

NEERAJ ARORA

Office

975, University Avenue
University of Wisconsin
Madison, WI 53706-1323

Contact information

608-262-1990 (W)
neeraj.arora@wisc.edu

I. EDUCATION

1990-1995	Ph.D. Business Administration, The Ohio State University Major: Marketing, Minor: Statistics
1987-1989	M.B.A., The Ohio State University Major: Marketing, Minor: International Business
1980-1984	Bachelor of Engineering, Delhi University Major: Electrical Engineering

II. ACADEMIC POSITIONS

University of Wisconsin-Madison

2022 - Current	Academic Director, Marketing Leadership Institute
2002 - 2022	Executive Director, A. C. Nielsen Center for Marketing Analytics and Insights
2012 - 2014	Chairperson, Department of Marketing
2016 - Current	Professor and Arthur C. Nielsen, Jr. Chair in Marketing Research
2009 - 2016	Professor and John P. Morgridge Chair in Business Administration
2008 - 2009	Professor and Arthur C. Nielsen, Jr., Professor of Marketing Research
2002 - 2008	Associate Professor, and Arthur C. Nielsen, Jr., Professor of Marketing Research
1999 - 2002	Assistant professor, Department of Marketing

Virginia Tech

1995-1999	Assistant professor, Department of Marketing
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III. EDITORIAL BOARD ROLES

- *Journal of Consumer Research* Policy Board (Since 2024)
- Associate editor, *Journal of Marketing Research* (Since 2019)
- Associate editor, *Journal of Marketing* (2020-2022)
- Senior editor, *Customer Needs and Solutions* (2013-2020)
- Associate editor, *Journal of Retailing* (2015-2019)
- Member, *Marketing Science* (2007-2021)
- Member, *Journal of Marketing* (2011-2019)
- Member, *Quantitative Marketing and Economics* (2013-2023)
- Member, *Journal of Marketing Research* (2001-2019)
- Member, *Journal of Retailing* (2012-2014)

IV. ACADEMIC HONORS

- Invited faculty representative, AMA's doctoral consortium, Ohio State University, 2025
- Invited faculty representative, AMA's doctoral consortium, UT-Austin, 2022
- Erwin A. Gaumnitz Distinguished Faculty Award for Service, 2020
- Outstanding Reviewer, *Journal of Marketing*, 2019
- Outstanding Reviewer, *Journal of Marketing*, 2017
- Invited faculty representative, AMA's doctoral consortium, University of Iowa, 2017
- Invited faculty representative, AMA's doctoral consortium, Univ. of Notre Dame, 2016
- Davidson award, Best paper for *Journal of Retailing*, 2014
- Invited faculty representative, AMA's doctoral consortium, University of Michigan, 2013
- Erwin A. Gaumnitz Distinguished Research Award, 2012
- Lawrence J. Larson Teaching Excellence Award, 2003
- *Marketing Science Institute* Young Scholars Program, 2003
- William O'Dell Award (*JMR*) finalist, 2000
- Pamplin College of Business Certificate of Teaching Excellence, 1998
- Paul E. Green award (*JMR*) finalist, 1997
- Academy of Marketing Science Doctoral Dissertation Award, 1996
- William R. Davidson Doctoral Fellowship, 1994
- Robert Bartels Fellowship in Marketing, 1994
- Ohio State Graduate School Alumni Research Award, 1994
- AMA Doctoral Consortium Fellow, 1993
- Albert Haring Symposium Representative, 1992

V. RESEARCH PUBLICATIONS

1. Arora, Neeraj, Ishita Chakraborty, and Yohei Nishimura (2025) "AI-Human Hybrids for Marketing Research: Leveraging LLMs as Collaborators." *Journal of Marketing* 89(2), 43-70.
2. Sadeghi, Soheil, Tzu-Hsiang Hung, Peter Chien, and Neeraj Arora (2024) "A Sliced Design Approach for Conducting Online Experiments with Four Platforms, with Application to an Industry Email Campaign." *The New England Journal of Statistics in Data Science*, 1-12.
3. Tian, Min, David W. Kaufman, Saul Shiffman, and Neeraj Arora (2024) "Over-the-Counter Drug Consumption: How Consumers Deviate from Label Instructions." *Journal of Marketing Research* 61, no. 3: 430-450.
4. Tian, Min, Paul R. Hoban, and Neeraj Arora (2024) "What cookie-based advertising effectiveness fails to measure." *Marketing Science* 43, no. 2: 407-418.

