

CURRICULUM VITAE

Tülin Erdem

Leonard N. Stern Professor of Business and Professor of Marketing

Leonard N. Stern School of Business
New York University
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New York, New York 10012-1126
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EDUCATION

1993	Ph.D. Business Administration (major: Marketing), University of Alberta
1989	ABD Economics, University of Alberta
1987	M.A. Economics, University of Alberta
1986	B.A. Economics (Honors), Boğaziçi University

ACADEMIC POSITIONS

2006-present	Leonard N. Stern Professor of Business and Professor of Marketing Stern School of Business, New York University
Spring 2013	Visiting Professor at Columbia Business School, Columbia University
2003-2006	E.T. Grether Professor of Business Administration and Marketing Haas School of Business, University of California at Berkeley
1998-2003	Associate Professor (with tenure) Haas School of Business, University of California at Berkeley
1993-1998	Assistant Professor Haas School of Business, University of California at Berkeley
1989-1993	Graduate Assistant Faculty of Business, University of Alberta
1986-1989	Research/ Teaching Assistant Department of Economics, University of Alberta

AWARDS, HONORS, GRANTS

2014	AMA Sheth Doctoral Consortium Faculty Fellow (also in 1998, 2000, 2007-2013)
2013	ISMS Doctoral Consortium Fellow (also in 2007-2012)
2008	Finalist, John D.C. Little Best Paper Award
2007-8	Outstanding Reviewer Award, Journal of Marketing
2003	Finalist, William O'Dell Best Paper Award
1998-2002	National Science Foundation (NSF) grant, SBR-9812067, \$ 178,000.00
1998	Finalist, Paul Green Best Paper Award
1996	Winner of John D.C. Little Best Paper Award
1996	Winner of Frank M. Bass Best Dissertation Paper Award

1995-7 National Science Foundation (NSF) grant SBR-9511280, \$ 100,000.00
 1994-5 Junior Faculty Research Grant, University of California, Berkeley
 1994 Regents' Junior Faculty Fellowship, University of California, Berkeley
 1993 Co-winner of the AMA John A. Howard Doctoral Dissertation Award
 1993 Recipient of the Gold Medal of the Governor General of Canada, awarded for
 academic excellence at the graduate level at Canadian Universities
 1992 AMA Doctoral Consortium Fellow
 1990-2 Domtar Ph.D. Fellowship, Faculty of Business, University of Alberta

PROFESSIONAL ACTIVITIES

Affiliations: American Economic Association, American Marketing Association,
 Association for Consumer Research, Econometric Society, Institute for
 Operations Research and the Management Sciences, Minnesota Supercomputer
 Institute

Member of Board of Trustees: Sabancı University, Istanbul, Turkey (2014-present)

Advisory Council: Journal of Marketing Research (2012-present)

Editor-in-Chief: Journal of Marketing Research (2009-2012)

Area Editor: Marketing Science (2002-2009)

Associate Editor: Quantitative Marketing and Economics (2003-2009)

Associate Editor: Journal of Consumer Research (2005-2009)

Editorial Board Member: Academy of Marketing Science (2006-present), International
 Journal of Research in Marketing (1996-present), Journal of Consumer Research
 (2011-2014), Journal of Marketing (2003-2009), Journal of Marketing Research
 (1998-2009), Marketing Letters (1996-present), Marketing Science (1997-2009,
 2014-present)

Ad-hoc Reviewer: ACR, AMA John A. Howard Doctoral Dissertation, American
 Economic Review, Association for Consumer Research, California Management
 Review, International Economic Review, Journal of Applied Econometrics,
 Journal of Business and Economic Statistics, Journal of Econometrics, Journal of
 Agricultural and Resource Economics, Journal of Economic Psychology, Journal
 of Retailing and Consumer Services, OMEGA, Management Science, Marketing
 Science Institute, NSF, Psychometrica, Review of Economics and Statistics

President-Elect, President, Past President: ISMS, INFORMS Society of Marketing
 Science (2004-2009)

Member, Business Studies Panel of the Research Grants Council of Hong Kong (2014)

Conference Organizations:

