

Jorge M. Silva-Risso

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Education

- Ph.D. *Anderson Graduate School of Management at UCLA*, December 13, 1996.
Area: Marketing Science
- M.B.A. *Anderson Graduate School of Management at UCLA*, March 1991.
- Licenciado *Universidad de la República, Montevideo, Uruguay*, September 1986.
Area: Accounting and Business Administration.

Honors and Awards

William F. O'Dell Award Finalist (2011): American Marketing Association, Journal of Marketing Research, "'How the Internet Lowers Prices: Evidence from Matched Survey and Auto Transaction Data.'" The award honors the Journal of Marketing Research article published in 2006 that has made the most significant, long-term contribution to marketing theory, methodology, and/or practice. The committee overseeing the voting process comprised Sunil Gupta (chair), James Bettman, and Jean-Pierre Dubé.

INFORMS Edelman Award Finalist (April 2007): "Pioneering Automotive Scientific Price Customization at Chrysler"

Paul E. Green Best Paper Award (2007): American Marketing Association, Journal of Marketing Research, "'How the Internet Lowers Prices: Evidence from Matched Survey and Auto Transaction Data.'" The award honors the Journal of Marketing Research article published in 2006 that shows or demonstrates the most potential to contribute significantly to the practice of marketing research.

INFORMS Society for Marketing Science (June 2006), winner 2006 Practice Prize: "PIN Incentive Planning System: A Decision Support System for Planning Automobile Manufacturers' Pricing and Promotions"

Regents' Faculty Fellowship, University of California Riverside, 2006 – 2007.

Academic Senate Research Grants, University of California, Riverside, 2004-2005, 2005-2006, 2006-2007, 2007-2008, 2008-2009, 2009-2010, 2010-2011, 2012-2013, 2013-2014, 2014-2015.

Marketing Science Institute (September 2002), research competition on “Linking Marketing to Financial Performance and Firm Value,” honorable mention for: “Do New Product Introductions Really Impact Long-Run Financial Performance” (with D.M. Hanssens, K. Pauwels and S. Srinivasan).

Marketing Science Institute (1995): winner Alden G. Clayton Doctoral Dissertation Competition.

UCLA – Anderson School Ph.D. Program (1995): Fellow, American Marketing Association Doctoral Consortium.

UCLA – Anderson School Ph.D. Program (1995): Fellow, Doctoral Internationalization Consortium in Marketing, University of Texas, Austin.

UCLA – Anderson School Ph.D. Program (1994): Fellow, XII Doctoral Symposium in Marketing, University of Houston.

Pacific Academy for Advanced Studies (1993 - 1996): Fellowship.

UCLA – Anderson School Ph.D. Program (1992 - 1996): Anderson Fellowship.

UCLA – Anderson School MBA Program (June 1991): Edward W. Carter Fellow (awarded to the top 2% of the class).

UCLA – Anderson School MBA Program (September 1990): Outstanding International Student award.

UCLA – Anderson School MBA Program (January 1990): membership to Beta Gamma Sigma Honors Society.

Fulbright Commission (1989 – 1991): scholarship to pursue graduate business education in the U.S.

Employment - Academic

University of California, Riverside

2013-present Professor, Marketing
2007-2013: Associate Professor, Marketing
2003-2007: Assistant Professor, Marketing

University of California, Los Angeles

2001-2003: Visiting Assistant Professor, Marketing

Instituto de Altos Estudios Empresariales, Universidad Austral (Argentina)

1997: Visiting Professor, Marketing

Universidad ORT (Uruguay)

1997: Visiting Professor, Marketing and Strategy.

1992: Professor of Finance, MBA Program.

Universidad de la República, Montevideo, Uruguay

1991-1992: Academic Advisor to the Dean, School of Economics and Business Administration.

1991-1992: Associate Professor. Teaching areas: Quantitative Methods in Management and Organizational Economics.

1986-1989: Assistant Professor of Corporate Finance, Quantitative Methods in Management and Financial and Actuarial Mathematics.