5. Youngju Kim, SunAh Kim, and Neeraj Arora (2022) "Impact of GMO Labeling on Consumer Choice", Journal of Marketing, 86(3), pp. 21-39.
6. Soheil Sadeghi, Peter Qian, and Neeraj Arora (2019) "Sliced Designs for Multiplatform Online Experiments," Technometrics, pp. 1-16.
7. Qazi, Maleeha, Srinivas Tunuguntla, Peng Lee, Teja Kanchinadam, Glenn Fung, and Neeraj Arora (2019) "Discovering Temporal Patterns from Insurance Interaction Data." Proceedings of the AAAI Conference on Artificial Intelligence, vol. 33, pp. 9573-9580.
8. Thomadsen et al. (2018) "How Context Affects Choice", Customer Needs and Solutions, 5(1-2). P. 3-14
9. Lin Boldt and Neeraj Arora (2017) "Dyadic Compromise Effect", Marketing Science, 36 (3), pp. 436-452
10. H. Onur Bodur, Noreen Klein and Neeraj Arora (2015) "Online Price Search: Impact of Price Comparison Sites on Offline Price Evaluations", Journal of Retailing, Volume 91, Issue 1, March, p. 125-139
11. H. Onur Bodur and Neeraj Arora (2014) "Asymmetric Impact of Reference Point Confidence on Consumer Evaluations," Customer Needs and Solutions, 1(4), p. 277-287
12. Anocha Aribarg, Neeraj Arora, Ty Henderson and Youngju Kim (2014) "Private Label Imitation of a National Brand: Implications for Consumer Choice and Law," Journal of Marketing Research, 51(6), 657-675.
13. Praveen Kopalle, P.K. Kannan, Lin Bao, and Neeraj Arora (2012) "The Impact of Household Level Heterogeneity in Reference Price Effects on Optimal Retailer Pricing Policies" Journal of Retailing, Vol. 88, Issue 1, March, p. 102-114.
14. Neeraj Arora, Ty Henderson and Qing Liu (2011) "Non-Compensatory Dyadic Choices," Marketing Science, Volume 30, Number 6, November-December, p.1028-1047.
15. Qing Liu and Neeraj Arora (2011) "Efficient Choice Designs for a Consider-Then-Choose Model," Marketing Science, Vol. 30, Number 2, March-April, p. 321-338.
16. Ty Henderson and Neeraj Arora (2010) "Promoting Brands across Categories with a Social Cause: Implementing Effective Embedded Premium Programs", Journal of Marketing, Volume 74, Number 6, November p. 41-60.
17. Anocha Aribarg, Neeraj Arora and Moon Young Kang (2010) "Predicting Joint Choice Using Individual Data," Marketing Science, Vol. 29, Number 1, p. 139-157.