Co-Track Chair, 2015: JAMS International Conference
Co-Chair, 2013 ISMS Marketing Science Conference
Co-Chair, 2010 Marketing Dynamics Conference
Co-Chair of Program Committee, Cheung Kong GSB Marketing Research
Forum, Beijing China, June 2009
Co-Chair, 2003 and 2008 QME (Quantitative Marketing and Economics)
Conference
Chair, Marketing Track, 2003 INFORMS International Meetings
Co-Chair, 2001 Tri-Annual Invitational Choice Symposium
Co-Chair, 1997 ISMS Marketing Science Conference

Member of the Steering Committee, 2004, 2007, 2010, 2013, 2016 Tri-Annual
Invitational Choice Symposium
Member of Advisory Committee, 2011, 2015 Marketing Dynamics
Conference
Member of Program Committee, 2006, Marketing Dynamics
Conference
Member of Program Committee, 2004, 2005, 2009 QME (Quantitative
Marketing and Economics) Conference
Member of Program Committee, 2005 ACR (Association for Consumer
Research) Conference

Workshop Co-Chair, Tri-Annual Invitational Choice Symposium, 1998, 2004 and
2013

RESEARCH

Interests

Advertising and Pricing, Brand Equity, Branding Strategies, Econometric Modeling,
Individual Decision-Making and Choice, Marketing Science Models of Consumer
Behavior and Marketing Mix Strategy, Product Management and Strategy.

Refereed Publications

Ching, Andrew, Tülin Erdem and Michael Keane “A Simple Approach to
Estimate the Roles of Learning, Inventory and Experimentation in Consumer
Choice.” Forthcoming in *Journal of Choice Modeling*.

Cutright, Keisha, Tülin Erdem, Gavan Fitzsimmons and Ron Shachar “Finding
Brands and Losing your Religion?” Forthcoming in *Journal of Experimental
Psychology*.

- Swait, Joffre, Tülin Erdem and Tom Peters (2014), "Shocks to Brand Equity: An Information Economics Perspective on the US Auto Industry 2006-2010." *Customer Needs and Solutions*, 1 (3), 317-332.
- Ching, Andrew, Tülin Erdem and Michael Keane (2013), "Learning Models: An Assessment of Progress, Challenges and New Developments," *Marketing Science* (32), 6, 913-938.
- Erdem, Tülin and Sue Ryung Chang (2012), "A Cross-Category and Cross-Country Analysis of Umbrella Branding for National and Store Brands," Special 40th Anniversary issue of *Journal of the Academy of Marketing Science* 40 (1), 86-101.
- Shachar, Ron, Tülin Erdem, Gavan Fitzsimons, Keisha Wells (2011), "Brands: The Opiate of the Non-Religious Masses?" *Marketing Science* 30, 92-110.
- Erdem, Tülin, Michael Katz and Baohong Sun (2010) "A Simple Test for Distinguishing between Internal Reference Price Theories," *Quantitative Marketing and Economics* 8, 303-332.
- Yang, Sha, Yi Zhao, Tülin Erdem, Ying Zhao (2010), "Modeling the Intra-Household Behavioral Interaction," *Journal of Marketing Research*, 47 (3), 470-484.
- Ching, Andrew, Tülin Erdem and Michael Keane (2009), "The Price Consideration Model of Brand Choice," *Journal of Applied Econometrics* 24, 3 (March-April), 393-420.
- Erdem, Tülin, Michael Keane and Baohong Sun (2008), "A Dynamic Model of Brand Choice When Price and Advertising Signal Product Quality," *Marketing Science*, 27 (6), 1111-1125. (Finalist for the Little Best Paper award).
- Erdem, Tülin, Michael Keane and Baohong Sun (2008), "Advertising and Consumer Price Sensitivity in Experience Goods Markets," *Quantitative Marketing and Economics*, 6 (2), 139-176.
- Bronnenberg, Bart, Jean Pierre Dubé, Carl Mela, Paulo Albuquerque, Tülin Erdem, Brett Gordon, Dominique Hanssens, Guenter Hitsch, Han Hong, Baohong Sun (2008), "Measuring Long Run Marketing Effects and their Implications for Long Run Marketing Decisions," *Marketing Letters*, 19(3), 367-82.
- Swait, Joffre and Tülin Erdem (2007) "Characterizing Brand Effects on Choice Set Formation and Preference Discrimination under Uncertainty," *Marketing Science* 26 (5), 679-697.