Employment - Industry

1996-2003: **J. D. Power and Associates**

2001-2003: Executive Director, Marketing Science

1999-2001: Senior Director, Marketing Science

1997-1999: Director, Marketing Science

1996-1997: Director, Data Analysis

Built and implemented models based on transaction data. Founded the marketing science modeling team.

Consulting Activity

Clients of consulting engagements include: BMW, Mercedes Benz, Chrysler, Ford, General Motors, Toyota, Honda, Nissan, Hyundai, Bureau of Labor Statistics, Cars.com, Carhound.com (member of the advisory board)

Publications on Refereed Journals

1. Morrison, Donald G. and Jorge M. Silva-Risso (1995), "A Latent Look at Empirical Generalizations," *Marketing Science*, Summer, pp. G61-G70.

2. Dekimpe, Marnik G., Dominique M. Hanssens and Jorge M. Silva-Risso (1999), "Long-Run Effects of Price Promotions in Scanner Markets," *Journal of Econometrics*, 89, 1-2, pp. 269-291.
 3. Silva-Risso, Jorge M., Randolph E. Bucklin and Donald G. Morrison (1999), "A Decision Support System for Planning Manufacturers' Sales Promotion Calendars," (1999), *Marketing Science*, Vol. 18, N.3, pp.274-300.
 4. Scott Morton, Fiona, Florian Zettelmeyer and Jorge Silva-Risso (2001), "Internet Car Retailing," *Journal of Industrial Economics*, Vol. XLIX, 4, pp. 501-519, December.
 5. Scott Morton, Fiona, Florian Zettelmeyer and Jorge Silva-Risso (2003), "Consumer Information and Price Discrimination: Does the Internet Affect the Pricing of New Cars to Women and Minorities?," *Quantitative Marketing and Economics*, Vol.1 (1), pp.65-92.
 6. Pauwels, Koen, Jorge Silva-Risso, Shuba Srinivasan, and Dominique M. Hanssens (2004), "New Products, Sales Promotions, and Firm Value: The Case of the Automobile Industry," *Journal of Marketing*, Vol.68, October, pp.142-156.
 7. Silva-Risso, Jorge M. and Randolph E. Bucklin (2004), "Capturing the Effect of Coupon Promotions in Scanner Panel Choice Models," *Journal of Product and Brand Management*, Vol.13 (6), pp.442-452.
 8. Silva-Risso, Jorge (2005), "Comment on 'Market Response Models and Marketing Practice' by Hanssens, Leeflang and Wittink,," *Applied Stochastic Models in Business and Industry*, Vol. 21, pp. 437-438 (Invited).
 9. Zettelmeyer, Florian, Fiona Scott Morton and Jorge Silva-Risso (2006), "How the Internet Lowers Prices: Evidence from Matched Survey and Auto Transaction Data," (2006), *Journal of Marketing Research*, Vol. 43, May, pp. 168-181..
- This paper was the winner of the Journal of Marketing Research 2007 Paul E. Green best paper Award and was a finalist of the 2011 William F. O'Dell Award***
10. Busse, Meghan, Jorge Silva-Risso and Florian Zettelmeyer (2006), "\$1000 Cash Back: The Pass-Through of Auto Manufacturer Promotions," *American Economic Review*, September, pp. 1253-1270.
 11. Dasgupta, Srabana, S. Siddarth and Jorge Silva-Risso (2007), "To Lease or to Buy? A Structural Model of a Consumer's Vehicle and Contract Choice Decisions," *Journal of Marketing Research*, Vol. 44, August, pp.490-502.

12. Silva-Risso, Jorge, Will Shearin, Irina Ionova, Alexei Khavaev and Deirdre Borrego (2008), "Chrysler and J.D. Power: Pioneering Scientific Pricing Customization in the Automobile Industry" *Interfaces*, Vol. 38, No.1, Jan-Feb, pp. 26-39.

This paper was a finalist of the 2007 INFORMS Edelman Award competition

13. Silva-Risso, Jorge and Irina Ionova (2008), "A Nested Logit Model of Product and Transaction-Type Choice for Planning Automakers' Pricing and Promotions," *Marketing Science*, Vol. 27, 4, July-August, pp. 545-566.