18. Ty Henderson and Neeraj Arora (2010) "Linking a Social Cause to Product Promotions: Why it Works and How to Make it More Effective", Marketing Intelligence Review, Vol. 2, No. 1, May 2010.
19. Neeraj Arora, Anindya Ghose, James D. Hess, Raghuram Iyengar, Bing Jing, Yogesh Joshi, V. Kumar, Nicholas Lurie, Scott Neslin, S. Sajeesh, Meng Su, Niladri Syam, Jacquelyn Thomas, Z. John Zhang (2008) "Putting One-to-One Marketing to Work: Personalization, Customization and Choice," Marketing Letters, December, Vol.19, p. 305.
20. Anocha Aribarg and Neeraj Arora (2008) "Brand Portfolio Promotions," Journal of Marketing Research, August, p. 391.
21. Anocha Aribarg and Neeraj Arora (2008) "Inter-Brand Variant Overlap: Impact on Brand Preference and Portfolio Profit," Marketing Science, May/June, p. 474.
22. Neeraj Arora and Ty Henderson (2007) "Embedded Premium Promotion: Why it Works and How to Make it More Effective," Marketing Science, Vol. 26, Number 4, p. 514-531.
23. Neeraj Arora (2006) "Estimating Joint Preference Using Data Imputation: A Sub-sampling Approach," International Journal of Research in Marketing, Vol. 23, Issue 4, p. 409-418.
24. Eric T. Bradlow, Bart Bronnenberg, Gary J. Russell, Neeraj Arora, David R. Bell, Sri Devi Deepak, Frankel ter Hofstede, Catarina Sismeiro, Raphael Thomadsen and Sha Yang (2005) "Spatial Models in Marketing," Marketing Letters, Vol. 16, Iss. 3-4; p. 267.
25. Greg Allenby, Neeraj Arora, Chris Diener, Jaehwan Kim, Mike Lotti and Paul Markowitz (2002), "Distinguishing Likelihoods, Loss Functions, and Heterogeneity in the Evaluation of Marketing Models," Canadian Journal of Marketing Research, Volume 20.1, p.44-59.
26. Anocha Aribarg, Neeraj Arora and H. Onur Bodur (2002) "Understanding the Role of Preference Revision and Concession in Group Decisions", Journal of Marketing Research, August, p.336-349.
27. Neeraj Arora and Joel Huber (2001) "Improving Parameter Estimates and Model Prediction by Aggregate Customization in Choice Experiments", Journal of Consumer Research, September, p.273-283.
28. Neeraj Arora, and Greg M. Allenby (1999) "Measuring the Influence of Individual Preference Structures in Group Decision Making", Journal of Marketing Research, November, p.476-487.
29. Michel Wedel, Wagner Kamakura, Neeraj Arora, Albert Bemmaor, Jeongwen Chiang, Terry Elrod, Rich Johnson, Peter Lenk, Scott Neslin and Carsten Stig Poulsen (1999) "Heterogeneity and Bayesian Methods in Choice Modeling," Marketing Letters, 10:3, p.219-232.

30. Neeraj Arora, Greg M. Allenby and James L. Ginter (1998) “A Disaggregate Model of Primary and Secondary Demand”, Marketing Science, Vol. 17, No. 1, p. 29-44.
31. Greg M. Allenby, Neeraj Arora and James L. Ginter (1998), “On the Heterogeneity of Demand”, Journal of Marketing Research, August, p. 384-389.
32. Greg M. Allenby, Neeraj Arora and James L. Ginter (1995), “Incorporating Prior Knowledge into the Analysis of Conjoint Studies,” Journal of Marketing Research, May, p. 152-162.

VI. RESEARCH IN PROGRESS

- From Reviews to Responses: Bridging Pre- and Post-Purchase Consumers through AI-Enhanced QA with RAG (with XingJian You and Ishita Chakraborty)
- Generative Priors for Conjoint Analysis: Leveraging LLMs and Variational Autoencoder for Data-Scarce Estimation (with Yohei Nishimura)
- Dynamic Digital Twins for Marketing Research (with XingJian You and Ishita Chakraborty)
- Organic Celebrity Influence and Peer Effects: Insights from the Video Game Industry (with Sriniketh Vijayaraghavan)
- The Attitude-Action Gap in Sustainable Product Adoption: Mechanisms and Mitigation Strategies (with Jungeun Lim and Qing Liu)

VII. BOOK ARTICLES

- Arora, Neeraj (2011), “The Logit Model,” *Wiley International Encyclopedia of Marketing*, Jagdish Sheth and Naresh Malhotra (eds.), Hoboken, NJ: Wiley
- Arora, Neeraj (2011), “Unobserved Heterogeneity,” *Wiley International Encyclopedia of Marketing*, Jagdish Sheth and Naresh Malhotra (eds.), Hoboken, NJ: Wiley.
- Arora, Neeraj (2011), “Random Coefficients Modeling,” *Wiley International Encyclopedia of Marketing*, Jagdish Sheth and Naresh Malhotra (eds.), Hoboken, NJ: Wiley.
- Arora, Neeraj (2011), “Endogeneity,” *Wiley International Encyclopedia of Marketing*, Jagdish Sheth and Naresh Malhotra (eds.), Hoboken, NJ: Wiley