- Chintagunta, Pradeep, Tülin Erdem, Peter Rossi and Michel Wedel (2006), "Structural Modeling In Marketing: Review and Assessment," *Marketing Science*, 25 (6) 604-616.
- Erdem, Tülin, Joffre Swait and Ana Valenzuela (2006), "Brands as Signals: A Cross-Country Validation Study," *Journal of Marketing*, 70 (1), 34-49.
- Erdem, Tülin, Kannan Srinivasan, Wilfred Amaldoss, Patrick Bajari, Hai Che, Teck Ho, Wes Hutchinson, Michael Katz, Michael Keane, Bob Meyer and Peter Reiss (2005), "Theory Driven Choice Models," *Marketing Letters*, 16 (3), 225-237.
- Erdem, Tülin, Michael P. Keane, T. Sabri Öncü and Judi Strebel (2005), "Learning About Computers: An Analysis of Information Search and Technology Choice," *Quantitative Marketing and Economics* 3 (3), 207-246.
- Strebel, Judi, Tülin Erdem and Joffre Swait (2004), "Consumer Search in High Technology Markets: Exploring the Use of Traditional Information Channels," *Journal of Consumer Psychology* 14, 96-103.
- Erdem, Tülin and Joffre Swait (2004), "Brand Credibility and its Role in Brand Choice and Consideration," *Journal of Consumer Research* 31 (1), 191-199.
- Erdem, Tülin, Ying Zhao and Ana Valenzuela (2004), "Performance of Store Brands: A Cross-Country Analysis of Consumer Store Brand Preferences, Perceptions and Risk," *Journal of Marketing Research*, 41 (1), 86-100.
- Erdem, Tülin, Susumu Imai and Michael Keane (2003), "A Model of Consumer Brand and Quantity Choice Dynamics under Price Uncertainty," *Quantitative Marketing and Economics*, 1 (1), 5-64. (Lead article.)
- Erdem, Tülin and Baohong Sun (2002), "An Empirical Investigation of Spillover Effects of Marketing Mix Strategy in Umbrella Branding," *Journal of Marketing Research*, 39 (4), 408-420.
- Swait, Joffre and Tülin Erdem (2002), "The Effects of Temporal Consistency of Sales Promotions and Availability on Consumer Choice Behavior," *Journal of Marketing Research*, 34 (3), 304-320.
- Erdem, Tülin, Joffre Swait and Jordan Louviere (2002), "The Impact of Brand Credibility on Consumer Price Sensitivities across Multiple Product Categories," *International Journal of Research in Marketing*, 19 (1), 1-19 (lead article).
- Erdem, Tülin, Glenn Mayhew and Baohong Sun (2001), "Understanding the Reference Price Sensitive Shopper: A Within and Cross-Category Analysis," *Journal of Marketing Research*, 38 (4), 445-457.

- Erdem, Tülin and Baohong Sun (2001), "Testing for Choice Dynamics in Panel Data," *Journal of Business and Economic Statistics*, 19 (2), 142-152.
- Erdem, Tülin, Joffre Swait, Susan Broniarczyk, Dipankar Chakravarti, Jean-Noel Kapferer, Michael Keane, John Roberts, Jan-Benedict Steenkamp and Florian Zettelmeyer (1999), "Brand Equity, Consumer Learning and Choice," *Marketing Letters*, 10 (3) 301-318.
- Erdem, Tülin and Russell Winer (1999), "Econometric Modeling of Competition: A Multi-Category Choice-Based Mapping Approach," *Journal of Econometrics*, 89, 159-175.
- Erdem, Tülin, Michael P. Keane and Baohong Sun (1999), "Missing Price and Coupon Availability Data in Scanner Panels: Correcting for the Self-Selection Bias in the Choice Model Parameters," *Journal of Econometrics*, 89, 177-196.
- Erdem, Tülin (1998), "An Empirical Analysis of Umbrella Branding," *Journal of Marketing Research*, 35 (3), 339-351 (finalist for Paul Green best paper award).
- Erdem, Tülin and Joffre Swait (1998), "Brand Equity as a Signaling Phenomenon," *Journal of Consumer Psychology*, 7 (2), 131-157.
- Meyer, Bob, Tülin Erdem, Fred Feinberg, Itzhak Gilboa, Wes Hutchinson, Aradhna Krishna, Steve Lippman, Carl Mela, Amit Pazgal, Drazen Prelec and Joel Steckel (1997), "Dynamic Influences on Individual Choice Behavior," *Marketing Letters*, 8 (3), 349-360.
- Erdem, Tülin (1996), "A Dynamic Analysis of Market Structure based on Panel Data," *Marketing Science*, 15 (4), 359-378.
- Erdem, Tülin and Michael P. Keane (1996), "Decision-Making under Uncertainty: Capturing Dynamic Choice Processes in Turbulent Consumer Goods Markets," *Marketing Science*, 15 (1), 1-20 (lead article).
- Finn, Adam and Tülin Erdem (1995), "Economic Impact of Tourists Visiting a Mega-Multi Mall," *Tourism Management*, 16 (5), 367-373.
- Winer, Russell, Randolph E. Bucklin, John Deighton, Tülin Erdem, Peter Fader, J. Jeffrey Inman, Hotaka Katahira, Katherine N. Lemon and Andrew Mitchell (1994), "When Worlds Collide: The Implications of Panel Data-based Choice Models for Consumer Behavior," *Marketing Letters*, 5 (4), 383-394.

