

NIKHIL MALIK

Contact: +1 (323) 627-8520

E-mail: maliknik@marshall.usc.edu

701 Exposition Blvd, HOH 317, Los Angeles 90089.

WORK EXPERIENCE

Marshall School of Business, USC
Assistant Professor of Marketing (Tenure Track)

Aug 2021-Present
Los Angeles, CA

Goldman Sachs
Vice President, Quantitative Strategist

June 2011-Feb 2016 and Nov 2020-Jul 2021
Bengaluru, India

EDUCATION

Carnegie Mellon University
Ph.D. in Business Technologies

Aug 2016 - Oct 2020
Pittsburgh, PA, USA

Carnegie Mellon University
M.S. in Industrial Administration

Aug 2016 - May 2018
Pittsburgh, PA, USA

Indian Institute of Technology
B.Tech. in Electrical Engineering

July 2007 - May 2011
Delhi, India

TEACHING

Internet Marketing (Graduate), Spring 2022, 2023, Marshall School of Business, USC.

- Digital Marketing Strategy across Search, Online Ads, Social Media, AI and Web 3.0.

FinTech (Undergraduate), Fall 2018, Tepper School of Business, CMU.

- Web 3.0 (Blockchains, Smart Contracts) and AI in Finance.

RESEARCH

Topics: AI and Web 3.0 Platforms, Algorithmic Pricing, Algorithmic Bias and Fairness.

Methods: Empirical, Machine Learning, Analytical and Game Theory.

RESEARCH - PUBLICATIONS

Malik N., Singh P.V., Srinivasan K. (2017) “*When does beauty pay? A dynamic analysis of Beauty Premium*”.
Forthcoming at Information Systems Research (ISR).

- Conference on Information Systems and Technology, Houston, TX, 2017. (Best Student Paper)
- Marketing Science Conference, Philadelphia, PA, 2018.
- Marketing Science Conference, Rome, Italy, 2019.

Malik N., Wei M., Appel G., Luo L. “*Blockchain technology for creative industries: Current state and research opportunities*”. **International Journal of Research in Marketing (IJRM)** 40, no. 1 (2023): 38-48.

Malik N., Aseri M., Singh P.V., and Srinivasan K. “*Why bitcoin will fail to scale?*” **Management Science** 68, no. 10 (2022): 7323-7349.

- Workshop on Information Systems and Economics (WISE), San Francisco, CA, 2018.
- Workshop on Economics of Information Security (WIES), Cambridge, MA, 2019.
- Marketing Science Conference, Rome, Italy, 2019.
- Production and Operations Management Society (POMS) Conference, Minneapolis, MN, 2020.¹

¹Presented by a co-author

- Tokenomics, Conference on Blockchain Economics, Security and Protocols, NYU, 2021.

Malik N., Singh P.V. “*Deep Learning in Computer Vision - Methods, Interpretation, Causation and Fairness*”. Operations Research & Management Science in the Age of Analytics. INFORMS (October, 2019). <https://doi.org/10.1287/educ.2019.0201>

- INFORMS Annual Meeting, Seattle, WA, 2019.

RESEARCH - WORKING PAPERS

Mohammadi B., Malik N., Srinivasan K., Dardenger T. “*Regulating eXplainable AI (XAI) may harm customers*”. **Major Revision at Marketing Science** (<https://arxiv.org/abs/2209.03499>)

- Marketing Science Conference, 2022. (virtual)¹
- Conference on AI-ML-BA, December 2022 (Cambridge, MA)¹
- Marketing Science Conference, June 2023. Miami, FL.¹
- Workshop on Information Systems and Economics (WISE), Dec 2023. Hyderabad, India.

Wei M. and Malik N. “*Unstructured Data, Econometric Models, and Estimation Bias*”. **Major Revision at Management Science** (ssrn abstractid=4113608).

- Virtual Quant Marketing Seminar, November 2022.¹
- Conference on AI-ML-BA, December 2022. Cambridge, MA.

Manzoor, E.A., Malik N. “*Designing Effective Music Excerpts*”. **Major Revision at Marketing Science** (<https://arxiv.org/abs/2309.14475>).

- Conference on AI-ML-BA, December 2023 Philadelphia, PA.¹

Malik N., Manzoor, E.A. “*Does Machine Learning amplify pricing errors in housing market? : Economics of ML Feedback Loops*”. Reject and Resubmit at Marketing Science (ssrn abstractid=3694922).