VIII. ON-LINE PRESENTATIONS

Arora, Neeraj (2010), "Joint Choice Decisions", in Allenby, G.M. and Rossi, P.E. (eds), *Bayesian Analysis in Marketing: A breakthrough in customer analytics*, The Marketing & Management Collection, Henry Stewart Talks Ltd, London (online at <https://hstalks.com/t/1610/joint-choice-decisions/>)

IX. TEACHING

PhD: Seminar in Statistical Models in Marketing
MBA: Marketing Analytics
Marketing Research
Marketing Management
Marketing Strategy

Undergraduate: Marketing Research
Marketing Strategy
Marketing Analytics

- PhD Dissertation chair:

1. Xingjian You, University of Wisconsin-Madison (expected 2027)
2. Yohei Nishimura, University of Wisconsin-Madison (expected 2027)
3. Sriniketh Vijayaraghavan, Assistant Professor, Texas A&M University (2024)
4. Srinivas Tunuguntla (2022), Assistant Professor, Duke University (2022)
5. Linge Xia (2022)
6. Min Tian, Assistant Professor, The Ohio State University (2019)
7. Lin Bao, Assistant Professor, University of Central Florida (2007)
8. Ty Henderson, Associate Professor, University of Texas-Austin (2007)
9. Anocha Aribarg, Associate Professor, University of Michigan (2004)
10. H. Onur Bodur, Associate Professor, Concordia University (2000)

- PhD Dissertation committee member:

1. Kaiyang Wu, Marketing, University of Wisconsin-Madison 2022
2. Jiyeon Hong, Marketing, University of Wisconsin-Madison 2022
3. Youran Qi, Statistics, University of Wisconsin-Madison 2019
4. Soheil Sadeghi, Statistics, University of Wisconsin-Madison 2017
5. Andrea Luangrath, Marketing, University of Wisconsin-Madison 2016
6. Michael T. Braun, Communication Arts, University of Wisconsin-Madison 2013
7. Dee Warmath, Consumer Science, University of Wisconsin-Madison 2012
8. Peter Newberry, Economics, University of Wisconsin-Madison 2012
9. Victor Barger, University of Wisconsin-Madison 2011
10. Moon Young Kang, Marketing, University of Wisconsin-Madison 2010
11. Alok Kumar, Marketing, University of Wisconsin-Madison 2008
12. Kun Huang, Economics, University of Wisconsin-Madison 2006
13. Alan Malter, Marketing, University of Wisconsin-Madison 2000
14. Ron Hess, Marketing, Virginia Tech, 1998

- Executive Education
 - Samsung MI Camp, UW Madison (2011, 2012)
 - Takeda Pharmaceuticals (2007)
- Business and Legal consulting
 - John Fabick Tractor Company
 - Gundersen Lutheran Health System
 - MoroccanOil
 - Kohler
 - McNeil Consumer Healthcare
 - Johnson & Johnson Vision care
 - General Mills
 - M&M and Mars
 - Sub-Zero
 - Outboard Marine Corporation
 - Epson
 - AT&T/Gemini
 - CPM Marketing Group
 - Wyeth Pharmaceuticals
 - TNS
 - C&R Research
 - IBIS Associates
 - Intuit
 - International Union of Operating Engineers

X. RESEARCH GRANTS

- Product Claims about Magic Ingredients: Implications for Consumer Choice and Welfare, UW Graduate School Research Award (\$46,878), 2020.
- Algorithms to Reveal Time Patterns in Consumer Behavior, American Family Insurance (\$49,404), 2017.
- Algorithms to Reveal Time Patterns in Consumer Behavior, American Family Insurance (\$48,256), 2016.
- Uncovering Behavioral Violations Using Consumption Diaries, UW Graduate School Research Award (\$31,009), 2015.
- Algorithms to Reveal Time Patterns in Consumer Behavior, American Family Insurance (\$45,546), 2015.
- Compromise Effects: Implications for Choice Experiment Design and Dyadic Choices. UW Graduate School Research Award (\$30,006), 2011.
- In-market Embedded Premium Effect. UW Graduate School Research Award (\$28,975), 2009.
- The Impact of Consumer Targets and Perceptions of Choice Behavior. UW Graduate School Research Award (\$10,379), 2001

