Clayton Doctoral Dissertation Proposal Award, 2017
ISMS Doctoral Consortium Fellow, 2017
ISMS Doctoral Dissertation Proposal Award, 2016
Graduate Fellowship, Massachusetts Institute of Technology, 2014-2019
Scholarship by British Petroleum Public Limited Company, 2012-2014
Graduate Fellowship, New Economic School, 2012-2014
Best Undergraduate Research Paper Award, Lomonosov Moscow State University, 2013
Honorable Mention Karl Menger Memorial Award, American Mathematical Society, 2008
Russian National Mathematics Olympiad, Regional Stage Winner, 2008
Russian National Physics Olympiad, Regional Stage Winner, 2008

CONFERENCE AND SEMINAR PRESENTATIONS

45th INFORMS Marketing Science Conference, Miami, FL, 2023
Theory+Practice in Marketing, Lausanne, Switzerland, 2023
Junior Faculty Development Forum, St. Lois, MO, 2023
Kellogg Marketing Camp, Evanston, IL, 2022
44th INFORMS Marketing Science Conference, Virtual, 2022
AI@Northwestern University Workshop, Virtual, 2022
University of Michigan, Ross School of Business, Ann Arbor, MI, 2021
University of Pennsylvania, Wharton School, Philadelphia, PA, 2021
Hong Kong University of Science and Technology, Virtual, 2021
15th Annual Bass FORMS Conference, Virtual, 2021
Workshop on Digital Marketing and Computer Science, Northwestern University, Virtual, 2020
University of Southern California, Marshall Business School, Virtual, 2020
Temple University, Fox School of Business, Virtual, 2020
42nd INFORMS Marketing Science Conference, Virtual, 2020
Conference on AI, Machine Learning, and Business Analytics, Philadelphia, PA, 2019
University of Illinois at Chicago, Information and Decision Sciences Seminar, Chicago, IL, 2019
41st INFORMS Marketing Science Conference, Rome, Italy, 2019
11th Triennial Invitational Choice Symposium, Cambridge, MD, 2019
London Business School, London, UK, 2018
Yale School of Management, New Haven, CT, 2018
Analysis Group, Data Science Seminar, Boston, MA, 2018
Indiana University, Kelley School of Business, Bloomington, IN, 2018
UT Austin McCombs School of Business, Austin, TX, 2018
Boston University, Questrom School of Business, Boston, MA, 2018
Northwestern University, Kellogg School of Management, Evanston, IL, 2018
University of Chicago Booth School of Business, Chicago, IL, 2018
Harvard Business School, Cambridge, MA, 2018

UW Seattle, Foster School of Business, Seattle, WA, 2018
MIT Sloan Marketing Seminar, Cambridge, MA, 2018
40th INFORMS Marketing Science Conference, Philadelphia, PA, 2018
Brands and Brand Relationships Conference, Boston, MA, 2018
INSEAD, Fontainebleau, France, 2018
General Motors, Operations Research Seminar, Warren, MI, 2018
Cornerstone Research, Data Science Seminar, Washington, DC, 2017
39th INFORMS Marketing Science Conference, Los Angeles, CA, 2017
MIT Sloan Marketing Seminar, Cambridge, MA, 2016
Sawtooth Software Conference, Park City, UT, 2016

TEACHING EXPERIENCE

Kellogg School of Management, Northwestern University, Evanston, IL
    Marketing Management (MBA Core), 2020-2024
    Topics in Quantitative Marketing (Ph.D.), 2020-2022

MIT Sloan School of Management, Cambridge, MA
    Teaching Assistant: Marketing and Strategy (EMBA), 2015-2018

PROFESSIONAL SERVICE

Reviewer

    Editorial Review Board: Marketing Science, 2022-
    Ad hoc reviewer: Management Science, Journal of Marketing Research, Journal of
    Marketing, IJRM, Production and Operations Management, PNAS
    Alden G. Clayton Dissertation Proposal Award, 2019, 2022-23

Dissertation Committee Member

    Xuekang Wu (co-advisor; Kellogg Marketing, TBD)
    Marat Ibragimov (MIT Marketing, 2023; Emory University)

Kellogg School of Management

    Junior Faculty Hiring Committee, 2019-20, 2022-23
    Ph.D. Admissions Committee, 2019-21
    MKTG Department Program Review Committee, Observant, 2022
    Marketing Seminar Series Coordinator, 2019-20
    Kellogg Marketing Camp Coordinator, 2023