

ALAIN P. LEMAIRE

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<http://www.columbia.edu/~apl2122>

EDUCATION

- Columbia University**, Columbia Business School *October 2020*
Ph.D. in Marketing
Dissertation Topic : Text Mining In Marketing
Advisor: Oded Netzer
- Columbia University**, Columbia Business School *May 2017*
M.Phil. in Marketing
- Columbia University**, Columbia Engineering *May 2010*
B.S. in Operation Research
- City University of New York**, Queens College *May 2008*
B.A in Applied Math

RESEARCH INTERESTS

Substantive: Social Media, Crowdfunding, News Media, Recommendation Engines, Quantitative Marketing Research

Methodological: Text Mining, Machine Learning, Probabilistic Machine Learning, Matrix Factorization, Large Scale Inference - Variational Bayes

PUBLICATIONS

Netzer, O., Lemaire A., Herzenstein M. (2019). When Words Sweats: Identifying Signals for Loan Default in the Text of Loan Applications. **Journal of Marketing Research**, 56(6), 960-980.

- Paul E. Green Award Finalist, 2019

Gladstone, J. J., Matz, S. C., & Lemaire, A. (2019). Can psychological traits be inferred from spending? Evidence from transaction data. **Psychological science**, 30(7), 1087-1096.

Toubia, O., Iyengar, G., Bunnell, R., & Lemaire, A. (2019). Extracting Features of Entertainment Products: A Guided Latent Dirichlet Allocation Approach Informed by the Psychology of Media Consumption. **Journal of Marketing Research**, 56(1), 18-36.

WORKING PAPER

Lemaire A.P., Netzer O., Linguistic Based Recommendation – The Role of Linguistic Match between Users and Product Reviews. (**Job Market Paper**)

RESEARCH IN PROGRESS

Lemaire A.P., Netzer O., Does Media Commercial Ownership Lead to News Bias?

Johar G., Lemaire A.P. Nakamura Y., Li Y., Understanding User Engagements in Massive Open Online Course.

CONFERENCE PRESENTATIONS

Linguistic Based Recommendation – The Role of Linguistic Match between Users and Product Reviews. (with Netzer O.). *Marketing Science Conference*, Duke, North Carolina 2020. Zoom

Linguistic Based Recommendation – The Role of Linguistic Match between Users and Product Reviews. (with Netzer O.). *Wharton Text Analytics Conference*, Philadelphia, Pennsylvania 2020.

When Words Sweats: Identifying Signals for Loan Default in the Text of Loan Applications (with Netzer O., and Herzenstein M.). *Marketing Science Conference*, Philadelphia, Pennsylvania 2018.

When Words Sweats: Identifying Signals for Loan Default in the Text of Loan Applications (with Netzer O., and Herzenstein M.). *Wharton Text Analytics Conference*, Philadelphia, Pennsylvania 2018.

When Words Sweats: Identifying Signals for Loan Default in the Text of Loan Applications (with Netzer O., and Herzenstein M.). *Marketing Science Conference*, Baltimore, Maryland, 2015.

CONFERENCE PARTICIPATIONS

2020 Marketing Science, Durham, NC

2020 Wharton Text Analytics Conference, Philadelphia, PA

2018 Marketing Science, Philadelphia, PA

2018 Four School Conference, New York, NY

2018 Wharton Text Analytics Conference, Philadelphia, PA

2017 Marketing Science, Los Angeles, CA

2017 ART Forum, Seattle, WA

2017 Four School Conference, New York, NY

2017 Frontiers of Applied Statistics in Marketing, New York, NY

2016 Marketing Analytics and Big Data Conference, Chicago, Illinois

2016 Revenue Management and Pricing Conference, New York, NY

2016 Four School Conference, New York, NY

2015 Marketing Science, Baltimore MD

2015 Four School Conference, New York, NY

2014 Four School Conference, New Heaven, CT

HONORS AND AWARDS

Columbia University - Integrative Graduate Education and Research Traineeship, 2013 - 2018

Columbia Business School - Doctoral Program Fellowship, 2013-2018

Columbia Business School - Deming Center Doctoral Fellowship, 2019

ISMS Doctoral Consortium Fellow, 2018

TEACHING EXPERIENCE

Teaching

Principles of Marketing, Fall 2020

Teaching Assistant

Marketing, MBA Core, Summer 2014

Psychology and Economics of Consumer Finance, MBA, Spring 2016, Winter 2017 (Block Week)

Marketing Research, Fall 2015, Spring 2016, Summer 2016, Fall 2016, Spring 2017

Machine Learning, Spring 2019

Artificial Intelligence, Fall 2018

Guest Speaker

Empirical Model in Marketing, Ph.D, Text Mining in Marketing, Spring 2020

Empirical Model in Marketing, Ph.D, Text Mining in Marketing, Spring 2018

Empirical Model in Marketing, Ph.D, Text Mining in Marketing, Spring 2017

Marketing Research, MBA, New Frontier in Marketing: Text Mining, Spring 2016

WORK EXPERIENCE

Global Brand Center

September, 2011 - July, 2013

Research Coordinator

New York, NY

Applied Text Mining tools to large scale consumer behavioral and micro-lending data

Scraped online textual data.

International Alliance Associates, LLC

January, 2011 - September, 2011

Intern

New York, NY

Worked on various projects under close supervision of senior staff members. Projects include: streamlining database by writing small JavaScript, researching companies financial's using Edgar.

Columbia University Operations

November, 2009 - January, 2011

Intern

New York, NY

Inserted and Queried information about prospective students in database and administrative duties.

Minimized excess Inventory, Forecast future demands and Coordinated with suppliers.

Increased the efficiency of operations by 6%.

SELECTED GRADUATE COURSEWORK

Marketing:

Empirical Models in Marketing	Asim Ansari
Mathematical Models in Marketing	Rajeev Kohli
Analytical Models in Marketing	Kinshuk Jerath
Bayesian Methods in Marketing	Asim Ansari
Advanced Empirical Methods	Asim Ansari, Olivier Toubia, Oded Netzer, Scott Shriver
Consumer Behavior I	Eric Johnson
Consumer Behavior II	Michel Pham and Bernd Schmitt
Marketing Decisions and Methods	Donald Lehmann

Economics:

Econometrics I	Jushan Bai
Econometrics II	Christoph Rothe
Economic Theory I-II	Geoffrey Heal
Economic Theory III-IV	Paolo Siconolfi
Industrial Organization	Andrea Prat
Industrial Organization II	Katherine Ho
Empirical Methods in MS/OM	Marcelo Olivares

Stats, Machine Learning, and Optimization:

Foundations of Graphical Models	David Blei
Bayesian Methods in Machine Learning	John Paisley
Applied Multivariate Statistics	Kamel Jedidi
Machine Learning	Tony Jebara
Bayesian Methods	Ronald Neath
Dynamic Programming	Awi Federgruen

COMPUTER SKILLS

Statistical Packages	R, STAN, Matlab, some experience with SAS
Languages	Python (Wrote a parser), Some C++, Java , SQL
Applications	L ^A T _E X, MS Office
Operating Systems	Unix/Linux, Windows