KOSUKE UETAKE

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165 Whitney Avenue, New Haven, CT 06511 ⋄ https://kosukeuetake.github.io/kosukeuetake-site/

EMPLOYMENT

Yale School of Management

Professor of Marketing	*July 2024 -*
Associate Professor of Marketing	*July 2018 - June 2024*
Assistant Professor of Marketing	*July 2013 - June 2018*

EDUCATION

Ph.D in Economics, Northwestern University 2013
Committee Chairperson: Professor Robert Porter
Committee Members: Professor Yael Hochberg, Professor Elie Tamer, Professor Yasutora Watanabe

M.A. in Economics, University of Tokyo 2007

B.A. in Economics, University of Tokyo 2005

RESEARCH INTEREST

Information Economics, Customer Relationship Management, Attention, Merger & Acquisition, Marketing & Public Policy

PUBLICATION

Journal

1. **Retailer Competition and Assortment Differentiation: Evidence from Entry Lotteries**
   Brett Hollenbeck, Sylvia Hristakeva, and Kosuke Uetake
   Accepted at Marketing Science, July 2026

2. **Does Premium Version Adoption in mHealth Improve User Engagement and Health-Related Outcomes?**
   Yikun Jiang, Kosuke Uetake, and Nathan Yang
   Forthcoming at Marketing Science, April 2026

3. **Signaling in Online Credit Markets**
   Kei Kawai, Ken Onishi, and Kosuke Uetake
   Journal of Political Economy, Vol. 130(6), pp.1585-1629, 2022.

4. **A Structural Model of Multi-tasking Salesforce: Job Task Allocation and Incentive Plan Design**
   Minkyung Kim, K. Sudhir, and Kosuke Uetake
   Management Science, Vol. 68(6), pp.4602-4630, 2022.
   Finalist, Frank Bass Award 2022

5. **Taxation and Market Power in Legal Marijuana Industry**
   Brett Hollenbeck and Kosuke Uetake
   RAND Journal of Economics, Vol. 52(3), pp.559-95, 2021

6. **Designing Context-Based Marketing: Product Recommendation under Time Pressure**
   Kohei Kawaguchi, Kosuke Uetake, and Yasutora Watanabe
   Management Science, Vol. 67(9), pp.5642-5659, 2021

7. **Behavioral Analytics: Strategies for Integrating Behavioral Science with Machine Learning**
   Linda Hagen, Kosuke Uetake, Nathan Yang, Bryan Bollinger, Allison Chaney, Daria Dzyabura, Jordan Etkin, Avi Goldfarb, Liu Liu, K. Sudhir, Yanwen Wang, James Wright, and Ying Zhu
   Marketing Letters, Vol. 31(4), pp.361-70, 2021.

8. **Mergers, Innovation, and Entry/Exit Dynamics: Consolidation in the HDD Industry**
   Mitsuru Igami and Kosuke Uetake
   Review of Economic Studies, Vol. 87(6), pp.2672-2702, 2020.

9. **Inspiration from the "Biggest Loser": Social Interactions in a Weight Loss Program**
   Kosuke Uetake and Nathan Yang
   Marketing Science, Vol. 39(3), pp.487-499, 2020.

10. **When Salespeople Manage Customer Relationships: Multidimensional Incentives and Private Information**, Minkyung Kim, K. Sudhir, Kosuke Uetake, and Rodrigo Canales
    Journal of Marketing Research, Vol. 56(5), pp.749-66, 2019.
    Winner, Don Lehmann Award 2021

11. **Product Recommendation under Time Pressure and Social Pressure**
    Kohei Kawaguchi, Kosuke Uetake, and Yasutora Watanabe
    Marketing Science, Vol. 38(2), pp.253-273, 2019.

12. **Estimating Supermodular Games Using Rationalizable Strategies**
    Kosuke Uetake and Yasutora Watanabe
    Advances in Econometrics, edited by E. Choo and M. Shum, Vol. 32, 2013.

13. **A Note on Estimation of Two-Sided Matching Models**
    Kosuke Uetake and Yasutora Watanabe
    Economics Letters, Vol. 116(3), pp.535-37, 2012.

Refereed Computer Science Conference

1. **When to Target Customers? Retention Management using Dynamic Off-Policy Policy Learning: Application**
   Ryuya Ko, Kosuke Uetake, Kohei Yata, and Ryosuke Okada
   RecSys CONSEQUENCE Workshop, September 2022.

