

Paulo Albuquerque

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Contact

INSEAD

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Employment

Since 2014	Associate Professor of Marketing, INSEAD
2012-2014	Associate Professor of Marketing, Simon School of Business, University of Rochester, Rochester, NY
2013-2014	MBA Program Faculty Director, Simon School of Business, University of Rochester, Rochester, NY
2006-2012	Assistant Professor of Marketing, Simon School of Business, University of Rochester, Rochester, NY
1998-2001	Teaching Assistant, Portuguese Catholic University, Lisbon, Portugal
1998-1999	Trade Marketing Manager, Warner Lambert – Adams Division, Portugal
1997-1998	Product Manager Trainee, Warner Lambert Consumer Healthcare, Portugal
1996-1999	Partner and Consultant, A. Albuquerque, Lda., Portugal

Education

2001-2006	Ph.D. Degree in Management, UCLA Anderson School, Los Angeles, USA
1993-1998	B.A. degree in Management, Portuguese Catholic University, Portugal

Research

-- Research Interests --

Product usage and innovation, marketing of video games, online search and consumer demand.

-- Publications --

1. Paulo Albuquerque, Polykarpos Pavlidis, Kay-Yut Chen, Udi Chatow, Zainab Jamal (2012), "Evaluating Promotional Activities in an Online Two-Sided Market of User-Generated Content." *Marketing Science*, vol. 31 no. 3 406-432.
2. Paulo Albuquerque and Bart J. Bronnenberg (2012), "Measuring the Impact of Negative Demand Shocks on Car Dealer Networks," *Marketing Science*, January/February 31:4-23, commentaries from R. Staelin, D. Purohit, and D. Hanssens, **Lead Article**.
3. Jun B. Kim, Paulo Albuquerque, and Bart J. Bronnenberg (2011), "Mapping Online Consumer Demand," *Journal of Marketing Research*, Volume 48, Number 1, February.
4. Kim, Jun B., Paulo Albuquerque, and Bart J. Bronnenberg (2010), "Online Demand under Limited Consumer Search," *Marketing Science*, 29(6), 1001–1023, **Winner of the 2011 Frank Bass Award**.
5. Paulo Albuquerque and Bart J. Bronnenberg (2009), "Estimating Demand Heterogeneity Using Aggregated Data: An Application to the Frozen Pizza Category," *Marketing Science*, 28 (2), 356—372.
6. Bronnenberg, B. J., Dube, J. P., Mela C. F., Albuquerque, P., Erdem, T., Gordon, B., Hanssens, D., Hitsch G., Hong, H., B. Sun (2008), "Measuring Long Run Marketing Effects and their Implications for Long Run Marketing Decisions," *Marketing Letters*.
7. Paulo Albuquerque, Bart J. Bronnenberg and Charles Corbett (2007), "A Spatio-temporal Analysis of Global Diffusion of ISO 9000 and ISO 14000 Certification," *Management Science*, 53:3 (March), 451-468.
8. Bronnenberg, Bart. J. and Paulo Albuquerque (2003), "Marketing Strategy in Packaged Goods and Geography," *Advances in Management Strategy*, vol. 20, 215-238.

-- Working Papers --

1. Paulo Albuquerque and Yulia Nevskaya, "The Impact of Innovation on Product Usage: A Dynamic Model with Progression in Content Consumption", 2nd round *Marketing Science*.
2. Yulia Nevskaya and Paulo Albuquerque, "A Continuous Time Model of Product Usage: Measuring the Effect of Product Design and Rewards in Online Games."
3. Jun B. Kim, Paulo Albuquerque, Bart Bronnenberg, "The Probit Choice Model Under Sequential Search With An Application To Online Retailing", 2nd round *Marketing Science*.
4. Chen Zhou, Paulo Albuquerque, Rajdeep Grewal, "The Impact Of Competition On Multi-Dimensional Service Reliability"

-- Work in Progress --

1. P. Albuquerque, Mitchell J. Lovett, "Social media and advertising in political campaigns".
2. Paulo Albuquerque, "Geographic Variation of Consumer Switching".

Presentations

-- At Conferences --

- 1) "Explaining the Role of Social Media in Political Races".
 - i) 2012 INFORMS Marketing Science Conference, Boston, 2012.
- 2) "The Impact of Innovation and Social Interactions on Product Usage".
 - i) INFORMS Annual Meeting, Phoenix, September 2012.
 - ii) 9th Marketing Dynamics Conference, Tilburg Univ., Netherlands, August 2012.
 - iii) Summer Institute for Competitive Strategy (SICS), Berkeley, CA, USA.
 - iv) Portuguese Economic Journal Conference, Porto, Portugal, July 2012.
 - v) Sixth Annual UT Dallas FORMS Conference, Frank M. Bass – UT Dallas Frontiers of Research in Marketing Science Conference, University of Texas at Dallas, February 2012.
 - vi) 2011 INFORMS Marketing Science Conference, Jesse H. Jones Graduate School of Business, Houston, June.
 - vii) Faculty Seminar, Simon Graduate School of Business, University of Rochester, November, 2011.
- 3) "Evaluating Promotional Activities in an Online Two-Sided Market of User-Generated Content".
 - i) 2010 INFORMS Marketing Science Conference, University of Cologne, Germany.
- 4) "Geographic Variation of Consumer Switching".
 - i) 2009 INFORMS Marketing Science Conference, Stephen M. Ross School of Business, University of Michigan, Ann Arbor, Michigan, June 4-6.
- 5) "Online Demand Under Limited Consumer Search".
 - i) Marketing Dynamics Conference, Waikato University, Hamilton, New Zealand, January 5, 2009.
- 6) "Measuring the Impact of Negative Demand Shocks on Car Dealer Networks".
 - i) Research Seminar at the University of Rochester, Simon School of Business, 2007.
 - ii) BBCRST Conference, Binghamton University, New York, May 4, 2007.
- 7) "Estimating Demand Heterogeneity Using Aggregated Data: An Application to the Frozen Pizza Category".
 - i) Choice Symposium, Wharton School, Pennsylvania, June 13-17, 2007.
- 8) "A Spatio-temporal Analysis of Global Diffusion of ISO 9000 & ISO 14000 Certification".
 - i) XXIII Annual Doctoral Symposium, C.T. Bauer College of Business Administration, University of Houston, Houston, April 8-9.
 - ii) 2005 INFORMS Marketing Science Conference, Emory Univ., Atlanta, June 16-18.

