

Kohei Onzo

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EDUCATION

Ph.D. candidate in Marketing, Columbia University	August 2022–present
M.Phil. in Marketing, Columbia University	October 2025
B.A. in Economics, <i>Valedictorian</i> , Waseda University	March 2022

PUBLICATION

1. Onzo, Kohei and Asim Ansari (2025), “Bayesian Nonparametric Sequential Search.” *Journal of Marketing Research*, 62(2), 362–385.

WORKING PAPERS

1. Onzo, Kohei, Asim Ansari, and Raghuram Iyengar (2026), “Modeling Filter-Assisted Consumer Search with Inverse Reinforcement Learning.” Under review at *Marketing Science*.
2. Lin, Hengxu, Kohei Onzo, and Asim Ansari (2026), “Bayesian Machine Learning Approach for Modeling Dynamic Consumer Preferences.” Conditionally accepted at *Journal of Marketing Research*.

RESEARCH IN PROGRESS

1. “Ad Attention and Spillover Effects of TV Commercials” with Andrey Simonov
2. “Consumer Search and Learning Dynamics”

CONFERENCE PRESENTATIONS

1. ISMS Marketing Science Conference (Lisbon, Portugal) *June 2026*
“Filter-Assisted Consumer Search with Inverse Reinforcement Learning”
2. ISMS Marketing Science Conference (Washington, DC) *June 2025*
“Sequential Search with Endogenous Consideration”
3. Columbia AI Summit (Poster session, New York, NY) *March 2025*
“Consumer Search and Learning Dynamics in E-commerce”
4. ISMS Marketing Science Conference (Miami, FL) *June 2023*
“A Bayesian Nonparametric Model of Sequential Search”
5. INFORMS Annual Meeting (Anaheim, CA; Virtual) *October 2021*
“Food Waste and Social Welfare under Demand Uncertainty”

DOCTORAL COURSEWORK

MARKETING

Structural Empirical Models (Professor Andrey Simonov)	<i>Spring 2025</i>
Mathematical Models (Professor Rajeev Kohli)	<i>Spring 2024</i>
Consumer Behavior II (Professor Eric Johnson)	<i>Fall 2023</i>
Empirical Models (Professor Asim Ansari)	<i>Spring 2023</i>
Analytical Models (Professor Kinshuk Jerath)	<i>Spring 2023</i>
Consumer Behavior I (Professors Michel Pham and Bernd Schmitt)	<i>Fall 2022</i>
Applied Multivariate Statistics (Professor Kamel Jedidi)	<i>Fall 2022</i>

ECONOMICS

Microeconometrics (Professor Simon Lee)	<i>Spring 2024</i>
Industrial Organization II (Professor Gautam Gowrisankaran)	<i>Fall 2023</i>
Industrial Organization I (Professor Pietro Tebaldi)	<i>Spring 2023</i>
Introduction to Econometrics II (Professors Simon Lee and Serena Ng)	<i>Spring 2023</i>
Introduction to Econometrics I (Professors Jushan Bai and Bernard Salanié)	<i>Fall 2022</i>

STATISTICS, COMPUTER SCIENCE, AND MACHINE LEARNING

Computational Statistics (Professor Liam Paninski)	<i>Spring 2025</i>
Field Experiments, Machine Learning, and Causality (Professors David Blei and Donald Green)	<i>Spring 2024</i>
Probabilistic Models and Machine Learning (Professor David Blei)	<i>Fall 2023</i>
Reinforcement Learning (Professor Shipra Agrawal)	<i>Fall 2023</i>
Computing for Business Research (Professor Kriste Krstovski)	<i>Fall 2022</i>

TEACHING EXPERIENCE

TEACHING ASSISTANT

Pricing Strategies (MBA Elective, MS Elective, EMBA Block Week)	<i>Spring 2026</i>
Statistical Modeling and Decision Making (MS Core)	<i>Fall 2025</i>
Pricing Strategies (MBA Elective, MS Elective)	<i>Spring 2025</i>
Marketing (MBA Core)	<i>Fall 2024</i>
Pricing Strategies (MBA Elective, EMBA Elective)	<i>Spring 2024</i>

OTHER EXPERIENCE

Master's Program in Economics, University of Tokyo	<i>April 2022–July 2022</i>
Undergraduate Exchange Program, University of California San Diego	<i>September 2019–June 2020</i>

AWARDS AND HONORS

ISMS Doctoral Consortium Fellow	<i>June 2025</i>
Amanda and Harold J. Rudolph Scholar, Columbia Business School	<i>April 2025</i>
Luxury Education Foundation Award, Columbia Business School	<i>October 2024</i>
Deming Center Doctoral Fellowship, Columbia Business School	<i>June 2024</i>
Honjo International Scholarship, Honjo International Scholarship Foundation	<i>September 2022–present</i>
Doctoral Fellowship, Columbia University	<i>August 2022–present</i>
Valedictorian, Waseda University	<i>March 2022</i>
Dean’s Scholars, Waseda University	<i>March 2022</i>
Okuma Memorial Scholarship, Waseda University	<i>July 2021</i>
Dean’s Scholars, Waseda University	<i>March 2021</i>
Provost Honors, UC San Diego	<i>June 2020</i>
Provost Honors, UC San Diego	<i>March 2020</i>
Provost Honors, UC San Diego	<i>December 2019</i>
WSC Members Fund Global Leader Support Scholarship, Waseda University	<i>July 2019</i>
Okuma Memorial Scholarship, Waseda University	<i>July 2019</i>
Dean’s Scholars, Waseda University	<i>March 2019</i>