2. **Retention Management using Dynamic Off-Policy Policy Learning: Theory**
   Kosuke Uetake and Kohei Yata
   KDD MLCM Workshop, August 2021.

WORKING PAPERS

1. **Entry by Merger: Estimates from a Two-Sided Matching Model with Externalities**
   Kanji Suzuki, Kosuke Uetake and Yasutora Watanabe
   Revision Requested at RAND Journal of Economics, December 2024

2. **Play-Purchase Dynamics in Virtual Environments**
   Seung Yoon Lee, K. Sudhir and Kosuke Uetake
   Revise and Resubmit at Marketing Science, November 2026
   (Old title: Time–Money Choices in Virtual Environments: A Structural Approach to Player Monetization)

3. **Unintended Consequences of Public Procurement: Evidence from the WIC Program**
   Jose Miguel Abito, Kathleen Hui, Yuval Salant, and Kosuke Uetake, September 2026

4. **When to Target Customers? Retention Management using Constrained Dynamic Off-Policy Policy Learning**
   Ryuya Ko, Kosuke Uetake, Kohei Yata, and Ryosuke Okada
   August 2026

5. **Why Default Nudges Work: Identifying Cognitive Mechanisms with fMRI?**
   Junichi Chikazoe, Kohei Kawaguchi, Kanji Suzuki, Kosuke Uetake, Yasutora Watanabe, and Katsunori Yamada
   January 2026

6. **Passive vs. Active Attention to Baseball Telecasts: Implications for Content Redesign**
   Xiao Liu, Matt Shum, and Kosuke Uetake
   November 2026

7. **Addiction and Alcohol Taxation: Evidence from Japanese Beer Markets**
   Kohei Hayashida, Masakazu Ishihara, Makoto Mizuno, and Kosuke Uetake
   November 2026

8. **When Engagement Isn't Value: Post-Adoption Design for Customer Effort Goods**
   Keyan Zhu, K. Sudhir, and Kosuke Uetake
   November 2026

9. **The Value of Early Visibility: Recommender Exposure, Subscription, and Retention on a Dating Platform**
   Kohei Hayashida and Kosuke Uetake
   November 2026

WORK IN PROGRESS

1. **The Role of Strategic Retail Assortment Differentiation in Product Proliferation**
   Brett Hollenbeck, Sylvia Hristakeva, and Kosuke Uetake

2. **Taxation and Product Variety: Evidence from Japanese Beer Industry**
   Shinji Koiso, Kosuke Uetake, and Yasutora Watanabe

3. **Optimal Retargeting**
   Ryuya Ko, Kosuke Uetake, and Kohei Yata

4. **Optimal Pricing for Reference-Dependent Consumers: Evidence from A Subscription Service**
   Kohei Hayashida and Kosuke Uetake

5. **Content Design in Sequential Digital Products: Targeted versus System-Wide Easing in a Freemium Game**
   Siddartha Pilla, Jiwoong Shin, Minkyu Shin, and Kosuke Uetake

RESTING PAPERS

1. **Pricing Mechanism in Online Credit Markets**
   April 2020

2. **Estimating the Effects of Strategic Network Formation on Performance: An Application to the U.S. Venture Capital Markets**
   May 2016

3. **Success Breeds Success: Weight Loss Dynamics in the Presence of Short-Term and Long-Term Goals**
   Kosuke Uetake and Nathan Yang
   Reject and Resubmit at Management Science, November 2018

AWARDS AND SCHOLARSHIPS

Broad Center Research Grant ($17,000)	*2026*
Marketing Science Institute Grant ($5,000)	*2026*
Japan Center for Economic Research Grant ($5,000)	*2026*
ISMS Doctoral Consortium Faculty Fellow	*2024*
Japan Institute of Marketing Science Best Poster Paper Award	*2023*
Marketing Science Institute Grant ($5,000)	*2022*
Management Science Meritorious Service Award	*2021*
Donald R. Lehmann Award	*2021*
Marketing Science Institute Young Scholar Award	*2020*
Management Science Distinguished Service Award	*2020*
Zengin Foundation of Economics and Finance Grant ($12,000)	*2020*
Marketing Science Institute Grant ($11,000)	*2018*
NET Institute Summer Grant ($3,000)	*2018*
Hitotsubashi Institute of Economic Research Grant ($3,000)	*2018*

