

Erfan Loghmani

Curriculum Vitae/Resume

Education

- 2021–present **Ph.D. in Quantitative Marketing**, *University of Washington - Michael G. Foster School of Business*.
Advisors: Prof. Ali Goli, Prof. Amin Sayedi
- 2021–2024 **Master of Science in Business Administration**, *University of Washington - Michael G. Foster School of Business*, Seattle WA.
- 2018–2021 **Master of Science in Artificial Intelligence**, *Sharif University of Technology*, Tehran Iran.
Advisor: Prof. MohammadAmin Fazli
- 2014–2018 **Bachelor of Science in Computer Engineering**, *Sharif University of Technology*, Tehran Iran.

Research Interests

Substantive Areas: Digital Marketing, Experimentation, Public Policy, Healthcare Marketing
Methods: Deep Learning, Causal Inference, Active Learning, Machine Learning, Econometrics

Job Market Paper

- **Loghmani, E.** Reward Modeling for Business Objectives: Navigating the Bias-Variance Tradeoff between Observational and Experimental Data

Published Papers

- **Loghmani, E.** and Goli, A. (2025). "Investigating the Impact of Advertising on Smoking Cessation: The Role of DTC Prescription Drug Advertising," **Marketing Science**, DOI: mksc.2024.0848
- **Loghmani, E.** (2025). Aligning Language Models with Observational Data: Opportunities and Risks from a Causal Perspective, Accepted at **NeurIPS 2025 Workshop on CauScien: Uncovering Causality in Science**, Available at OpenReview and arXiv
- Jain, L., Li, Z., **Loghmani, E.**, Mason, B., Yoganarasimhan, H. (2024). "Effective Adaptive Exploration of Prices and Promotions in Choice-Based Demand Models," **Marketing Science** DOI: mksc.2023.0322
- Gastinger, J., Huang, S., Galkin, M., **Loghmani, E.**, Parviz, A., Poursafaei, F., Danovitch, J., Rossi, E., Koutis, I., Stuckenschmidt, H., Rabbany, R., Rabusseau, G. (2024). "TGB 2.0: A Benchmark for Learning on Temporal Knowledge Graphs and Heterogeneous Graphs," Accepted at **Datasets and Benchmarks Track of the NeuRIPS 2024 Conference**, Available at arXiv
- **Loghmani, E.**, Fazli, M. (2025). "Effect of Choosing Loss Function when Using T-batching for Representation Learning on Dynamic Networks," **Information Sciences**, DOI: j.ins.2025.122755
- Fazli, M., Alian, P., Owfi, A., **Loghmani, E.** (2024), "RPS: Portfolio Asset Selection using Graph based Representation Learning," **Intelligent Systems with Applications**, 200348. DOI: j.iswa.2024.200348

Work in Progress

- **Loghmani, E.**, Goli, A. Akchurina, D. Understanding Substitution in Mobile Phone Usage: Evidence from Behavior Sequence Modeling

Honors and Awards

- 2026 AMA AI SIG Best Dissertation Proposal Award Recipient
- 2025 AMA TechSIG Doctoral Student Research Award Recipient
- 2025 AMA TechSIG and DocSIG Rising Star in Tech & Marketing
- 2025 AMA-Sheth Doctoral Consortium Fellow
- 2025 ISMS Marketing Science Doctoral Consortium Fellow
- 2025-2026 James B. Wiley Endowed PhD Fellowship in Marketing, University of Washington
- 2024-2025 The Evert McCabe Endowed Fellowship Program in Private Enterprise, University of Washington

Presentations

Aligning Language Models with Observational Data: Opportunities and Risks from a Causal Perspective

- 2025 Poster Presentation at the Twenty-Sixth ACM Conference on Economics and Computation (EC'25)
- 2025 Poster Presentation at the NeurIPS 2025 CauScien: Uncovering Causality in Science Workshop
Discussion for: "Review Manipulation and Platform Policy: Evidence from Online Travel Agencies"
- 2025 Haring Symposium @ Kelly School of Business
Investigating the Impact of Advertising on Smoking Cessation: The Role of Direct-to-Consumer Prescription Drug Advertising
- 2025 Tobacco Online Policy Seminar (TOPS) Recording available on Youtube
- 2024 Program In Health Economics And Outcomes Research Methodologies (PHEnOM) at UW CHOICE
- 2024 UW-UBC Joint Marketing Conference

Teaching Experience

- Teaching assistant Pricing Strategy and Analytics, Spring 2022, Winter 2023, Fall 2024, Spring 2026
- Teaching assistant Customer Analytics, Winter 2024, Fall 2022
- Teaching assistant Analytics for Marketing Decisions, Winter 2022

Service

- Invited Reviewer Marketing Science Journal
- Invited Reviewer NeurIPS 2025
- HPC Server Administrator UW MIB High-Performance Computing (HPC) Cluster, 2022–2026

Work Experience

Machine Learning Engineer **Instacart**, *September 2025 - November 2025.*

As a Machine Learning Engineering Intern on Instacart's Economics team, I focused on pricing experimentation and policy evaluation. I developed off-policy evaluation methods to address challenges posed by large experimentation state spaces, enabling more reliable assessment of pricing policies. I also built and deployed an automated LLM-based experimentation monitoring system that improved the team's ability to track and interpret experiments accurately and efficiently.

Data Science Intern **Stackline**, *January 2025 - May 2025.*

During my internship at Stackline, I applied econometric and causal inference methods to analyze how different application components impacted user behavior. I uncovered causal relationships that helped identify the value of specific product features. As part of this work, I identified the causal effects of loyalty programs on customer purchasing decisions, both within the same product category and across different categories.

Technical Team Member **Rooberah.co**, *July 2019 - July 2020, June 2021 - August 2021.*

At Rooberah.co, I played a key role in the development of a Software as a Service (SaaS) platform aimed at boosting online store sales through the utilization of experimentation and machine learning techniques like recommender systems. My primary responsibility involved designing and implementing innovative features. Throughout my term, I demonstrated my proficiency in coding and my ability to translate complex algorithms into practical solutions within a dynamic and fast-paced environment.

Software Engineer **Pushe.co**, *May 2018 - February 2019.*

At Pushe.co, I started as a backend developer, utilizing the Django web framework to create robust web applications. Later, I joined the Data team, where I designed and implemented machine learning methods for fraud detection and CTR prediction. Through machine learning and statistical modeling, I contributed to data-driven decision-making. My experience at Pushe.co showcased my versatility in software engineering and data science, delivering valuable solutions.

Volunteer Experience

Paddle Boarding Instructor **Outdoors for All**, *Summer 2025.*

After discovering the joy of paddle boarding and the peace of being out on the water, I wanted to help others experience that same feeling. I joined Outdoors for All to support individuals with disabilities in accessing nature, providing the instruction and company needed to help them feel confident and safe on the water.

Interests and Hobbies

I love staying active. Volleyball is my favorite sport because I really enjoy the teamwork involved. When I want to relax, I like paddleboarding to connect with nature. I also spend time rock climbing to build my strength and reach new heights, along with hiking and swimming.

Academic References

Joint Letter **Prof. Ali Goli.**

Assistant Professor of Marketing, Simon Business School, University of Rochester

Prof. Amin Sayedi

Professor of Marketing, Foster School of Business, University of Washington

Solo Letters **Prof. Hema Yoganarasimhan.**

Professor of Marketing, Michael G. Foster Faculty Fellow, University of Washington

Prof. Shirsho Biswas.

Assistant Professor of Marketing, Foster School of Business, University of Washington

Prof. Lalit Jain.

Assistant Professor of Marketing, Foster School of Business, University of Washington