

Kohei Hayashida

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EMPLOYMENT	University College London, School of Management ▪ Lecturer (Assistant Professor) in Marketing and Analytics	Aug 2026 –
EDUCATION	University of California San Diego, Rady School of Management ▪ Ph.D. in Management (Quantitative Marketing)	2020 – 2026
	The University of Tokyo, Tokyo, Japan ▪ M.S. Graduate School of Agriculture and Life Sciences (<i>with distinction</i>)	2019
	Kyoto University, Kyoto, Japan ▪ B.A. Food and Environmental Economics, Department of Agriculture	2017
RESEARCH INTERESTS	Pricing, Marketing and Public Policy, Sustainability, Field Experiments, Structural Modeling	
WORKING PAPERS	Grocery retailers reduce food waste through local demand learning , with Kanishka Misra, and Robert Evan Sanders. • Revise & Resubmit at <i>Marketing Science (Frontiers)</i>	
	Demand estimation and pricing of perishable food , • ISMS Doctoral Dissertation Award, Finalist, 2025.	
WORK IN PROGRESS	The economic value of algorithmic match recommendations: Evidence from a natural experiment on a dating platform, with Kosuke Uetake. • Draft in preparation	
	Optimal pricing for reference-dependent consumers: Evidence from a subscription service, with Kosuke Uetake. • Best Poster Award & Best Practice Award, Japan Institute of Marketing Science, 2024.	
	Competing multi-product firms using single-product pricing algorithms, with Kanishka Misra, Karsten Hansen, and Mallesh Pai. • Draft available upon request	
	Addiction and alcohol taxation: Evidence from Japanese beer industry, with Masakazu Ishihara, Makoto Mizuno, and Kosuke Uetake.	
HONORS & AWARDS	▪ Machine Learning in Economics Summer Institute (MLESI), cohort	2025
	▪ AMA-Sheth Doctoral Consortium Fellow	2025
	▪ ISMS Doctoral Consortium Fellow	2023, 2025
	▪ Econometric Society, Dynamic Structural Econometrics (DSE), cohort	2024
	▪ Best Poster Award, Japan Institute of Marketing Science	2024
	▪ Best Practice Award, Japan Institute of Marketing Science	2024
	▪ Rady Academic Year Fellowship, UC San Diego	2020 – Present
	▪ Rady Summer Research Fellowship, UC San Diego	2020 – Present

■ Nakajima Foundation Fellowship	2020 – 2025
■ Research Fellowship for Young Scientists, JSPS	2019 – 2020
■ Research Encouragement Award, Japan Institute of Marketing Science	2019
■ Excellent Paper Award, Japan Agricultural Economics Society	2019
■ Dean's Award, The University of Tokyo	2019
• Graduate School of Agriculture and Life Sciences	
■ Japan Milk Academic Alliance Foundation Scholarship	2018
■ T. Schultz Award for Best Contributed Paper (Honorable Mention)	2018
• International Association of Agricultural Economics	

PRESENTATIONS

2026

- INFORMS Annual Meeting (MSOM Sustainability Cluster), San Francisco, CA (scheduled),
- Frontiers of Marketing Science at Institute of Business Research, Tokyo, Japan (scheduled)
- INFORMS ISMS, Lisbon, Portugal (scheduled)

2025

- IESE Business School, University College London, New York University, Stern, Food Waste Workshop, Amherst, MA, Advances with Field Experiments, Chicago, IL, INFORMS ISMS, Washington, DC, POMS Annual Conference (Empirical Retail Operations session), Atlanta, GA, Japan Fair Trade Commission Consumer Protection Research Center Seminar

2024

- California Quantitative Marketing PhD Student Conference at University of Southern California, Waseda University, Hitotsubashi University, JEMIOW Workshop at Osaka University, Japanese Institute of Marketing Science at Hosei University, Meiji University, University of Tokyo (online).

2023

- Symposium Frontiers of Marketing Science at Institute of Business Research.

Earlier

- EARIE at Barcelona GSE, Japanese Institute of Marketing Science Conference at Fukuoka University, Theoretical Economics and Agriculture at University of Tokyo, Industrial Organization Conference at University of Tokyo, International Association of Agricultural Economics Triennial Conference, Vancouver; Summer Workshop on Economic Theory.

TEACHING EXPERIENCE

University of California San Diego – Teaching Assistant

- AI-Assisted Customer Analytics (MGTA455, Graduate),
Winter 2025, Prof. Vincent Nijs.
- Business Analytics in Marketing, Finance, and Ops (MGTA451, Graduate),
Summer 2024, 2025, Prof. Kenneth C. Wilbur.
- Business Intelligence (Graduate),
Spring 2021, Prof. Balac Natasha.
- Business Analytics (MGTA453, Graduate),
Fall 2020, Prof. Terrence August.
- Collecting and Analyzing Large Data (MGTA452, Graduate),
Fall 2022, 2023, 2024, 2025, Prof. Karsten Hansen.
- Customer Analytics (MGT100, Undergraduate),
Spring 2025, Prof. Kenneth C. Wilbur.
- Experiments in Firms (MGTA458, Graduate),
Fall 2021, Spring 2022, 2023, Prof. Sally Sadoff.
- Experiments in Firms (MGTA458, Graduate),
Winter 2024, Prof. Anya Samek.
- Supply Chain Analytics (MGTA456, Graduate),
Winter 2021, 2022, 2023, Spring 2024, Prof. Hyoduk Shin.

The University of Tokyo – Teaching Assistant

- Agricultural Development and Producers Organization (Undergraduate),
Spring 2017, omnibus.
- Industrial Organization (Undergraduate),
Spring 2018, Prof. Hiroshi Ohashi.

PROFESSIONAL EXPERIENCE

Tapple, Inc.

Apr 2025 – Present

- Advisory

CyberAgent, Inc., AI Lab

Jul 2023 – Sep 2023

- Research Intern

Institute of Physical and Chemical Research (RIKEN)

Sep 2018 – Sep 2020

- Research Assistant, Innovation Intelligent Integration Research Center

Ministry of Foreign Affairs, Japan, Tokyo, Japan

Jul 2014 – Aug 2014

- Summer Intern, Economic Security Division – Food Security Group

SERVICE

- Ad-hoc reviewer: *Marketing Letters*.

[*Last updated: 2026-06-13*]