This paper was the winner of the 2006 INFORMS Society for Marketing Science Practice Prize

14. Bucklin, Randolph E., S. Siddarth and Jorge Silva-Risso (2008), "Distribution Intensity and New Car Choice," *Journal of Marketing Research*, Vol. 45, August, pp.473-486.

15. Srinivasan, Shuba , Koen Pauwels, Jorge Silva-Risso and Dominique M. Hanssens (2009), Product Innovations, Advertising Spending and Stock Returns," *Journal of Marketing*, Vol. 73, January, pp. 24-43.

16. Busse, Meghan R. and Jorge M. Silva-Risso (2010), "'One Discriminatory Rent' or 'Double Jeopardy': Multicomponent Negotiation for New Car Purchases," *American Economic Review: Papers & Proceedings*, Vol. 100, May, pp. 470-474.

17. Scott Morton, Fiona, Jorge Silva-Risso and Florian Zettelmeyer (2011), "What Matters in a Price Negotiation: Evidence from the U.S. Auto Retailing Industry," *Quantitative Marketing and Economics*, Vol. 9, December, pp.365-402.

18. Busse, Meghan R. Nicola Lacetera, Devin G. Pope, Jorge M. Silva-Risso, and Justin R. Sydnor (2013), "Estimating the Effect of Salience in Wholesale and Retail Car Markets," *American Economic Review: Papers & Proceedings*, Vol. 103, May, pp 575-579.

19. Xu, Linli, Kenneth C. Wilbur, S. Siddarth, and Jorge M. Silva-Risso (2014), "Price Advertising by Multiple Channel Members?," *Management Science*, Vol. 60, No. 11, November, pp. 2816–2834

20. Busse, Meghan, Devin Pope Jaren Pope and Jorge Silva-Risso (2014) "The Psychological Effect of Weather on Car Purchases," *Quarterly Journal of Economics*, forthcoming.

21. Kwon, Ohjin, Andrew Dukes, S. Siddarth and Jorge M. Silva-Risso (2014) “*The Informational Role of Product Trade-Ins*,” *Journal of Industrial Economics*, forthcoming.

Conference Proceedings

“Planning a Manufacturer’s Sales Promotion Calendar” (1997), In *New Frontiers in Competitive Decision Making: Toward a Research Agenda*, *Marketing Science Institute*, December. Proceedings of second Conference on Competitive Decision Making, held June 6-8, 1997, in Charleston, South Carolina. Sponsored by the Marketing Science Institute, University of Notre Dame, and University of Wisconsin-Madison (with Randolph E. Bucklin).

Papers under Review

1. Kwon, Ohjin, S. Siddarth and Jorge M. Silva-Risso (2012), “*Does a Consumer's Previous Purchase Predict Other Consumers' Choices? A Bayesian Probit Model with Spatial Correlation in Preference and Response*,” *Marketing Science*, under first revision
2. Xu, Linli, Kenneth C. Wilbur and Jorge M. Silva-Risso (2014) “*Forecasting the Evolution of Market Structure: Forecasting the Evolution of Market Structure: ,*” *Journal of Marketing Research*, under first revision

Working Papers

1. “*Estimating the Effect of Salience in Wholesale and Retail Car Markets*” (2013). 18820, *National Bureau of Economic Research*, February (with Meghan Busse, Nicola Lacetera, Devin G. Pope, and Justin R. Sydnor)
2. “*Projection Bias in the Car and Housing Markets*” (2012), Working Paper 18212, *National Bureau of Economic Research*, July (with Meghan Busse, Devin Pope and Jaren Pope)
3. “*Product Innovations, Advertising Spending, and Stock Returns*” (2006), Working Paper 06-110, *Marketing Science Institute* (with Dominique M. Hanssens, Koen Pauwels and Shuba Srinivasan).
4. “*Scarcity Rents in Car Retailing: Evidence from Inventory Fluctuations at Dealerships*” (2006) Working Paper 12177, *National Bureau of Economic Research* (with Fiona Scott Morton and Florian Zettelmeyer).
5. “*How the Internet Lowers Prices: Evidence from Matched Survey and Auto Transaction Data*” (2005), Working Paper 11515, *National Bureau of*

Economic Research (with Fiona Scott Morton and Florian Zettelmeyer).

