NIKHIL MALIK

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WORK EXPERIENCE

Tepper School of Business, CMU — July 2025-Present
Assistant Professor of Marketing and Business Technology — *Pittsburgh, PA*

Marshall School of Business, USC — Sep 2021-June 2025
Assistant Professor of Marketing — *Los Angeles, CA*

Goldman Sachs — June 2011-Feb 2016 and Nov 2020-Jul 2021
Vice President, Quantitative Strategist — *Bengaluru, India*

EDUCATION

Carnegie Mellon University — Aug 2016 - Oct 2020
Ph.D. in Business Technologies — *Pittsburgh, PA, USA*

Carnegie Mellon University — Aug 2016 - May 2018
M.S. in Industrial Administration — *Pittsburgh, PA, USA*

Indian Institute of Technology — July 2007 - May 2011
B.Tech. in Electrical Engineering — *Delhi, India*

TEACHING

Economic Foundations of AI (PhD), Tepper School of Business, CMU.
Digital Marketing and Social Media Strategy (Grad and Undergrad), Tepper School of Business, CMU.
Digital Marketing Strategy (Grad), Marshall School of Business, USC.

RESEARCH

Topics: Economics of AI, Algorithmic Pricing and Platforms.
Methods: Empirical, Analytical and Machine Learning.

RESEARCH - PUBLICATIONS

Wei M., Malik N. "*Estimation Bias from Machine-Learned Features in Econometric Models*". Forthcoming at **Management Science** (2026). https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4113608

Mohammadi B., Malik N., Srinivasan K., Derdenger T. "*Regulating eXplainable AI (XAI) May Harm Consumers*". **Marketing Science** 44.3 (2025): 711-724.

Malik N., Singh P.V., Srinivasan K. "*When does beauty pay? A large-scale image-based appearance analysis on career transitions*".**Information Systems Research (ISR)** 35.4 (2024): 1524-1545.

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.

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

RESEARCH - WORKING PAPERS

Manzoor, E.A., Malik N. "*Designing effective music excerpts*". **R&R at Marketing Science** https://arxiv.org/abs/2309.14475

Troncoso I., Malik N, Proserpio D., Fu R. "*The asymmetric value of algorithmic information in two-sided platforms: Evidence from Zillow*". **R&R at Quantitative Marketing and Economics (QME)**. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4520172

Malik N., Manzoor, E.A. "*Does machine learning amplify pricing errors in housing market? : Economics of ML Feedback Loops*". **R&R at Management Science**. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3694922

RESEARCH - WORK IN PROGRESS

Malik N., Wei M. "*Platform design of algorithmic pricing models*". https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4403371

- Marketing Science Conference, Jun 2023. Miami, FL.
- Junior Faculty Development Forum, May 2023. St. Louis, MO.
- Invited Talks at Cornell, CMU, U-Pitt and UC-Riverside in 2024.

Yuan Y., Malik N., Wang W., Srinivasan K. "*Privacy regulation in live-streaming content*". https://papers.ssrn.com/sol3/papers.cfm?abstract_id=5261083

- Conference on AI-ML-BA, Dec 2023 Philadelphia, PA.
- AI in Marketing (AIM) Conference, Mar 2024 Los Angeles, CA.
- Marketing Science conference, Jun 2024 Sydney, Australia.
- Conference on Information Systems and Technology (CIST), Oct 2024. Seattle, WA.

Dai J., Derdenger T., Kim M., Malik N. "*The pricing and welfare effects of super apps.*".

INVITED TALKS AND FORUMS

University of Chicago, Booth School of Business, Marketing Seminar Series. March 2026.
Summer Institute in Competitive Strategy (SICS). San Francisco CA, June 2025.
Carnegie Mellon University, Tepper School of Business, AI Seminar Series. March 2025.
UC Riverside, Marketing Seminar Series. November 2024.
University of Pittsburgh, Katz Graduate School of Business, Marketing Seminar Series. September 2024.
Carnegie Mellon University, Tepper School of Business, BT/IS Seminar Series. September 2024.
Cornell University, Marketing Seminar Series. September 2024.
IIM Bangalore, Meijin-Samvad on "Promise and Perils of AI". April, 2024.
Summer Institute in Competitive Strategy (SICS), Discussant. San Francisco CA, June 2023.
Washington University, Junior Faculty Development Forum, St. Louis MO, May 2023.
Temple University, Fox School of Business, Philadelphia, PA. April 2023.
UTD Bass Conference (Discussant). Dallas TX, Mar 2023.
Yale China-India Insights Conference (Discussant). Los Angeles, CA, Oct 2022.
Univerisity of Southern California, Marshall School of Business. Feb 2021.
HEC Paris Business School. Jan 2021.
New York University, Stern School of Business. Nov 2019.
CMU Summer Workshop on ML "*Tutorial on Deep Reinforcement Learning*". Pittsburgh, PA, 2019.
INFORMS Annual Meeting, "*Tutorial on Deep Learning in Computer Vision*". Seattle, WA, 2019.

AWARDS AND ACHIEVEMENTS

Excellency in Research at AIM Conference 2024.
Management Science Distinguished Service Award 2023.
iORB Research Publicity Initiative, 2022.
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

Editorial Review Board at Marketing Science (2024 - Current).
Ad-hoc Reviewer for journals: Management Science, JMR, ISR, POMS, IJRM, MISQ.

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

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

Program Committee at Workshop on Platform Analytics (2023 - Current).
Program Committee at Conference on Information Systems and Technology (2019 - Current).

Dissertation Committee Member fors:

- Poet Larsen (USC to Post-Doc at HBS in 2025)
- Yanyan Li (USC to University of Houston in 2025)
- Behnam Mohammadi, (CMU to UT Dallas in 2025)