

CURRICULUM VITAE
DINAH A. COHEN-VERNIK

Assistant Professor of Marketing

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Education

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| 2003- 2009 | Ph.D. in Business Administration,
Duke University, Fuqua School of Business, Durham, NC. |
| 1994-1999 | M.S. in Applied Mathematics,
Ulyanovsk State University, Ulyanovsk, Russia.
M.S. in Linguistics and International Communication. Diploma with distinction.
Ulyanovsk State University, Ulyanovsk, Russia. |

Research Interests

Marketing of new technologies, pricing, distribution channels, decisions analysis with multiple objectives, game theory.

Publications

- Dinah Cohen-Vernik and Devavrat Purohit. "Turn-and-Earn in a Product line." upcoming in *Management Science*.
- Dinah Vernik, Devavrat Purohit and Preyas Desai, and, 2011. "Digital Music Set Free: The Flip-Side of DRM." *Marketing Science* 30 (6).
- Ralph Keeney and Dinah Vernik, 2007. "Analysis of the Biological Clock Decision." *Decision Analysis*, 4(3) 114-135.

Selected research in progress

- "Digital Movies at One Simple Price: The Effect on Competition."
- "Online Advertising Platforms Competition." With Zsolt Katona (UC Berkeley) and Woochel Shin (University of Florida).
- "Managing a New Product Introduction through Quick Response and Advance Selling." With Fernando Bernstein and Preyas Desai (Duke University)
- " The Impact of Channel Design on Customer Satisfaction." With Pinar Yildirim (University of Pennsylvania) and Vikas Mittal (Rice University)
- "Optimal Allocation of Resources Between R&D and Sales." With Canan Ulu (Georgetown University).

Research presentations

Peer-reviewed submission: SICS 2012, Berkeley. “Managing a New Product Introduction through Quick Response and Advance Selling.” By Fernando Bernstein, Preyas Desai, and Dinah Vernik

INFORMS Marketing Science Conference, June 2012. “Online Advertising Platforms competition” By Zsolt Katona, Woochel Shin, Dinah Vernik

“Turn and Earn Allocation in a Product line.” Invited guest speaker at the research seminar at University of Houston, October 2011.

“Price and inventory competition between new and old technologies. ” INFORMS Marketing Science conference, June 2011, Houston TX

“Optimal Allocation of Resources Between R&D and Sales. ” INFORMS International conference, June 2010, Buenos Aires, Argentina.

“Single-Price Policy For Digital Goods: Effects on Competition.” INFORMS Marketing Science conference, June 2009, Ann Arbor, MA.

Digital Music Set Free: The Flip-Side of DRM, INFORMS Marketing Science conference, June 2008, Vancouver, Canada.

Analysis Of The Biological Clock Decision, INFORMS Annual Meeting 2007, Seattle, USA.

Beyond Cutting Across The Board Or All-Round Distribution: Effective Allocation Of Public Funds, INFORMS International Meeting 2007, Puerto Rico, USA.

Turn-And-Earn In A Product Line: The Impact Of Product Substitutability, Seventh Annual Trans-Atlantic Doctoral Conference 2007, London Business School, London, UK.

Discussion of “Remanufacturing as a Marketing Strategy” by Atasu et. al. Seventh Annual Trans-Atlantic Doctoral Conference 2007, London Business School, London, UK.

Public Management: Appraising Infrastructure Funding Requests For The Berlin Government Senate Department For Economics, INFORMS Annual Meeting 2006, Pittsburg, USA.

Professional Experience

07.2009 - Present	Assistant Professor of Marketing, Jesse Jones Business School, Rice University
09.2008 - 12.2009	Instructor: Decision Models, Pratt School of Engineering, Duke University
05-09.2006	Decision Analysis Consultant, Berlin Government Senate (Project MARA 2006), Berlin, Germany.
2004 - 2009	Teaching assistant, Duke University: Decision Models, Duke Global Business Simulation, Dynamics of Bargaining.
06.2002 - 08.2003	Electronic Banking Systems Expert, Credit Lyonnais Bank, Moscow brunch, Russia.
07.1999 - 06.2002	Corporate account manager, ABBYY Software House, Moscow head-

office, Russia.