6. “\$1000 Cash Back: Asymmetric Information in Auto Manufacturer Promotions” (2004), Working Paper 10887, *National Bureau of Economic Research* (with Meghan Busse and Florian Zettelmeyer).
7. “Long-term Performance Impact of New Products and Promotions in the Auto Industry” (2003), Working Paper 03-110, *Marketing Science Institute* (with with Dominique M. Hanssens, Koen Pauwels and Shuba Srinivasan).
8. “Cowboys or Cowards: Why are Internet Prices Lower ” (2001), Working Paper 8667, *National Bureau of Economic Research* (with Fiona Scott Morton and Florian Zettelmeyer).
9. “Consumer Information and Price Discrimination: Does the Internet Affect the Pricing of New Cars to Women and Minorities?” (2001), Working Paper 8668, *National Bureau of Economic Research* (with Fiona Scott Morton and Florian Zettelmeyer).
10. “Internet Car Retailing” (2000), Working Paper 7961, *National Bureau of Economic Research* (with Fiona Scott Morton and Florian Zettelmeyer).

Work in Progress

1. The Differential Effect of Gasoline Prices on New and Used Automobile Markets, (with Meghan Busse, Christopher Knittel, and Florian Zettelmeyer)
2. “Environmental and Industry Impacts of ‘Cash for Clunkers’”, (with Meghan Busse, Christopher Knittel, Florian Zettelmeyer)
3. Consumer and Industry Impacts of ‘Cash for Clunkers’, (with Meghan Busse, Christopher Knittel, Florian Zettelmeyer)
4. The Relative Power of Manufacturers and Retailers in the Auto Industry: A Generalized Nash Bargaining Approach, (with T.K. Kim and S. Siddarth)
5. The links between internal organization, technology, and product market strategies, (with Fiona Scott Morton and Florian Zettelmeyer).
6. Variation in Retailer Competition in Durable Goods Markets: An Empirical Study, (with T.K. Kim and S. Siddarth).
7. The Impact of the Marketing Mix on Durable Product Replacement Decisions. (with Dinakar Jayarajan and S. Siddarth).

8. Scarcity Rents in Car Retailing: Evidence from Inventory Fluctuations at Dealerships (with Fiona Scott Morton and Florian Zettelmeyer)

Conference Presentations

“Look Before you Lease: Evaluating the Consequences of Residual Value Promotions in the Automobile Market,” *2014 Marketing Science Conference*, Emory University, Atlanta, June 2014 (with Srabana Dasgupta and Sivaramakrishna Siddarth)

“Projection Bias in the Car and Housing Markets,” *2013 Marketing Science Conference*, Özyeğin University, Istanbul, Turkey, July 2013 (with Meghan Busse, Devin Pope and Jaren Pope)

“A Structural Model of Price and Inventory Competition between Automobile Dealers,” *2013 Marketing Science Conference*, Özyeğin University, Istanbul, Turkey, July 2013 (with Dinakar Jayarajan and S. Siddarth)

“Projection Bias in the Car and Housing Markets,” *2012 National Bureau of Economic Research Summer Industrial Organization Meeting*, July 2012 (with Meghan Busse, Devin Pope and Jaren Pope)

“Out with the Old, In with the New: The Impact of ‘Cash for Clunkers’,” *2012 Marketing Science Conference*, Boston University, Boston, Massachusetts, June 2012 (with Meghan Busse, Christopher Knittel and Florian Zettelmeyer).

“What Drives the Replacement of Durable Products,” *2011 Global Marketing Dynamics Conference*, Jaipur, India, July 2011 (with Dinakar Jayarajan and S. Siddarth).