Japan Center for Economic Research Grant ($10,000) *2017*
Wharton Customer Analytics Institute Data Grant *2016*
Japan-IMF Scholarship *2007*
University of Tokyo Senior Thesis Award *2005*

PROFESSIONAL SERVICES

Associate Editor
Japanese Economic Review *2015-*
Quantitative Marketing and Economics *2024-*

Editorial Review Board
Marketing Science *2020-2025*

Ad-hoc Reviewers
Advances in Econometrics, American Economic Journal – Microeconomics, American Economic Review, Econometrica, Economic Theory, Games and Economic Behavior, International Journal of Industrial Organization, Journal of Applied Econometrics, Journal of Consumer Research, Journal of Economic Behavior and Organization, Journal of Economics and Management Strategy, Journal of Industrial Economics, Journal of Marketing, Journal of Marketing Research, Journal of Political Economy, Journal of Political Economy – Microeconomics, Management Science, Marketing Science, National Science Foundation, Quantitative Marketing and Economics, RAND Journal of Economics, Review of Economics and Statistics, Review of Economic Studies, Review of Industrial Organization

Program Chair and Committee
MIO Conference *2015, 2026-*
Yale Center of Customer Insight Conference *2023-*
ISMS Marketing Science Conference *2022 (cancelled due to COVID)*

Academic Committee
ISMS Early Stage Research Grant Committee *2022*
ISMS Doctoral Dissertation Proposal Competition Committee *2022*

Academic Affiliation
Faculty Research Fellow, Center for Algorithm, Data, and Market Design at Yale *2024-*
Innovation and Competition Policy Working Group Committee, Japan Fair Trade Commission *2023-*
Academic Affiliate, University of Tokyo Market Design Center *2023-*
Academic Advisor, UT Econ *2020-*
Academic Consultant, Vega Economics *2018-*
Center of Customer Insight *2013-*

UNIVERSITY COMMITTEE SERVICES

Junior Recruiting Committee Chair *2015-2020, 2025*
Junior Recruiting Committee Member *2013, 2014, 2023*
Ph.D. Program Coordinator *2024-*

TEACHING EXPERIENCE

AI & Pricing, Executive Program	*2026*
Listening to the Customer, MBA	*2025*
Customer Analytics and Big Data, MBA/EMBA	*2013-*
Sustainability and Marketing, MBA/EMBA	*2015-2017*
Advanced Customer Analytics, MBA	*2017-2018*
International Experience: Japan, MBA	*2015-2019*
Network, Ph.D	*2016*

INVITED SEMINARS AND CONFERENCES (*: SCHEDULED, D: DISCUSSANT)

2027: Johns Hopkins University Carey School of Business*

2026: University of Toronto Rotman School of Business, Nanyang Technological University, Stanford Graduate School of Business, Marketing Science Conference, Rochester Simon School of Business*, University of Tokyo*, Chinese University of Hong Kong*, HKUST*

2025: Marketing Science Conference, Carnegie Mellon University Tepper School of Business

2024: Columbia Business School (JES), International Industrial Organization Conference, Marketing Science Conference, NBER Japan Meeting (canceled)

2023: ASSA Annual Meeting, Workshop on Platform Analytics, International Industrial Organization Conference, Virtual Quant Marketing Seminar, Marketing Science Conference (Miami), Summer Institute of Competitive Strategy, Mannheim Food Retail Conference, Quantitative Marketing & Economics Conference, Virtual Quant Marketing Seminar (D), Marketing Dynamics Conference, University of British Columbia, University of Washington

2022: Marketing Science Institute Young Scholar Conference, UTD FORMS Conference (D), Washington University of St. Louis Olin School of Business, International Industrial Organization Conference, Temple University Fox School of Business, Marketing Science Conference, Summer Institute of Competitive Strategy(D), Rice University, RecSys CONSEQUENCES+REVEAL Workshop, Federal Deposit Insurance Corporation, Johns Hopkins University Carey School of Business, Marketing Dynamics Conference, Virtual Quant Marketing Seminar(D), Japan Marketing Science Conference, London School of Economics, Artificial Intelligence Machine Learning, and Business Analytics Conference (plenary talk)