- Understanding Heterogeneity in Loss Aversion Across Consumers: Implications for Product Design. UW-Madison School of Business (\$5,000), 2000
- Understanding the Role of Preference Revision and Concession in Group Decisions. Intel, Inc. (\$12,000); Mars, Inc. (\$6,000), 1999

XI. INVITED PRESENTATIONS

- University of Pittsburg (2025)
- University of Kansas (2025)
- UC-Davis (2024)
- Temple University (2022)
- Ohio State (2016)
- Temple University (2015)
- Carnegie Mellon University (2014)
- Erasmus University (2012)
- Tilburg University (2012)
- University of Houston (2011)
- Emory University (2011)
- University of Iowa (2010)
- University of Alberta (2010)
- MIT (2009)
- Indiana University (2009)
- University of Utah (2009)
- Ohio State University (2008)
- University of Notre Dame (2008)
- Vanderbilt University (2007)
- Concordia University (2007)
- University of Maryland (2001)
- University of Iowa (2001)
- Dartmouth College (2000)
- University of Chicago (1998)
- Virginia Tech (1994)
- University of Miami (1994)
- University of Toronto (1994)
- University of Iowa (1994)

XII. CONFERENCE PRESENTATIONS

“AI-Human Hybrids for Marketing Research: Leveraging LLMs as Collaborators” 2nd Annual Business and GenAI workshop, Wharton School, San Francisco campus.

“Challenges and Opportunities in Assessing Digital Marketing Effectiveness”, UW E-Business Consortium Conference, October 2021

“Challenges and Opportunities in Assessing Digital Marketing Effectiveness”, Keynote speaker at a conference in IIM Shillong (India), April 2021

“Violations of Instructions: OTC Drugs”, Marketing Science Conference on Health, Washington University, November 2016

“Private Label Imitation of a National Brand: Implications for Consumer Choice and Law,” Theory and Practice in Marketing (TPM) Conference, London Business School, June 2013

“Promoting a Brand with a Social Cause: An In-Market Quasi Experiment,” MSI conference: New Developments in the Practice of Marketing science 2011-2012

“Non-Compensatory Dyadic Choices,” Frank M. Bass UT Dallas FORMS conference, February 2011.

“Predicting Joint Choice Using Individual Data” ART Forum, Whistler Canada, June 2009.

“Predicting Joint Choice Using Individual Data” Marketing Science Conference, Vancouver, Canada, June 2008.

“Embedded Premium Promotion: Why it Works and How to Make it More Effective,” Advanced Research Techniques Forum, Monterey, CA, June 2006.

“Quantitative Models in Marketing: Current Issues and Future Direction” Invited workshop at the Haring Symposium, Indiana University, Bloomington, March 2006.

“Estimating Joint Preference Using Data Imputation,” MSI’s Young Scholar’s program, Park City, Utah, March 2003.

“Estimating Joint Preference Using Data Imputation,” Marketing Science Conference, Edmonton, Canada, June 2002.

“Improving Parameter Estimates and Model Prediction by Aggregate Customization in Choice Experiments,” Advanced Research Techniques Forum, Amelia Island, FL, June 2001.

“Understanding the Role of Preference Revision and Concession in Group Decisions,” Midwest Marketing Camp, University of Michigan, June 2001.

“A Target Based Utility Model of Customer Expectations,” at Marketing Science Conference, UCLA, June 2000.

“The Impact of Modeling Assumptions on Product Line Decisions,” at the Advanced Research Techniques (ART) Forum, Monterey, CA, June 2000.

“Measuring the Influence of Individual Preference Structures in Group Decision Making”, at the Advanced Research Techniques (ART) Forum, Santa Fe, June 1999.

“Understanding Loss Aversion and the Role of Multiple Reference Points: A Hierarchical Bayes Approach”, at Marketing Science Conference, Syracuse University, May 1999.

“Measuring the Influence of Individual Preference Structures in Group Decision Making”, at Marketing Science Conference, INSEAD, France, July 1998.

“Designing Informative Experiments,” at Marketing Science Conference, Berkeley, California, March 1997.

