CURRICULUM VITAE
CARL F. MELA
OCTOBER 2026

I. COORDINATES

Office Address: The Fuqua School of Business, Duke University
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II. EDUCATION

Ph.D., Marketing, 1994, M.Phil., Marketing, 1992.
Columbia University Graduate School of Business, New York, New York.

Master of Business Administration, 1987.
University of California, The Anderson School of Management, Los Angeles, California.

Bachelor of Science, Electrical Engineering, 1983.
Brown University, Providence, Rhode Island.

III. EMPLOYMENT

Duke University, Fuqua School of Business, Durham, North Carolina.
- Scholar in Residence, Summer 2026-present.
- T. Austin Finch Foundation Emeritus Professor of Business Administration, Summer 2026-present.
- T. Austin Finch Foundation Professor of Business Administration, Summer 2009-Summer 2026.
- Professor, Summer 2005-Summer 2009.
- Associate Professor with Tenure, Summer 2001-Summer 2005.
- Associate Professor, Summer 1999-Summer 2001.

Marketing Science Institute, Cambridge, Massachusetts.
- Executive Director, Summer 2017-Summer 2019.

Stanford University, Palo Alto, California.
- Visiting Scholar, Spring 2023.

University of Notre Dame, Mendoza College of Business, Notre Dame, Indiana.
- Assistant Professor, Fall 1993-Summer 1999.

Proxima Corporation, San Diego, California.
- Product Line Manager, Summer 1987-Summer 1989.

Hewlett-Packard, Lake Stevens Instrument Division, Lake Stevens, Washington.
- Marketing Support Engineer, Summer 1983-Summer 1985.

IV. HONORS AND AWARDS

- 2026 American Marketing Association ResearchSIG Gil Churchill Lifetime Achievement Award.
- 2026 American Marketing Association TechSIG Lifetime Achievement Award.
- 2025-2024, 2022-2021, 2017, 2012-2011, ISMS Doctoral Consortium Fellow.
- 2025, 2022-19, 2015, 2012, 2010-06 Faculty Fellow, American Marketing Association Sheth Consortium.
- 2024 Finalist, ISMS Morrison Long-term Impact Best Paper Award, *Marketing/Management Science*.
- 2023 Finalist, Weitz-Winer-O'Dell Award, *Journal of Marketing Research.*
- 2021 INFORMS Society for Marketing Science (ISMS) Fellow.
- 2020 ISMS Montgomery and Wittink Recognition.
- 2020 Advisor, Runner-up, Lehmann Best Dissertation Award, *Journals of Marketing/Marketing Research*.
- 2019 Advisor, Winner, American Marketing Association John Howard Best Dissertation Award.
- 2019 Finalist, MSI Buzzell Best Paper Award.
- 2019 Finalist, ISMS Morrison Long-term Impact Best Paper Award, *Marketing/Management Science*.
- 2018 Advisor, Winner, ISMS Doctoral Dissertation Proposal Award.
- 2017 Winner, John D.C. Little Best Paper Award, *Marketing/Management Science.*
- 2017a Winner, ISMS Morrison Long-term Impact Best Paper Award, *Marketing/Management Science.*
- 2017b Finalist, ISMS Morrison Long-term Impact Best Paper Award, *Marketing/Management Science.*
- 2015 Finalist, Weitz-Winer-O'Dell Award, *Journal of Marketing Research.*
- 2014 Finalist, ISMS Morrison Long-term Impact Paper Award, *Marketing/Management Science.*
- 2013 Winner, Paul E. Green Best Paper Award, *Journal of Marketing Research*.
- 2013 Advisor, Finalist, Frank M. Bass Dissertation Award, *Marketing/Management Science.*
- 2013 Finalist, ISMS Morrison Long-term Impact Best Paper Award, *Marketing/Management Science.*
- 2012 Advisor, Finalist, Frank M. Bass Dissertation Award, *Marketing/Management Science.*
- 2011 Finalist, John D.C. Little Best Paper Award, *Marketing/Management Science.*
- 2011 Advisor, Winner, ISMS Doctoral Dissertation Proposal Award.
- 2011 Finalist, ISMS Morrison Long-term Impact Paper Award, *Marketing/Management Science.*
- 2009 Finalist, Paul E. Green Best Paper Award, *Journal of Marketing Research*.
- 2009a Finalist, John D.C. Little Best Paper Award, *Marketing/Management Science.*
- 2009b Finalist, John D.C. Little Best Paper Award, *Marketing/Management Science.*
- 2009 Winner, Erasmus University (ERIM) Top Article Award for Best Business Publication.
- 2009 Advisor, Winner, American Marketing Association John Howard Best Dissertation Award.
- 2009 Finalist, ISMS Morrison Long-term Impact Best Paper Award, *Marketing/Management Science.*
- 2009 Advisor, Winner, Emerald Best Dissertation Award.
- 2008 Finalist, Marketing Science Institute H. Paul Root Award, *Journal of Marketing*.
- 2008 Finalist, Weitz-Winer-O'Dell Award, *Journal of Marketing Research.*
- 2008 Emerald Group Citation of Excellence, top 50 of 15,000 papers in management journals.
- 2005 Winner, John D.C. Little Best Paper Award, *Marketing/Management Science.*
- 2005 Winner, Best Conference Paper, *Direct Marketing Education Foundation Educators' Conference.*
- 2005 Finalist, Paul E. Green Best Paper Award, *Journal of Marketing Research*.
- 2004 Winner, Paul E. Green Best Paper Award, *Journal of Marketing Research*.
- 2004 Advisor, Winner, Marketing Science Institute Alden G. Clayton Best Dissertation Award.
- 2003 Winner, American Marketing Association Communications SIG Best Paper Award.
- 2002 Winner, Weitz-Winer-O'Dell Award, *Journal of Marketing Research*.
- 2000 Marketing Science Institute Young Scholar.
- 2000 Winner, Best Paper Award, Marketing Science Institute.
- 1999 Emerald Group Citation of Excellence, top 50 of 15,000 papers in management journals.
- 1998 Winner, Best Paper Award, *International Journal of Research in Marketing*.
- 1998 Finalist, Donald R. Lehmann Best Paper Award.