Swait, Joffre, Tülin Erdem, Jordan J. Louviere and Chris Dubelaar (1993), "The Equalization Price: A Measure of Consumer-perceived Brand Equity," *International Journal of Research in Marketing*, 10 (special issue on Brand Equity), 23-45.

Other Publications

Huber, Joel and Tülin Erdem, (2014), "JMR in Transition: Reflections on the 2006-2012 Period," 50th Anniversary Special Issue of *Journal of Marketing Research*, 51, February, 133-35.

Erdem, Tülin and Joffre Swait (2014) "Branding and Brand Equity Models," in *The History of Marketing Science*, eds. Scott Neslin and Russell Winer. Now Publishers Series in Business, Volume 3, 237-261.

Erdem, Tülin (2010), "State of the Journal", *Editorial in Journal of Marketing Research*, 47 (6), 997.

Erdem, Tülin (2010), "Spanning the Boundaries", *Editorial in Journal of Marketing Research*, 47 (1), 1-2.

Erdem, Tülin and Joffre Swait (2010), "Utility-Based Models of Brand Equity," in *Brands and Brand Management: Contemporary Research*, 207-229, eds. Rohini Ahluwalia, Mike Houston and Barbara Loken. Routledge, New York.

Rangaswamy, Arvind, James J. Cochran, Tülin Erdem, John R. Hauser, Robert J. Meyer (2008), "Editor-in-Chief Search Committee Report: The Digital Future is Now," *Marketing Science*, Editorial, 27,1, 1-3.

Erdem, Tülin and Russell Winer (2002), "A Brief History of Choice Modeling in Marketing," *Marketing Letters*, 13 (3), 157-162 (special issue based on the 5th Invitational Choice Symposium, guest editors T. Erdem and R. Winer).

Papers Under Review & Working Papers

Che, Hai, Tülin Erdem and Sabri Öncü (2014), "Consumer Learning and Evolution of Consumer Brand Preferences." (Being revised for third review at *Quantitative Marketing and Economics*).

Yang, Sha, Yi Zhao, Tülin Erdem and Daeyoung Koh (2014) "Modeling Consumer Choice with Dyadic Learning and Information Sharing: An Intra-household Analysis." (Being revised for second review at *International Research in Marketing*.)

Ching, Andrew, Tülin Erdem and Michael Keane (2014), “How Much Do Consumers Know About the Quality of Products? Evidence from the Diaper Market.” Under review at *Journal of Marketing Research*.

Erdem, Tülin , Joffre Swait and Ana Valenzuela (2010) “Economic Development and Brand Credibility.”

Guo, Liang and Tülin Erdem (2005) “Measuring Usage Flexibility in Wireless Tariff Choice.”

Invited Presentations

Keynote Speaker, *Marketing Dynamics Conference*, hosted by Stanford University, Las Vegas, Nevada, August 2014.

AMA Sheth Doctoral Consortium, Northwestern University, June 2014.

EMAC Conference, Valencia, Spain, June 2014.

Marketing Workshop, Goethe University, Frankfurt, Germany, June 2014

ISMS Doctoral Consortium, Özyeğin University, Istanbul, Turkey, July 2013.