2021: UTD Forms Conference, Japan Fair Trade Commission, Department of Justice, International Industrial Organization Conference, Marketing Science Conference, KDD, CODE

2020: Marketing Science Conference, Econometric Society World Congress, Melbourne Business School, Northwestern Kellogg School of Management, Quantitative Marketing and Economics Conference (coauthor), Virtual Digital Economy Seminar

2019: London Business School, University of Tokyo Empirical Micro Seminar, The 11th Inaugural Choice Symposium, Joint Statistical Conference, Marketing Science Conference, University of Tokyo Microeconomics Seminar, California Institute of Technology, Yale University, China-India Conference (D), University of Rochester Simon School of Business, University of Southern California Marshall

School of Business

2018: Econometric Society Winter Meeting, University of Michigan Ross School of Business, Michigan Behavioral Economics Conference, Marketing Science Conference, University of Tokyo Empirical Micro Seminar, Kyoto University Microeconomics Seminar, Lehigh University, University of Mannheim Merger & Acquisition Conference

2017: UTD FORMS Conference, International Industrial Organization Conference, London School of Economics, Goethe University Frankfurt, University of Chicago Booth School of Business, Marketing Science Conference, Summer Institute of Competitive Strategy, Federal Reserve Board of Governors, Kyoto University, Osaka University, Marketing Analytics and Big Data Conference at Columbia University, McGill University, University of Illinois Urbana-Champaign

2016: Dartmouth Tuck Winter IO Conference, Marketing Science Conference, Hitotsubashi University, Kyoto Contract Theory Workshop, Kyoto Applied Economics Summer Conference, Summer Institute of Competitive Strategy, University of Tokyo Empirical Microeconomics Seminar

2015: Stanford Graduate School of Business, Osaka University, The Four School Conference, International Industrial Organization Conference, ITAM, University of Tokyo Empirical Microeconomics Seminar, Marketing Science Conference, Hitotsubashi University, Kyoto University, Econometric Society World Congress, McGill University, California Institute of Technology, Quantitative Marketing and Economics Conference, Duke Fuqua School of Business, Yale University

2014: University of Maryland, International Industrial Organization Conference, Marketing Science Conference, North American Meeting of Econometric Society, Summer Institute in Competitive Strategy, Yale University, University of Tokyo Empirical Microeconomics Seminar

2013: Vanderbilt University, Carnegie Mellon University Tepper School of Business, University of British Columbia Sauder School of Business, University of Toronto, Yale School of Management, University of Rochester Simon School of Business, Kyoto University, Kyoto Summer Workshop on Applied Economics, NEMC Conference

2012: Northwestern University, North American Meeting of Econometric Society, Bank of Canada, International Industrial Organization Conference

2011: Far Eastern Meeting of Econometric Society, Summer Workshop of Economic Theory, University of Tokyo, Yokohama National University, Northwestern University IO Lunch

2010: Northwestern IO Lunch

PH.D STUDENT ADVISING (INITIAL PLACEMENT)

Josh Hascher, ongoing
Siddartha Pilla, ongoing
Richard Archer, ongoing
Keyan Zhu, (2026: University of Minnesota Carlson School of Management), Committee Co-Chair
Zikun Liu (2025: Chinese University of Hong Kong), Committee Co-Chair

Fei Teng (2024: National University of Singapore), Committee Member
Seung Yoon Lee (2024: Chinese University of Hong Kong), Committee Member
Ankit Sisodia (2023: Purdue University), Committee Member
Ian Weaver (2023: National University of Singapore), Committee Member
Hortense Fong (2022, Columbia Graduate School of Business), Committee Member
Minkyu Shin (2021, City University of Hong Kong), Committee Member
Ishita Chakraborty (2021, Wisconsin Business School), Committee Member
Minkyung Kim (2019, University of North Carolina Chapel-Hill), Committee Co-Chair
Beomjoon Shim (2018, Electronic Arts), Committee Member
Navid Mojir (2016, Harvard Business School), Committee Member

PREDOCTORAL STUDENT ADVISING (PH.D)

Wanxi Zhou (2024, Cornell Economics)
Chinmay Ingalagavi (2025, UC Berkeley Economics)
Mohammad Reza Nouri (2027, Yale SOM Marketing)

PERSONAL

U.S Permanent Resident
Single (widowed, 2024) Children: 1 (2021)
Languages: English, Japanese