“The Impact of the Marketing Mix on Durable Product Replacement Decisions,” *2011 Marketing Science Conference*, Rice University, Houston, Texas, June 2011 (with Dinakar Jayarajan and S. Siddarth).

“Variation in Retailer Competition in Durable Goods Markets: An Empirical Study,” *2011 Marketing Science Conference*, Rice University, Houston, Texas, June 2011 (with T.K. Kim and S. Siddarth).

“Validating Brand Tracking Data Against Organic Brand Search Trends,” *2010 Marketing Science Conference*, University of Cologne, Cologne, Germany, June 2010 (with Donna Hoffman and Tom Novak)

“The Informational Role of Product Trade-Ins for Retailer Pricing,” *2010 Marketing Science Conference*, University of Cologne, Cologne, Germany, June 2010 (with Anthony Dukes, Ohjin Kwon and S. Siddarth).

“Does a Consumer's Previous Purchase Predict Other Consumers' Choices? A Bayesian Probit Model with Spatial Correlation in Preference and Response,” *2010 European*

Marketing Academic (EMAC) 39th Conference, Copenhagen Business School, Copenhagen, Denmark, June 2010 (with Ohjin Kwon and S. Siddarth)

“Scarcity Rents in Car Retailing: Evidence from Inventory Fluctuations at Dealerships,” 2009 INFORMS annual meeting, San Diego, CA, October 2009 (with Fiona Scott Morton and Florian Zettelmeyer).

“The Relative Power of Manufacturers and Retailers in the Auto Industry: A Generalized Nash Bargaining Approach,” at the 2009 *Marketing Science Conference*, University of Michigan, Ann Arbor, MI, June 2009 (with Tae-Kyun Kim and S. Siddarth)

“A Bayesian Structural Model of Retailer Behavior Based on Spatial Correlation in Consumer Choice,” at the 2009 *Marketing Science Conference*, University of Michigan, Ann Arbor, MI, June 2009 (with Ohjin Kim and S. Siddarth)

“What Matters for Price Negotiations: Evidence from the US Auto Retailing Industry,” presented at the 2009 *European Marketing Academy (EMAC) 38TH Conference*, Audencia School of Management, Nantes, France (May 2009) and at the 2009 *Marketing Science Conference*, University of Michigan, Ann Arbor, MI, June 2009 (with Fiona Scott Morton and Florian Zettelmeyer)

“Scarcity Rents in Car Retailing: Evidence from Inventory Fluctuations at Dealerships,” presented at the 2008 *European Marketing Academy (EMAC) 37th Conference*, University of Brighton, Brighton, United Kingdom and at the 2008 *Marketing Science Conference*, University of British Columbia, Vancouver, June 2008 (with Fiona Scott Morton and Florian Zettelmeyer)

“An Automobile Choice Model with Spatial Correlation in Preferences and Response,” presented at the 2008 *Marketing Science Conference*, University of British Columbia, Vancouver, June 2008 (with Ohjin Kwo and S. Siddarth)

“Consumer Response Models in the Auto Industry: What We’ve Learned and What We Don’t Know Yet,” presented at the 2007 *Conference on the Practice and Impact of Marketing Science*, The Wharton School, Philadelphia, PA, October 2007

“Identifying the Drivers of Product Preferences and Substitution Patterns: an application to the US Automobile Market,” presented at the 2007 *Marketing Science Conference*, Singapore Management University, Singapore, June 2007 (with S. Siddarth)

“Pioneering Scientific Price Customization in the Automobile Industry,” presented at the 2007 *INFORMS Practice Conference*, Vancouver, BC, April 2007 and at the 2007 *INFORMS Annual Meeting*, Seattle, November 2007.

“PIN Incentive Planning System: A Decision Support System for Planning Automobile Manufacturers’ Pricing and Promotions,” presented at the 2006 *Marketing Science*

Conference, University of Pittsburgh, June 2006, and at the 2007 *EMAC Conference*, Reykjavik University, Iceland, May 2007.