Measuring & Managing Brands in a Digital World, NYU Stern Center for Measurable Marketing, May 2013.

Marketing Research Camp, Jones School of Management, Rice University, May 2013.

Marketing Workshop, Columbia Business School, Columbia University, April 2013.

Research Seminar, CUNY Graduate Center, April 2013.

Marketing Workshop, The Wharton School, University of Pennsylvania, April 2013.

Research Seminar, Graduate School of Management, UC Davis, March 2013

Research Seminar, City College of New York, March 2013.

Research Seminar, Oxford University, Saïd School of Business, Oxford, England, February 2013.

Özyeğin University Public Lecture Series, Istanbul, Turkey, July 2012.

ISMS Doctoral Consortium and Marketing Science Conference, Boston, MA, June 2012.

Research Seminar, School of Business, Rutgers, Newark, April 2012.

Distinguished Speaker Series, Isenberg School of Management, UMASS, Amherst, March 2012.

Distinguished Speaker Series, School of Business, George Washington University, March 2012.

Marketing Workshop, Foster School of Business, University of Washington, November 2011.

Marketing Workshop, Marshall School of Business, USC, August 2011.

Keynote Speaker, *Marketing Dynamics Conference*, Jaipur, India, July 2011.

ISMS Doctoral Consortium and Marketing Science Conference, Houston, TX, June 2011.

AMA Sheth Doctoral Consortium, Oklahoma State University, June 2011.

Research Seminar, Department of Economics, McGill University, May, 2011.

Marketing Workshop, Koç University, Istanbul, Turkey, March 2011.

Speaker Series, Carey School of Business, John Hopkins University, January 2011.

Marketing Workshop, School of Business, University of Alberta, November 2010.

Marketing Workshop, School of Management, Yale University, November 2010.

Marketing Speaker Series, Georgia Institute of Technology, October 2010.

London Business School Marketing Research Camp, London, England, July 2010.

ISMS Doctoral Consortium and Marketing Science Conference, Cologne, Germany, June 2010.

AMA Sheth Doctoral Consortium, Texas Christian University, June 2010

Invitational Choice Symposium, hosted by University of Miami and University of Technology Sydney, May 2010.

Marketing Workshop, Fordham University, May 2010.

Marketing Workshop, HBS, March 2010.

Marketing Workshop, Baruch College, December 2009.

Keynote Speaker, *Marketing Dynamics Conference*, NY, NY, August 2009.

AMA Summer Educators' Conference, Chicago, IL, August 2009.

Marketing Workshop, Universidad Autónoma de Madrid, Madrid, Spain, July 2009.

Cheung Kong GSB Marketing Research Forum, Beijing, China, June 2009.

Marketing Science Conference, University of Michigan, June 2009.

AMA Sheth Doctoral Consortium, Georgia State University, June 2009.

ISMS Doctoral Consortium and Marketing Science Conference, University of Michigan, June 2009.

Marketing Workshop, University of Rochester, April 2009.

Marketing Research Camp, Pennsylvania State University, April 2009.

Advertising Research Foundation, Marketing Modelers' Seminar Series, NY, NY, March 2009.

AMA Winter Educators Conference, Tampa, Florida, February 2009.

Özyeğin University Public Lecture Series, Istanbul, Turkey, December 2008.

Bilkent Research Camp, Bilkent University, Ankara, Turkey, June 2008.

ISMS Doctoral Consortium, University British Columbia, June 2008.

AMA Sheth Doctoral Consortium, University of Missouri, June 2008.

Marketing Research Camp, Texas A&M University, April 2008.

Marketing Workshop, Duke University, December 2007.

Marketing Workshop, Columbia University, November 2007.

5th QME Conference, discussant, Chicago, IL, October 2007.

ISMS Doctoral Consortium, Singapore Management University, Singapore, June 2007.

Invitational Choice Symposium, hosted by Wharton School, May 2007/.

AMA Sheth Doctoral Consortium, Arizona State University, May 2007.

Advertising Research Foundation, Marketing Modelers' Seminar Series, NY, NY, May 2007.

4-School Colloquium, Columbia, NYU, Wharton, Yale hosted by Wharton, April 2007.

Marketing Research Camp, University of Pittsburgh, February 2007.

