Harikesh Nair – Biography

Dr. Harikesh Nair is a Professor of Marketing at Stanford GSB. His research is in the area of marketing analytics. His work brings together applied economic theory and econometric tools with Marketing data to better understand consumer behavior and to improve the strategic marketing decisions of firms.

His recent research covers pricing, workplace analytics, quantitative incentive design, social media and social interactions, advertising attribution, network effects, diffusion of technologies and empirical industrial organization, especially in contexts in which marketing activities have dynamic implications for the behavior of consumers and firms.

His research has been published in leading marketing journals such as “Journal of Marketing Research”, “Management Science”, “Marketing Science”, and “Quantitative Marketing and Economics”, and written up in popular-press outlets like “CNBC”, “The Economist”, “Financial Times”, “US News” and the “Wall St. Journal”. This research has been recognized with awards from the Quantitative Marketing & Economics Journal, the American Marketing Association Foundation, the Swiss Academy of Marketing Science and the U.S. Council for University Transportation Centers.

Prof. Nair received his PhD in Business from the Graduate School of Business at the University of Chicago. Prior to that, he received his MS in Transportation Engineering from the University of Texas at Austin, and his B.Tech in Engineering from the Indian Institute of Technology (IIT) at Madras, India. He has been at Stanford since 2005, and teaches classes on Monetization, Pricing and Data and Decisions in the Stanford MBA program; on empirical analysis of dynamic decision contexts in the GSB PhD program; and on Marketing and Pricing in the GSB executive education and custom education programs. Prof. Nair serves as an area editor at Operations Research and associate editor at Management Science and Quantitative Marketing and Economics.

At the GSB, Nair was the Fletcher Jones Faculty Scholar from 2007-2008, the Spence Faculty Scholar from 2011-12 and the Louise and Claude Rosenberg Faculty Scholar from 2009-2010 and 2012-13. In 2014, “Poets&Quants,” a magazine focused on Business schools, voted him one of the “40 Most Outstanding B-School Profs Under 40 in the World”.

Nair is part of the Stanford Business School’s Quantitative Marketing faculty group. The group collectively focuses on original, quantitatively rigorous, managerially relevant, theory driven empirical research that aims to improve the practice of marketing and to understand its effects in a market setting. The faculty aim to produce research that leads the social sciences in assessing the causal effects of marketing; in understanding the mechanisms by which marketing works; and in developing policies for improved marketing. The emphasis on careful measurement, the strong links to theory, and the focus of the work on ultimately improving marketing policy are distinguishing features of the groups’ – and Nair’s – approach to research.