“Modeling Consumer Choice of Brand and Style in the Automobile Industry,” presented at the 2006 *Marketing Science Conference*, University of Pittsburgh, June 2006 (with Irina Ionova and Alexei Khavaev)

“The Role of Consideration Sets and Attitudinal Variables in Identifying Substitution Patterns in the U.S. Automobile Market,” presented at the UCR Marketing Colloquium. April 2006, Yale YCCI Conference, May 2006 and at the 2006 *Marketing Science Conference*, University of Pittsburgh, June 2006 (with S. Siddarth, Irina Ionova and Alexei Khavaev)

“Product Innovations, Advertising Spending and Stock Market Returns,” presented at the 2005 *Marketing Science Conference*, Emory University, June 2005 (with D.M. Hanssens, K. Pauwels and S. Srinivasan)

“Staying Ahead in the Innovation Race: New-Product Introductions and Relative Firm Value,” presented at the Collaborative Research conference, *Marketing Science Institute*, Yale University, December 10-12, 2004 (with Dominique M. Hanssens, Koen Pauwels and Shuba Srinivasan).

“Innovation Effects on Firm Value,” presented at the 2004 *Marketing Science Conference*, Erasmus University, Rotterdam, The Netherlands (with D.M. Hanssens, K. Pauwels and S. Srinivasan).

“Optimizing Promotion Programs in the Automotive Industry,” presented at the 2003 *Marketing Science Conference*, University of Maryland, June 2003 (with I. Ionova and A. Khavaev).

” The Effect of Information and Institutions on Price Negotiations: Evidence from Matched Survey and Auto Transaction Data,” presented at the 2003 *Marketing Science Conference*, University of Maryland, June 2003, (with F. Scott Morton and F. Zettelmeyer).

“The Long-Term Impact of New-Product Introductions and Promotions on Financial Performance and Firm Value,” presented at the 2003 *Marketing Science Conference*, University of Maryland, June 2003 (with D.M. Hanssens, K. Pauwels and S. Srinivasan).

“Developing Regional Promotional Programs in the Automotive Industry Based on Transaction Data: A Hierarchical Bayes Model with Regional and Zipcode-Level Response Heterogeneity,” presented at the 2003 *Marketing Science Conference*, University of Maryland, June 2003 (with K. Chang and S. Siddarth).

“Implementing Marketing Models for Promotional Programs in the Automotive Industry,” presented at the special session on Marketing Models: ROI, Accountability and Implementation, at the 2002 *Fall INFORMS Annual Meeting*, November 2002.

“Modeling Promotions Effects on Consumers’ Choice of Brand and Acquisition Type for Automobiles,” presented at the 2002 *Marketing Science Conference*, Edmonton, Alberta (June 2002) and at the *Fall INFORMS Conference*, San Jose, November 2002 (with I. Ionova).

“Cowboys or Cowards: Why are Internet Car Prices Lower?,” presented at the 2002 *Marketing Science Conference*, Edmonton, Alberta , June 2002 (with F. Scott Morton and F. Zettelmeyer)

“Modeling Dynamic Interactions between the New and Used Vehicle Markets,” presented at the 2001 *Marketing Science Conference*, Wiesbaden, Germany, July 2001 (with J. Cheng and I. Ionova).

“Modeling Long-Term Product and Pricing Decisions in the Automobile Industry: An Agent Based Approach,” presented at the 2001 *Marketing Science Conference*, Wiesbaden, Germany, July 2001 (with J. Cheng and I. Ionova).

“Internet Car Retailing,” presented at the 2001 *Marketing Science Conference*, Wiesbaden, Germany, July 2001 (with F. Scott Morton and F. Zettelmeyer).

“Developing Promotional Programs in the Automotive Industry: A Disaggregate Hierarchical Bayes Model,” presented at the 2000 *Marketing Science Conference*, Los Angeles, June 2000 (with S. Siddarth).

“Using Fuzzy Choice Sets to Sharpen the Focus on Brand Competition: An Application to New Car Purchases,” presented at the 1999 *Marketing Science Conference*, Syracuse, New York, May 1999 (with R.E. Bucklin and S. Siddarth).