Marketing Science Doctoral Consortium, University of Pittsburgh, June 2006.

Marketing Workshop, University of California, Riverside, June 2006.

Marketing Workshop, Yale University, December 2005.

Distinguished Lectureship Series, University of Michigan, October 2005.
Marketing Workshop, New York University, September 2005.
Graduate School of Management Seminar, Sabancı University, Istanbul, Turkey, July 2005.
Faculty of Business Administration Seminar, Bilkent University, Ankara, Turkey, July 2005.
Marketing Science Doctoral Consortium, Emory University, June 2005.
Hightower Distinguished Lectureship Series, Emory University, December 2004.
IO Workshop, Duke University, October 2004.
ACR Doctoral Consortium, Portland, Oregon, October 2004.
Marketing Science Doctoral Consortium, Erasmus University, Netherlands, June 2004.
Invitational Choice Symposium, hosted by University of Colorado, June 2004.
Marketing Workshop, Stanford University, February 2004.
Business School Seminar Series, San Francisco State University, October 2003.
Marketing Science Doctoral Consortium, University of Maryland, June 2003.
Marketing Workshop, Northwestern University, April 2003.
Marketing Research Camp, Washington University, March 2003.
Cowles Conference on Estimation of Dynamic Demand Models, Economics Department, Yale University, November 2002.
ACR Doctoral Consortium, Atlanta, Georgia, October 2002.
Marketing Workshop, Yale University, May 2002.
Marketing Workshop, University of Colorado, April 2002.
Marketing Workshop, Washington University, St. Louis, May 2001.
Marketing Workshop, MIT, April 2001.
Marketing Workshop, Harvard Business School, April 2001.
Marketing Workshop, University of Houston, March 2001.
AMA Summer Educators Conference Special Session on Brand Equity honoring David Aaker, Chicago, August 2000.
AMA Sheth Doctoral Consortium, University of Western Ontario, August 2000.
Marketing Workshop, University of Toronto, March 2000.
Marketing Workshop, University of California, Davis, December 1999.
Econometrics in Tel Aviv, Dept. of Economics, Tel Aviv University, Israel, June 1999.
Marketing Seminar Series, UC Irvine, March 1999.
Marketing Seminar Series, Cornell University, February 1999.
Marketing Research Camp, UCLA, January 1999.
Marketing Seminar Series, University of Pennsylvania, December 1998.
Marketing Seminar Series, New York University, December 1998.
AMA Doctoral Consortium, University of Georgia, August 1998.
Marketing Seminar Series, GSIA, Carnegie Mellon University, May 1998.
CEDA (Committee on Economic Development of Australia) Conference on Building Brands in the Knowledge Economy, Sydney and Melbourne, Australia, September 1998.
Invitational Symposium on Choice Modeling and Behavior, hosted by HEC, Jouy-en-Josas, France, July 1998.

Marketing Workshop, Koc University, Istanbul, Turkey, June 1998.
Applied Econometrics and Quantitative Methods Summer Workshop, Koc University, Istanbul, Turkey, August 1997.
Marketing Workshop, University of Texas at Dallas, May 1997.
Marketing Workshop, MIT, April 1997.
5th Annual Winter Research Retreat, University of Florida, March 1997.
 Invitational Symposium on Choice Modeling and Behavior, hosted by Columbia University, June 1996.
Marketing Workshop, MIT, November 1995.
Marketing Workshop, Ohio State University, May 1995.
AMA Advanced Research Techniques Forum, Beaver Creek, Colorado, June 1994.
Marketing Workshop, Stanford University, November 1993.
 Invitational Symposium on Choice Modeling and Behavior, hosted by Duke University, July 1993.

