

Ian N. Weaver

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Academic Appointment

National University of Singapore
Assistant Professor, Marketing

June 2023 -

Education

Yale School of Management	
Ph.D. in Marketing	2023
M.A. & M.Phil. in Marketing	2020
The University of Toronto	
M.A. in Economics	2016
B.S. in Mathematics & Economics	2015

Research Interests

Methodologies: Machine Learning, Multi-armed Bandits, Field Experiments, Computer Vision

Topics: Pricing, Digital Marketing, Engagement

Working Papers

Ian N. Weaver and Vineet Kumar (2022), “Nonparametric Bandits Leveraging Informational Externalities to Learn the Demand Curve” [PDF]

Major Revision, *Marketing Science*

Ian N. Weaver, Vineet Kumar, and Sreelata Jonnalagedda (2023), “Designing Plans on Digital Platforms for Engagement: Insights from a Field Experiment”

Ian N. Weaver, Vanya Klenovskiy, and Jiwoong Shin (2023), “Love, Hate, Surprise & Suspense: Evidence from a Major Sports League”

Conference Presentations

Designing Plans on Digital Platforms for Engagement: Insights from a Field Experiment

- Theory + Practice in Marketing, May 2023
- Conference on Digital Experimentation @ MIT, October 2022

Gaussian Process Bandits Informed By Economic Theory: An Application To Dynamic Pricing

- Conference on Artificial Intelligence, Machine Learning, and Business Analytics, December 2023
- ISMS Marketing Science Conference, June 2021

Invited Talks

National University of Singapore, Business School
University of Colorado Boulder, Leeds School of Business

February 2023
November 2022

Teaching

AI in Marketing (Master's) 2024
Econometric Models in Marketing (PhD) 2023

Academic Service

Thesis Committee

Deng Wangjiang (PhD, 2023)
Zhang Kanghua (Master's, 2023)

Non-Marketing Publications

MacPhee, Sarah, Ian N. Weaver, and Donald F. Weaver. "An evaluation of interindividual responses to the orally administered neurotransmitter β -alanine." *Journal of amino acids* (2013).

Weaver, Ian N., and Donald F. Weaver. "Drug design and discovery: translational biomedical science varies among countries." *Clinical and Translational Science* 6, no. 5 (2013): 409-413.

Weaver, Ian N., and Donald F. Weaver. "A simple electrotopological index for quantitative structure-activity relationship correlation of physical properties with biomolecular activities." *Journal of mathematical chemistry* 51, no. 3 (2013): 811-816.

Awards & Honors

ISMS Doctoral Consortium Fellow 2021
Yale GSAS Doctoral Fellowship 2017-23
Canada Graduate Scholarship - Master's [SSHRC] 2015-16
University of Toronto Fellowship 2015-16
Mary E. Mahoney Fellowship [University of Toronto] 2015
C.L. Burton Scholarship for Mathematics [University College] 2014
University of Toronto Excellence Award (in Economics) 2014
Dr. James A. & Connie P. Dickson Scholarship in Mathematics [University College] 2013
Galois Award in Mathematics [University College] 2012
Howard Ferguson Scholarship [University College] 2011-15
University of Toronto Scholar Undergraduate Entrance Scholarship 2011

Citizenship

Canadian

Last Updated: January 15, 2024