-- Invited Presentations --

- 1) "The Impact of Innovation and Social Interactions on Product Usage".
 - i) ERASMUS, February 2015
 - ii) Tepper School of Business, Carnegie Mellon University, 2015
 - iii) London Business School, January 2015
 - iv) Naveen Jindal School of Management, UT Dallas, November 2012.

- v) Ross School of Business, University of Michigan, November 2011.
- 2) "A Continuous-Time Model of Product Usage: Measuring the Effect of Product Design and Rewards in Online Games".
 - i) INSEAD, Fontainebleau, April 2013.
 - ii) Laboratory for Laser Energetics' Science and Technology Seminar Series, University of Rochester, February 2013.
 - iii) Fisher's Marketing Research Camp at The Ohio State University, January 2013.
 - iv) 14th Tilburg Christmas Research Camp, TiasNimbas Business School, Dec. 2013.
- 3) "Evaluating Promotional Activities in an Online Two-Sided Market of User-Generated Content".
 - i) Duke University, The Fuqua School of Business, September 2010.
 - ii) Darden School of Business, University of Virginia, October 2010.
- 4) "Online Demand Under Limited Consumer Search".
 - i) Santa Clara University, Santa Clara, California, February 2009.
 - ii) University of Groningen, Groningen, Netherlands, December 2009.
- 5) "Measuring the Impact of Negative Demand Shocks on Car Dealer Networks".
 - i) The University of Chicago Booth School of Business, April 2009.
 - ii) Stanford Graduate School of Business, Palo Alto, California, February 2009.
 - iii) Hewlett-Packard Labs, Palo Alto, California, January 2008.
- 6) "Estimating Demand Heterogeneity Using Aggregated Data: An Application to the Frozen Pizza Category".
 - i) Duke University, The Fuqua School of Business, September 2005.
 - ii) University of Rochester, Simon Graduate School of Business, September 2005.
 - iii) The Hong Kong University of Science and Technology, October 2005.
 - iv) Singapore Management University, October 2005.
 - v) UT Austin, McCombs School of Business, October 2005.
 - vi) Washington University, St. Louis, October 2005.
 - vii) Tuck School of Business at Dartmouth, November 2005.

Awards, Fellowships and Grants

2013	<i>Teaching Excellence Award</i>
2012	<i>Teaching Excellence Award</i>
2011	Provost's Multidisciplinary Award, University of Rochester
2011	<i>MSI Young Scholar</i>
2009-2012	Teaching Honor Roll (Top 5 in teaching evaluations, 6 times)
2001-2005	Ph.D. Degree Fellowship from Science and Technology Foundation, Ministry of Science, Technology and Graduate Education, Portugal
2001-2004	Graduate Students Summer Fellowship, UCLA

Professional Activities

-- Teaching (Courses) --

2015 Managing Customer Value, MBA Level, Core Class
2012, 2015 Ph.D. Quantitative Marketing Models Seminar
2011-2013 Marketing, EMBA
2008-2013 Sales Force Management and Distribution Channels, MBA Level
2007-2014 Marketing Management, MBA Level, Core Class
1998-2001 Accounting, Financial Math, Accounting I and II, Undergraduate Level

-- Committee Member to Ph.D. Students (first placement) --

Jun Kim (Committee Member, *Georgia Institute of Technology*)
Chen Zhou (Committee Member, *Erasmus*)
Yulia Nevskaya (Advisor, *Washington University in St. Louis*)
Wreetabrata Kar (Advisor, *Adobe*)

-- Reviewing --

Reviewer for Marketing Science, Journal of Marketing Research, Management Science, International Journal of Research in Marketing, Journal of Industrial Economics, Journal of Applied Economics, Information Systems Research.

-- Faculty Committees --

2015 Diploma Committee
2015 Marketing PhD Program Coordinator
2012-2014 MBA Faculty Director
2011-2012 Chair of the Administrative Committee
2010-2011 Member of the Committee on Teaching and Learning
2009-2011 Member of the Faculty Curriculum Committee
2007-2009 Member of the Administrative Committee

-- Programs and Conferences Coordination --

2010 Organized the BBCRST Conference (hosted at the Simon School of Business)
2001 Coordinated the International Exchange Students Program, Portuguese Catholic Univ.
2000 Coordinated the Internship Program, Portuguese Catholic University