Conference Presentations

Marketing Science Conference, Marketing Science Conference, Özyeğin University, Istanbul, Turkey, July 2013.
EIRASS Conference, Zagreb, Croatia, July 2008.
Marketing Science Conference, UBC, Vancouver, Canada, June 2008.
Marketing Science Conference, SMU, Singapore, June 2007.
EIRASS Conference, Budapest, Hungary, July 2006.
Marketing Science Conference, Pittsburgh, PA, June 2006.
Marketing Dynamics Conference, Sacramento, CA, September 2005
Marketing Science Conference, Atlanta, GA, June 2005.
EIRASS Conference, Prague, Czech Republic, July 2004.
Marketing Science Conference, Rotterdam, Netherlands, June 2004.
Quantitative Marketing and Economics Conference, Chicago, IL, October 2003.
EURO/INFORMS Joint International Meeting, Istanbul, Turkey, July 2003.
Marketing Science Conference, Washington D.C., June 2003.
AMA Advanced Research Techniques (ART) Forum, Monterey, CA, June 2003.
Bayes Conference, Columbus, Ohio, November 2002.
Marketing Science Conference, Edmonton, AB, Canada, June 2002.
Marketing Science Conference, Wiesbaden, Germany, July 2001.
EIRASS Conference, Sintra, Portugal, July 2000.
Marketing Science Conference, LA, CA, June 2000.
Marketing Science Conference, Syracuse, NY, May 1999.
Marketing Science Conference, Fontainebleau, France, July 1998.
INFORMS Fall Meetings, Dallas, Texas, October 1997.
Association for Consumer Research Conference, Denver, CO, October 1997.
Marketing Science Conference, Berkeley, CA, March 1997.
Marketing Science Conference, Gainesville, FL, March 1996.
INFORMS Spring Meetings, Los Angeles, CA, April 1995.
Marketing Science Conference, Tucson, AZ, March 1994.

Marketing Science Conference, St. Louis, MI, March 1993.
Marketing Science Conference, London, England, July 1992.
Marketing Science Conference, Delaware, March 1991.
MSI Conference on Managing Brand Equity, Austin, TX, November 1990.
Marketing Science Conference, Urbana, IL, March 1990.

TEACHING

Interests

Brand Management and Strategy, Marketing Management, Marketing Planning,
Marketing Strategy, Marketing Models

Experience

Teaching:

Undergraduate: Marketing Management, Branding, Brand Management and Strategy,
Marketing Strategy and Planning, Economic Development and International Trade
MBA: Marketing Concepts, Marketing Management, Branding/ Brand Management and
Strategy
Ph.D.: Empirical Modeling, Marketing Models, Choice Models, Individual Topics in
Marketing
Executive Education: Brand Equity, Brand Strategy, International Marketing,
Marketing Management and Strategy

Graduate and Post-Graduate Mentorship:

Post-Doctoral Mentorship:

Baohong Sun (1995-1997). Carnegie Mellon University.

Chair of Ph.D. thesis committee:

Sue Chang (2012) “Learning Dynamics in Product Relaunch,” University of
Georgia.

Rachel Shacham (2011) “Econometric Methods for Modeling the Difficult-to-
Observe Phenomena,” University of Minnesota.

Johanna Sussman Ilfeld (2004) “Investigating Social Learning Effects in the
Consumer Choice of Health Care Plan Adoption.” Go-Strolling Inc.

Judi Strebel (1997) “Modeling consumer choice processes for high-tech durable
goods: An investigation of consumer learning under uncertainty.”
University of Arizona.

Member of Ph.D. thesis committee:

Marketing

Tingting Fan (2014), Chinese University of Hong Kong

Wenbo Wang (2012), HKUST
 Mantian Hu (2012), Chinese University of Hong Kong
 Rachel Shacham (2009), University of Minnesota
 Sherif Naser (2008), Washington University, St. Louis.
 Yeşim Orhun (2006), University of Chicago.
 Liang Guo (2003), HKUST.
 Ying Zhao (2001), HKUST.
 Mark Stiving (1996), OSU.

Other

Mürüvvet Çelikbas (2002, Industrial Eng. and OR)
 Timothy Beatty (2001, Agricultural Economics)
 Craig Mohn (1999, Agricultural Economics)
 Panupol Lerssrisuriya (1998, Industrial Eng. and OR)
 Alan Cooke (1997, Psychology)

External Examiner (Dissertation Defense)

Avery Haviv (2014, University of Toronto)

Member of several Oral Examination Committees

Effectiveness

At Haas: Member of Club 6.0 (median 6.0 and above on a 7-point scale in regard to teaching effectiveness) in the majority of the courses taught during 1993-2006.

At Stern: a mean of 6.0 and above on a 7-point scale in regard to teaching effectiveness in several courses.