“A Disaggregate Model of Primary and Secondary Demand,” at the Academy of Marketing Science Conference, Phoenix, Arizona, April 1996.

“A Disaggregate Model of Primary and Secondary Demand,” at Marketing Science Conference, Gainesville, Florida, March 1996.

“Investigating Scale Properties of Self-Explicated Data for Conjoint Analysis,” at Marketing Science Conference, Tucson, Arizona, March 1994.

“Incorporating Prior Knowledge into the Design and Analysis of Conjoint Analysis,” at Marketing Science Conference, St. Louis, Missouri, March 1993.

Discussant for “Bayesian Vector Autoregression: An Exposition and Comparison with Alternative Forecasting Methods,” by David Curry, Suresh Divakar, Sharat Mathur and Charles Whiteman, at Albert Haring Symposium, Indiana University, Bloomington, 1992.

XIII. PROFESSIONAL SERVICE (ADMINISTRATIVE)

- Academic Director, Marketing leadership Institute (2022-Current)
- Member, MSI Marketing Mix Models Initiative (2023-)
- Member, Dean Sambamurthy five-year review committee (2024)
- Member, Steering committee for WSB climate survey (2023)
- Executive Director, A. C. Nielsen Center for Marketing Research (2002-2022)
- Chair, Department of Marketing, UW-Madison (2021)
- Chair, Department of Marketing, UW-Madison (2012-2014)
- Member, 2009 ART (Advanced Research Techniques) Forum Conference Committee
- Chair, SMHR Center Review committee, 2008
- Member, Undergraduate and Graduate Curriculum committee (2008-2009)
- Member, MBA curriculum committee (2002-2003)
- Member, School of Business Assistant Dean search committee, University of Wisconsin-Madison (2002, 2005)
- Member, Faculty advisory committee, Center for Credit Union Research, University of Wisconsin-Madison (2000-2005)

- Member, School of Business computer committee, University of Wisconsin-Madison (2001)
- Member, College of Business computer committee, Virginia Tech (1997-1999)
- Marketing Department Faculty Recruiting Committee, University of Wisconsin-Madison (2000-)
- Elected Secretary/Treasurer, American Statistical Association (ASA) Section on Statistics in Marketing (2001)

XIV. PROFESSIONAL SERVICE (RESEARCH)

- Elected Wisconsin School of Business Subcommittee member (2022-2023)
- Elected Wisconsin School of Business Subcommittee member (2021-2022)
- Faculty advisory committee, American Family Insurance & UW-Madison Artificial Intelligence & Data Science Research Partnership (2017- 2020)
- Elected Wisconsin School of Business Subcommittee member (2015-2016)
- Elected Wisconsin School of Business Subcommittee member (2014-2015)
- Elected Wisconsin School of Business Subcommittee member (2011-2012)
- Elected Wisconsin School of Business Subcommittee member and chair (2010-2011)
- Elected Wisconsin School of Business Subcommittee member (2009-2010)
- External tenure and promotion evaluation:
 - Faculty member, University of Connecticut (promotion to full professor)
 - Faculty member, Texas A&M University (promotion to full professor)
 - Faculty member, University of Houston (promotion to full professor)
 - Faculty member, UC-Davis (promotion to associate professor with tenure)
 - Faculty member, BYU (promotion to associate professor with tenure)
 - Faculty member, University of Houston (promotion to full professor)
 - Faculty member, Nanyang Business School (promotion to full professor)
 - Faculty member, Georgia State U. (promotion to associate professor with tenure)
 - Faculty member, UT-Austin (promotion to associate professor with tenure)
 - Faculty member, NC State (promotion to associate professor with tenure)
 - Faculty member, Concordia University (University Research Chair)
 - Faculty member, NC State (promotion to associate professor with tenure)
 - Faculty member, University of Michigan (promotion to full professor)
- Coordinator, Ph.D. program (Marketing), University of Wisconsin-Madison (2001, 2005)
- Ad hoc reviewer:
Journal of Consumer Research, Management Science, Journal of Business and Economic Statistics, Field Methods, North American Actuarial Journal, Environmental and Resource Economics, Marketing Letters

XV. PERSONAL DATA

- U.S. Citizen, Married, Four Children