“Distribution Intensity, Choice and Price: Insights from Transaction Data for New Car Sales,” presented at the 1998 *Marketing Science Conference*, Fontaineblau, France, July 1998 and at the *Fall INFORMS Conference*, Seattle, Washington, October 1998 (with R.E. Bucklin).

“When Is Competitive Retaliation Necessary for Long-Term Survival?” presented at the 1998 *Marketing Science Conference*, Fontaineblau, France, July 1998 (with M.G. Dekimpe and D. M. Hanssens).

“Long-run Effects of Price Promotions in Scanner Markets,” presented at the *Association for Consumer Research* meeting, Montreal, Canada, March 1998 (with M.G. Dekimpe and D.M. Hanssens).

“Planning a Manufacturer’s Sales Promotion Calendar,” presented at the 1997 *Marketing Science Conference*, Berkeley, California, March 1997 (with R.E. Bucklin and D.G. Morrison).

“How Inflated is your Lift? The Trouble with Store-Level Promotion Analysis,” presented at the 1996 *Marketing Science Conference*, Gainesville, Florida, March 1996 (with R. E. Bucklin)

“Long-Run Marketing Inferences from Scanner Panel Data,” presented at the 1996 *Marketing Science Conference*, Gainesville, Florida, March 1996 (with M.G. Dekimpe and D.M. Hanssens).

"Coupons in the Eye of the Holder: A Tale of Three Segments," presented at the 1994 *Marketing Science Conference*, Tucson, March 1994; XII Doctoral Symposium in Marketing, University of Houston, April 1994 (with R.E. Bucklin).

Invited Presentations and Seminars

UCLA Marketing Camp (In Honor of the Retirement of Prof. Don Morrison) (May 3-4, 2013), “Did “Cash for Clunkers” Deliver? The Consumer Effects of the Car Allowance Rebate System.”

University of Maryland, Robert H. Smith School of Business (September 2009), “Scarcity Rents in Car Retailing: Evidence from Inventory Fluctuations at Dealerships”

University of California, Riverside, Department of Economics (April 2007), “Distribution Intensity and New Car Choice”

University of British Columbia (October 2006), “Distribution Intensity and New Car Choice”

Universidad de la República (October 2005), Montevideo, Uruguay: Seminar on Marketing Models.

Instituto de Empresas (February 2004), Madrid, Spain: “Cowboys or Cowards: Why are Internet Car Prices Lower.”

UC Berkeley IOFest (October 2003), Berkeley, California: “\$1000 Cash Back: The Price and Sales Effect of Auto Manufacturer Promotions” (with M. Busse and F. Zettelmeyer).

Marketing Science Conference (June 2002), Edmonton, Alberta. Discussant on special session on Global Marketing Analysis and Planning in the Internet World.

Second Conference on Competitive Decision Making (June 1997), Charleston, South Carolina: “Planning a Manufacturer’s Sales Promotion Calendar” (with R.E. Bucklin)

Universidad de la República, (September 1993), Montevideo, Uruguay “Modeling Consumer Response with UPC Scanner Data.”

Colegio de Contadores y Economistas (August 1986), Montevideo, Uruguay “Analysis of the Microcomputer Market in Uruguay.”

Teaching

Ph.D. Program

MGT. 288B Quantitative Research in Marketing: 2011, 2014

MBA Program

Case Studies in Marketing: 2004 -2005

New Product Development: 2004

Management Synthesis: 2004 - 2006

Market Assessment: 2006 - 2007

Marketing Management (core course): 2006 - 2014

Marketing Channels and Sales Force: 2008, 2012 -

Marketing Models (UCLA): 2002 - 2003

Undergraduate Program

Marketing Institutions (Channels of Distribution): 2004 - 2013

Service

UCR – School of Business Administration / A. Gary Anderson Graduate School of Management

Member, Research Committee: 2003 – 2004

Member, Master’s Programs Committee: 2003 – 2004

Marketing Area Coordinator: 2004 – 2005

Chair of MBA Admissions Committee: 2005 – 2006

Graduate Advisor: 2005 – 2006

Member, Search Committees for positions in Management, Marketing and

Entrepreneurship: 2005-2007.