ADMINISTRATIVE SERVICE

Stern School of Business

2014-present	Member of NYU Faculty Advisory Committee on Academic Priorities
2012-present	Member of Promotion and Tenure Committee
2008-2009	Director, Stern Center for Measurable Marketing
2007-2008	Co-Director, Center for Digital Economy Research (CeDER)
2007-2009	Member of MBA Core Curriculum Committee
2007-2009	Member of Senior Faculty Review Committee
2007-2008	Member of <i>Ad Hoc</i> Search Committee in Environmental Studies
2006-2007	Research Director, Center for Digital Economy Research (CeDER)
2006-2007	Member of Global Task Force

Haas School of Business

2005-2006	Ph.D. Program Director, Haas School of Business
2005-2006	Chair, Committee on Research (Academic Senate Committee)
2005-2006	Member of DIVCO (UC Berkeley Divisional Council)
2004-2005	Member of UCORP (University Committee on Research Policy). UC system-wide committee, UC Berkeley Representative
2004-2005	Vice-Chair, Committee on Research (Academic Senate Committee)
2004-2005	Chair, Policy and Planning (P ²) Committee
2003-2004	Member of Policy and Planning (P ²) Committee
2003-2004	Member of Academic Affairs Advisory Council
2003-2004	Chair, Marketing Group
2002-2003	Associate Dean for Academic Affairs and Faculty Chair
2001-2004	Member of Haas School Hiring Committee
2001-2004	Member of Committee on Research (Academic Senate Committee)
2001-2002	Co-Associate Dean for Academic Affairs and Chair of Haas School Hiring Committee
2001-2002	Acting Chair, Marketing Group
1999-2001	Member of Policy and Planning (P ²) Committee
1999-2000	Member of Faculty and Ph.D. Computer Committee (FPCC)
1999-2000	Member of Space Allocation Committee
1996	Member of <i>ad hoc</i> Marketing Ph.D. Program Evaluation Committee

LITIGATION EXPERIENCE INVOLVING EXPERT TESTIMONY BY DEPOSITION OR/AND IN COURT AND SELECTED CONSULTING WORK

- Church and Dwight Co., Inc. vs. SPD Swiss Precision Diagnostics, GMBH, Civil Action No.: 14 CV 585 (AJN) (2015). Retained by Proskauer Rose LLP. Testified by deposition on consumer demand, decision-making & behavior and competitive strategy in home pregnancy test kits markets.
- *Apple Inc. vs. Samsung Electronics Co, Ltd: Samsung Electronics America; Samsung Telecommunications America, LLC*. Case No: 12-cv-00630-LHK (2013-2014). Retained by Samsung. Testified by deposition and in court on consumer demand in smartphone and tablet markets.
- *Apple Inc. vs. Samsung Electronics Co, Ltd: Samsung Electronics America; Samsung Telecommunications America, LLC*. Case No: 11-cv-01846-LHK (2012-2013). Retained by Quinn Emanuel Urquhart & Sullivan, LLP. Testified by deposition on consumer demand in smartphone and tablet markets.
- Academic Partner of Prophet (2008-2012). Prophet is a Strategic Brand and Marketing Consultancy.
- *Viacom International Inc., MTV Networks and Harmonix Music Systems Inc. v. Activision Inc., Activision Publishing Inc. and RedOctane Inc.*, before JAMS Arbitration Panel, JAMS Reference No.: 1220038389 (2008-9). Retained by Kirkland & Ellis, LLP. Testified by deposition on brand equity, brand positioning, communication strategies and likelihood of consumer confusion.
- Co-authored White Paper on economic theory and empirical & econometric research on national cable ownership limits (2007). Filed in FCC cable ownership proceeding. Retained by Comcast.
- *VISA U.S.A. v. First Data Corporation, First Data Resources Inc., First Data Merchants Services Corporation*, Case No. C02-1786 (PJH) (2005-6), Northern District of California. Retained by Bingham McCutchen, LLP. Testified by deposition on brand promise, brand equity, branding strategy, trademark infringement, consumer behavior and decision-making in credit-card industry.
- *Barbara's Sales Inc. v. Intel Corporation, et. al.*, Case No. 02-L-788 (2004), Third Judicial Circuit, Madison County, Illinois. Retained by Korein Tillery. Testified by deposition on misleading positioning and advertising claims, branding strategy, consumer behavior and decision-making in high-tech product categories.