

ARTEM TIMOSHENKO

Kellogg School of Management
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ACADEMIC EMPLOYMENT

Kellogg School of Management, Northwestern University

Associate Professor of Marketing (untenured)	2024 – Present
Assistant Professor of Marketing	2019 – 2024
Data Science Scholar with Canadian Tire Corp.	2019 – 2020
Donald P. Jacobs Scholar	2019 – 2020

EDUCATION

Ph.D. in Management Science (Marketing), MIT Sloan School of Management, USA	2014 – 2019
M.A. in Economics, New Economic School, Russia	2012 – 2014
B.Sc./M.Sc. in Applied Mathematics and Computer Science, Lomonosov Moscow State University, Russia	2008 – 2013

RESEARCH INTERESTS

Business AI, Innovation, Customer Insights, Targeted Marketing

PUBLICATIONS

- [1] Duncan Simester, Artem Timoshenko, and Spyros Zoumpoulis (2025), “A Sample Size Calculation for Training and Certifying Targeting Policies,” forthcoming at *Management Science*.
- [2] Sebastian Gabel, Duncan Simester, and Artem Timoshenko (2024), “How Retailers Became Ad Platforms,” *Harvard Business Review (online)*, June 17, 2024.
- [3] Alex Burnap, John R. Hauser, and Artem Timoshenko (2023), “Product Aesthetic Design: A Machine Learning Augmentation,” *Marketing Science*, 42(6), 1029-1056.
- [4] Sebastian Gabel and Artem Timoshenko (2022), “Product Choice with Large Assortments: A Scalable Deep-Learning Model,” *Management Science*, 68(3), 1591-2376.
- [5] 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.

- [6] 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.
- [7] 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.
- [8] 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).
- [9] 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.
- [10] Artem Timoshenko and John R. Hauser (2019), “Identifying Customer Needs from User-Generated Content,” *Marketing Science*, 38(1), 1-20.

PAPERS IN PROCEEDINGS

- [11] 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

- [12] Sebastian Gabel, Duncan Simester, and Artem Timoshenko (2025), “In-Store Coupons: A Large-Scale Field Experiment,” Under Review
- [13] Artem Timoshenko, Chengfeng Mao, and John R. Hauser (2025), “Can Large Language Models Extract Customer Needs as well as Professional Analysts?” Under Review
- [14] Marat Ibragimov, Duncan Simester, and Artem Timoshenko (2025), “Transfer Learning for Targeted Promotions: A Bayesian Matrix Factorization Approach,” Under Review

WORK IN PROGRESS

- “AI Intermediation for Brand Logos,” with Xuekang Wu and Guy Aridor
- “Policy-Aligned Estimation of Heterogeneous Treatment Effects,” with Caio Waisman

AWARDS, FELLOWSHIPS AND GRANTS

- Albert Haring Symposium, Faculty Fellow, 2025
- Chairs’ Core Course Teaching Award (Kellogg), 2024
- PDMA Consortium, Faculty Fellow, 2024

MSI Young Scholar Award, 2023
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

47th ISMS Marketing Science Conference, Washington, DC (scheduled)
New Data for Consumer Insights Conference, Discussant, UChicago, 2025
2nd Symposium on AI in Marketing, Madison, WI, 2025
Yale InsightsOn Conference, CT, 2025
Biz AI-Conference, UT Dallas, TX, 2025
University of Colorado Boulder, CO, 2024
PDMA Doctoral Consortium, Syracuse, NY, 2024
Kellogg Leadership Summit, IL, 2024
1st Symposium on AI in Marketing, Madison, WI, 2024
UT Dallas, Naveen Jindal School of Management, TX, 2024
University of Florida, Gainesville, FL, 2024
2024 Insights Association Annual Conference, Atlanta, GA, 2024
Emory Marketing Camp, Atlanta, GA, 2024
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, 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), 2020-2025
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, Operations Research
Alden G. Clayton (MSI) Dissertation Proposal Award, 2019, 2022-24
ISMS Doctoral Dissertation Award Committee, 2024

Dissertation Committee Member

Chengfeng Mao (MIT Marketing, TBD)
Xuekang Wu (Kellogg Marketing, TBD)
Marat Ibragimov (MIT Marketing, 2023; Placement: Emory University)

Kellogg School of Management

Ph.D. Admissions Committee, 2019-21, 2023-24
Junior Faculty Hiring Committee, 2019-20, 2022-23, 2024-25
Marketing Seminar Series Coordinator, 2019-20, 2023-25
Kellogg Marketing Camp Coordinator, 2023
MKTG Department Program Review Committee, Observant, 2022