Member, Search Committees for positions in Management, Marketing and Supply Chain: 2007-2008.

Member, A.G. Anderson Graduate School of Management Executive Committee: 2007 – 2009

Chair, Ad-Hoc Committee for Academic Personnel: 2012 (two)

Member, School of Business Administration Executive Committee: 2012 – 2013

Chair, Search Committee for Marketing Recruiting: 2012 - 2013

Member, School of Business Administration Research Committee: 2013 –

Member, School of Business Administration Graduate Program: 2013 –

University of California, Riverside

Member, UCR Committee on University Extension: 2005 – 2007
Chair, UCR Committee on University Extension: 2007 - 2008
Member, UCR Committee on Academic Integrity: 2008 – 2013
Member, UCR Committee on Strategic Plan: 2009 – 2010
Member, UCR General Education Advisory Committee: 2009 – 2012
Member, Search Committee for SoBA Dean: 2013
Member, Senate Graduate Council: 2013- 2016

Membership on Ph. D. Dissertation Committees

Andrés Terech (UCLA). Dissertation: Three Essays on : I) Consideration, Choice and Classifying Loyalty; II) Fusing Consideration and Choice Data for Durable Products; III) Modeling Spatial Correlation in Consideration Set Membership. Successfully defended on May 28th, 2004.

Amit Joshi (UCLA). Dissertation: Advertising Spending and Market Capitalization. Successfully defended on May 17th, 2005.

Ho Kim (UCLA). Dissertation Proposal: Three Essays on Time-varying Marketing Effectiveness in Pre- and Post-launch Periods of New Products: I) Priming vs. Wearout: Early Prelaunch Advertising, Online Buzz and New-Product Sales; II) Large Audience vs. Engaged Audience: Online Paywall, Readership and Advertising Effectiveness; III) Synergy vs. Cannibalization: Long-term Time-varying Effects of Co-Promotion. Successfully defended dissertation proposal on October 28th, 2011

Lu Gan (UCR – Statistics). Dissertation: Optimal Longitudinal Cohort Designs and Variance Parameter Estimation. Successfully defended on December 7th, 2011.

Sorim Chung (UCR – SoBA), Dissertation: The Impact of Sensory Cues on Multi-Channel Retail Experiences - 2013

Editorial Service - Ad-Hoc Reviewer

Marketing Science (member of Editorial Board: 2007 - 2010)

Journal of Consumer Research

Journal of Marketing

Management Science

Marketing Letters

Journal of Retailing

Journal of Political Economy

Journal of Economics and Management Strategy

Review of Economics and Statistics

Journal of Industrial Economics

Journal of Economics and Business

Journal of Advertising
Journal of Product and Brand Management
Journal of Applied Economics
International Journal of Forecasting
B.E. Journals in Economic Analysis and Policy
Eastern Economic Journal
Economic Inquiry
Regional Science and Urban Economics
European Marketing Academy (EMAC)
Marketing Science Institute, Alden G. Clayton Award.

Other Service

2007 Conference on the Practice and Impact of Marketing Science: Organizing Committee, member; 5th Practice Prize Competition, judge.

2007 INFORMS Conference on OR Practice: Advisory Council, member, Marketing Track, chair (April)

Marketing Science Conference (June 2003): Judge, 1st Practice Prize Competition

Marketing Science Conference (June 2004): Judge, 2nd Practice Prize Competition

Marketing Science Conference (June 2005): Judge, 3rd Practice Prize Competition

Member, Advisory Board, INFORMS Society for Marketing Science, 2002 - 2005.

Member, Practice Activities Committee, INFORMS Society for Marketing Science, 2002 - 2007

Vice-President of Practice, INFORMS Society for Marketing Science, 2006 - 2007.

Professional Affiliations

Member, American Marketing Association.

Member, Institute for Operations Research and the Management Sciences (INFORMS).

Member, American Economic Association.

Member, The Econometric Society.

Member, European Marketing Academy.