- 1998 Winner, Paul E. Green Best Paper Award, *Journal of Marketing Research*.
- 1998 Winner, Best Paper Award, Marketing Science Institute.
- 1992 Student Fellow, American Marketing Association Doctoral Consortium.
- 1983 Sigma Xi Honorary Scientific Society.

V. Research Papers and Publications

V.I. Journal Articles

Choi, Hana, and Carl F. Mela (2026), "Optimizing Reserve Prices in Display Advertising Auctions," *Marketing Science*, 45, 5 (September-October), 1013-1037.

Mela, Carl F., Jason M.T. Roos, and Tulio Sousa (2026), "Advertiser Learning in Direct Advertising Markets," *Marketing Science*, 45, 4 (July-August), 864-891.

Lemmens, Aurélie, Jason Roos, Sebastian Gabel, Eva Ascarza, Hernán Bruno, Brett Gordon, Ayelet Israeli, Elea McDonnell Feit, Carl Mela, and Oded Netzer (2025), "Personalization and Targeting: How to Experiment, Learn & Optimize," *International Journal of Research in Marketing*, 43, 2 (June), 537-559.

Daljord, Oeystein, Carl F. Mela, Jason Roos, Jim Sprigg, and Song Yao (2023), "The Design and Targeting of Compliance Promotions," *Marketing Science*, 42, 5 (September-October), 866-891.

Mela, Carl F. and Christine Moorman (2022), "Why Marketing Analytics Hasn't Lived Up to Its Promise," *Harvard Business Review Best of HBR Special Issue*, Winter 2022, 102-105.

Mela, Carl F. and Brian Cooper (2021), "Don't Buy the Wrong Marketing Tech," *Harvard Business Review*, July/August.

Deighton, John A., Carl F. Mela, and Christine Moorman (2021), "Editorial: Marketing Thinking and Doing," *Journal of Marketing*, 85, 1 (January), 1-6.

Choi, Hana, Carl F. Mela, Santiago Balseiro, and Adam Leary (2020), "Online Display Markets: A Literature Review and Future Directions," *Information Systems Research*, 31, 2 (June), 556-575.
- Most cited *ISR* article of 2020.

Roos, Jason M. T., Carl F. Mela, and Ron Shachar (2020), "The Effect of Links and Excerpts on Internet News Consumption," *Journal of Marketing Research*, 57, 3 (May-June), 395-421.
- Lead Article.

Oblander, Eliot Shin, Sunil Gupta, Carl F. Mela, Russell S. Winer, and Donald R. Lehmann (2020), "The Past, Present and Future of Customer Management," *Marketing Letters*, 31, 125-136.

Choi, Hana and Carl F. Mela (2019), "Online Marketplace Advertising," *Marketing Science*, 38, 6 (November-December), 948-972.
- Lead Article.

Arcidiacono, Peter, Paul B. Ellickson, Carl F. Mela, and John D. Singleton (2019), "The Competitive Effects of Entry: Evidence from Supercenter Expansion," *American Economic Journal: Applied*, 12, 3 (July), 175-206.

Deng, Yiting and Carl F. Mela (2018), "TV Viewing and Advertising Targeting," *Journal of Marketing Research*, 55, 1 (February), 99-118.

- Finalist, Weitz-Winer-O'Dell Best Paper Award.
- Finalist, MSI Buzzell Best Paper Award.
- Runner-up, Donald R. Lehmann Best Dissertation Award.