- Marketing Science Conference, June 2022. (virtual)
- Conference on Information Systems and Technology, Oct 2022. Indianapolis, IN.
- Conference on AI-ML-BA, December 2022 Cambridge, MA.
- AI in Marketing (AIM) Conference, March 2023. Los Angeles, CA.
- Workshop on Platform Analytics (WoPA), Apr 2023. San Diego, CA.

Malik N. and Fu R. “*Why does my Zestimate fluctuate? Algorithmic Pricing and Ad Revenue Incentives*”. Under Review at Management Science (ssrn abstractid=4403371).

- USC Marketing Department Quant Brown Bag, Oct 2021 and Nov 2022.
- Marketing Science Conference, June 2023. Miami, FL.
- Junior Faculty Development Forum, May 2023. St. Louis, MO.

Troncoso I., Fu R., Malik N and Proserpio D. “*Algorithm failures and consumers response: Evidence from Zillow*”. Under Review at Marketing Science (ssrn abstractid=4520172).

- Conference on Customer Journeys, May 2023. Amsterdam Business School.¹
- Marketing Science Conference, June 2023. Miami, FL.¹
- Marketing Dynamics Conference, Sep 2023. Boston, MA.¹
- Northeast Marketing Consortium, Oct 2023. Hanover, NH.¹
- Conference on Information Systems and Technology (CIST), Oct 2023. Phoenix, AZ.
- Workshop on Information Systems and Economics (WISE), Dec 2023. Hyderabad, India.

RESEARCH - WORK IN PROGRESS

Yuan Y., Malik N., Wang W., and Srinivasan K. “*Clean up your act! Impact of Privacy Regulation on Live Streaming Influencers.*”.

- Conference on AI-ML-BA, December 2023 Philadelphia, PA.¹

INVITED TALKS

Discussant at Summer Institute in Competitive Strategy (SICS). San Francisco CA, June 2023.

Junior Faculty Development Forum at St. Louis MO, May 2023.

Fox School of Business, Temple University, Philadelphia, PA. April 2023.

Discussant at UTD Bass Conference. Dallas TX, Mar 2023.

Discussant at Yale China-India Insights Conference. Los Angeles, CA, Oct 2022.

Talk at Marshall School of Business, USC. Feb 2021.

Talk at Stern School of Business, NYU. Nov 2019.

CMU Summer Workshop on ML “*Tutorial on Deep Reinforcement Learning*”. Pittsburgh, PA, 2019.

OTHER CONFERENCE TALKS

“*Bitcoin disruption in payments - Winners and Losers*”. Marketing Science Conference, Rome, Italy, 2019.

“*Role of naive agents in Initial Coin Offerings (ICO)*”. Marketing Science Conference, Rome, Italy, 2019.

“*Bitcoin disruption in payments - Winners and Losers*”. Conference on Information Systems and Technology, Phoenix, AZ, 2018. (Best Paper nomination).

AWARDS AND ACHIEVEMENTS

Management Science Distinguished Service Award 2023.

William W. Cooper Doctoral Dissertation Award, CMU, 2021.

Dipankar and Sharmila Chakravarti Doctoral Fellowship Award 2020.

PNC Presidential Fellowship 2019-20.

Henry J. Gailliot Presidential Fellowship, CMU, 2019-20.

Ripple Foundation Fellowship, 2019-20.

Litzenberger Family Fund Award, CMU 2018.

Best Conference Paper nomination, CIST INFORMS 2018.

Best Student Paper, CIST INFORMS 2017.

William Larimer Mellon Fellowship, CMU 2016-2021.

PROFESSIONAL SERVICE

Reviewer for academic journals handling 2-3 new papers every month across

- Management Science (Impact Factor 4.2)
- Information Systems Review (Impact Factor 5.2)
- Marketing Science (Impact Factor 2.5)
- International Journal of Research in Marketing (Impact Factor 8.0)
- Management Information Systems Quarterly (Impact Factor 5.4)

Committee Member, Reviewer and Discussant for academic conferences

- Workshop on Platform Analytics (WoPA)
- Summer Institute in Competitive Strategy (SICS)
- Annual Bass FORMS Conference.
- Yale China-India Insights Conference
- International Conference on Information Systems
- Conference on Information Systems and Technology

Awarded Fellowship or designated as a Fellow at

- ISMS Early Career Scholars Camp Fellow 2023.
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2020.
- Ripple Foundation Fellow, 2019-20.
- ISMS Doctoral Consortium Fellow, 2019.

Member of professional organizations

- USC Marshall School of Business, Initiative on Digital Competition (2021 -)
- Tepper School of Business, Blockchain Initiative (2018 - 2020)