
NAVDEEP S. SAHNI

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Academic Employment

Professor of Marketing, Stanford University, 2025 – present

Associate Professor of Marketing (with tenure), Stanford University, 2020 – 2025

Younger Family Faculty Scholar 2023-2024

Business School of Trust Faculty Scholar 2022-2023

Associate Professor of Marketing, Stanford University, 2016 – 2020

Lacob Family Faculty Scholar for 2016-2017

Assistant Professor of Marketing, Stanford University, 2012 - 2016

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 Peer-reviewed Articles

Waisman, Caio, Navdeep S. Sahni, Harikesh S. Nair, and Xiliang Lin. “Parallel Experimentation in a Competitive Advertising Marketplace.” Forthcoming at *Marketing Science* (2024).

Sahni, Navdeep S., and Charles Zhang. "Are consumers averse to sponsored messages? The role of search advertising in information discovery." *Quantitative Marketing and Economics* 22, no. 1 (2024): 63-114.

- Presented at NBER IO conference

Yang, Joonhyuk, Navdeep S. Sahni, Harikesh S. Nair, and Xi Xiong. "Advertising as information for ranking e-commerce search listings." *Marketing Science* 43, no. 2 (2024): 360-377.

Sahni, Navdeep S., and Harikesh S. Nair. "Does Advertising Serve as a Signal? Evidence from a Field Experiment in Mobile Search." *The Review of Economic Studies* 87.3 (2020): 1529-1564.

- Presented at QME, NBER IO and SICS conferences

Sahni, Navdeep S., Sridhar Narayanan, and Kirithi 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.

- Finalist, *Weitz-Winer-O'Dell* Award 2024: JMR article with most significant long-term contribution
- Finalist, *Paul Green Award* for best paper in JMR 2019
- Presented at SICS conference

Sahni, Navdeep S., and Harikesh S. Nair. "Sponsorship disclosure and consumer deception: Experimental evidence from native advertising in mobile search." *Marketing Science* 39.1 (2020): 5-32.

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.

- Finalist, 2022 *Gary Lilien ISMS-MSI Practice Prize*

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
- Winner, *Weitz-Winer-O'Dell Award 2021*: JMR article with most significant long-term contribution
- Presented at QME conference

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.

- Presented at SICS conference

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.

Articles Published in Peer-reviewed Conference Proceedings

Tang, Yixin, Yicong Lin, and Navdeep S. Sahni. "Business Policy Experiments using Fractional Factorial Designs: Consumer Retention on DoorDash." In *Proceedings of the 30th ACM SIGKDD Conference on Knowledge Discovery and Data Mining*, pp. 5793-5802 (2024).

- Finalist, 2024 *Gary Lilien ISMS Practice Prize*

Working Papers

Sophisticated Consumers with Inertia: Long-Term Implications from a Large-Scale Field Experiment, Revise and Resubmit at *American Economic Review* (with Avner Strulov-Shlain and Klaus Miller)

- Presented at NBER IO and QME conference

Contract Design in Influencer Marketing, Revise and Resubmit at the *Journal of Marketing* (with Reto Hofstetter and Andreas Lanz)

Consumer Memory and Competitive Interference: The Case of Auto-insurance Advertising (with Yifan Yang)

- Presented at QME conference

Work in Progress

Empirical Analysis of Cognitive Limitations in Consumer Decision Making (with Konstantin Korotkiy)

Dynamic Selection Problem in Estimating the Effect of Digital Advertising (with George Gui)

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

Advertising in an Online Labor Market (with Caio Waisman and Daniel Haanwinckel)

Professional Service

PhD Liason for Quantitative Marketing Doctoral program at Stanford GSB (September 2024 – present)

Doctoral student advising:

- Students whose dissertation I chaired along with first placement: Charles Zhang (TikTok); George Gui (Columbia Business School); Konstantin Korotkiy (Citadel); Yifan Yang (Microsoft)
- Advised as a dissertation committee member: Anna Tuchman (Northwestern); Jessica Fong (Michigan); Justin Huang (Michigan); Shreya Kankanhalli (Penn State); Ivan Li (UT Dallas)

Associate Editor: Management Science; Quantitative Marketing and Economics

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

Advisory: Member of the ISMS Meetings Advisory Committee; Behavioral IO and Marketing Symposium Scientific Committee (2024); Workshop on Platform Analytics Committee (2024); QME Wittink Award Committee 2021 (chair)

Conferences: QME Conference Stanford GSB 2024 (chair); Digital Marketing Conference at Stanford GSB 2016 (co-chair);

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

Conference Presentations and Invited Seminars

- Consumer Memory and Competitive Interference: The Case of Auto Insurance Advertising
 - Chicago Booth Marketing Workshop (January 2023)
 - Memory Lab (Stanford Psychology Department; January 2023)
 - Amazon Ad Science Seminar (April 2023)
 - University of Miami (April 2023)

- University of Rochester (May 2023)
 - Marketing Science Conference (June 2023)
 - University of Toronto (Oct 2023)
 - AI and ML conference at Temple University (Dec 2023)
 - Yale Conference on Customer Insights (May 2024)
 - Northwestern University (May 2024)
 - Monash University (July 2024)
 - Columbia University (September 2024)
 - Behavioral IO and Marketing Science Conference (Univ Michigan; 2024)
 - QME Conference (August 2024)
- Contract Design and Influencer Marketing
 - SICS (2023; short presentation)
 - Marketing Science conference (June 2025)
- Business Policy Experiments Using Fractional Factorial Designs
 - Marketing Science, Sydney 2024 (Practice Prize Session)
- Sophisticated Consumers with Inertia: Long-Term Implications from a Large-Scale Field Experiment
 - 2021 Marketing Science Conference; ITAM seminar (October 2021); Cornell Research Camp (October 2021); HBS AI Conference (December 2021); UC Irvine IS Seminar (February 2022); PKU Seminar (July 2022); Amazon economics seminar (Sep 2022); FTC Bureau of Economics Seminar (September 2022); QME Conference (October 2022); IIM Bangalore seminar (November 2022); Stanford Institute for Theoretical Economics (SITE) Conference (August 2023)
- “Are Consumers Averse to Sponsored Messages? Role of Search Advertising in Information Discovery:”
 - 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); StitchFix Data Science seminar (June 2019); AFE conference University of Chicago Economics Department (Sep 2019); SMU Marketing Seminar (Oct 2019); MIT CODE Conference (Nov 2019); Harvard Business School Marketing Seminar (Feb 2020); Washington University Seminar (Feb 2020) ; Yale SOM Seminar (March 2020); Marketing Science (June 2020); Marketplaces and Algorithm Design Seminar (July 2020); Google (July 2020); Wharton (November 2020); INFORMS Conference (November 2020); U of California Riverside (November 2020); UIUC marketing seminar (December 2020); NBER IO Meetings (Feb 2021)

- “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); Workshop on Field Experiments, Univ of Central Florida (January 2020)

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

- “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); Marketing Science Practice Prize session (June 2022)

- “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)

- “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)

- “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); AMA Conference WWO Award session (August 2021)
- “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)

Teaching

Marketing Research: Using Data to Uncover Customer Needs, MBA Elective
Quantitative Research in Marketing, Doctoral course

Invited Speaker

- Endless Evolution: The Dynamic Landscape of Advertising and Retail, Marketing Science Doctoral Consortium (June 2024)
- An Empirical Perspective on Digital Advertising; MSI Scholars Conference, 2023
- Google “Let’s talk Tech” seminar series, 2020.
- Workshop on Field Experiments, University of Central Florida, January 2020
- Online Field Experiments in Marketing; session for doctoral students, UCLA Anderson School. May 2017.
- Causal Inference from Online Experiments; Workshop on Frontiers of Applied Statistics in Marketing, Columbia University, April 2017
- Experimental Evidence in Online Advertising, Marketing Science Doctoral Consortium, 2012, Boston

Fellowships & Awards

- Finalist, 2024 Weitz-Winer-O’Dell award
- Finalist, 2024 Gary Lilien ISMS-MSI Practice Prize
- Marketing Science Institute (MSI) Scholar 2023
- Finalist, 2022 Gary Lilien ISMS-MSI Practice Prize
- Winner, 2021 Weitz-Winer-O’Dell award

- Winner, 2017 Paul Green award; also a Finalist in 2019
- Marketing Science Institute (MSI) Young Scholar 2016
- 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
- The Joseph Pichler Fellowship for Summer Research, 2008
- Top 1% in National Standard Examination (Physics Olympiad 1997) in Physics at Higher Secondary Level
- Awarded certificate of merit in National Mathematics Olympiad (1997)