Bronnenberg, Bart, Jun Kim, and Carl F. Mela (2016), "Zooming in on Choice: How Do Consumers Search for Cameras Online?" *Marketing Science*, 35, 5 (September-October), 693-712.

- Lead Article.
- John D.C. Little Best Paper Award.
- 2024 Finalist, ISMS Morrison Long-term Impact Best Paper Award, *Marketing/Management Science*.

Ahn, Dae-Yong, Jason A. Duan, and Carl F. Mela (2016), "Managing User Generated Content: A Dynamic Rational Expectations Equilibrium Approach," *Marketing Science*, 35, 2 (March-April), 284-303.

Hahn, Richard, Indranil Goswami, and Carl F. Mela (2015), "A Bayesian Hierarchical Model for Inferring Player Strategy Types in a Number Guessing Game," *Annals of Applied Statistics*, 9, 3, 1459-1483.

Zhou, Bo, Carl F. Mela, and Wilfred Amaldoss (2015), "Do Firms Endowed With Greater Strategic Capability Earn Higher Profits?" *Journal of Marketing Research*, 52, 3 (June), 325-336.

Huber, Joel, Wagner A. Kamakura, and Carl F. Mela (2014), "A Topical History of JMR," *Journal of Marketing Research*, 51, 1 (January-February), 84-91.

Mela, Carl F., Jason M.T. Roos, and Yiting Deng (2013), "A Key Word History of *Marketing Science*," *Marketing Science,* 31, 1 (January-February), 8-18.

- Invited Paper.

Yao, Song, Yuxin Chen, Carl F. Mela, and Jeongwen Chiang (2012), "Determining Consumers' Discount Rates With Field Studies," *Journal of Marketing Research*, 49, 6 (December), 822-841.

- Paul E. Green Best Paper Award.

Mela, Carl F. (2011), "Data Selection and Procurement," *Marketing Science*, 30, 6 (November-December), 965–976.

- Invited Paper.

Yao, Song, and Carl F. Mela (2011), "A Dynamic Model of Sponsored Search Advertising," *Marketing Science*, 30, 3 (May-June), 447-468.

- Finalist, ISMS Long-term Impact Best Paper Award.
- Finalist, John D.C. Little Best Paper Award.
- Finalist, Frank M. Bass Best Dissertation Award.
- American Marketing Association John Howard Best Dissertation Award.

Bronnenberg, Bart J., Jean-Pierre Dubé, and Carl F. Mela (2010), "Do DVRs Moderate Advertising Effects?" *Journal of Marketing Research,* 47, 6 (December), 998-1010.

- Lead Article.

Ataman, Berk, Harald J. van Heerde, and Carl F. Mela (2010), "The Long-term Effect of Marketing Strategy on Brand Performance," *Journal of Marketing Research,* 47, 5 (October), 866-882.

- Finalist, Weitz-Winer-O'Dell Best Paper Award.

Duan, Jason, and Carl F. Mela (2009), "The Role of Spatial Demand on Outlet Location and Pricing," *Journal of Marketing Research*, 46, 2 (April), 260-278.

Yao, Song, and Carl F. Mela (2009), "Sponsored Search Auctions: Research Opportunities in Marketing," *Foundations and Trends in Marketing*.

Bronnenberg, Bart J., Jean-Pierre Dubé, Carl F. Mela, et al. (2008), "Measuring Long-Run Marketing Effects and Their Implications for Long-Run Marketing Decisions," *Marketing Letters,* 19, 3-4 (December), 367-382.

Ataman, Berk, Carl F. Mela, and Harald J. van Heerde (2008), "Building Brands," *Marketing Science*, 27, 6 (November-December), 1036-1054.

- ISMS Long-term Impact Best Paper Award.
- Finalist, John D.C. Little Best Paper Award.
- ERIM Top Article Award.
- Emerald/EFMD Outstanding Doctoral Research Award.
- Emerald Group Publications Citation of Excellence.

Yao, Song, and Carl F. Mela (2008), "Online Auction Demand," *Marketing Science*, 27, 5 (September-October), 861-885.

- Finalist, John D.C. Little Best Paper Award.
- Finalist, ISMS Long-term Impact Best Paper Award.

Bronnenberg, Bart J., Mike Kruger, and Carl F. Mela (2008), "The IRI Academic Dataset," *Marketing Science*, 27, 4 (July-August), 745-748.

Gupta, Sunil, and Carl F. Mela (2008), "What is a Free Customer Worth?" *Harvard Business Review*, 86, 11 (November), 102-109.

- Feature Article.

Ansari, Asim, Carl F. Mela, and Scott Neslin (2008), "Customer Channel Migration," *Journal of Marketing Research*, 45, 1 (February), 60-76.

- Finalist, Paul E. Green Best Paper Award.

Du, Yuxing, Wagner Kamakura, and Carl F. Mela (2007), "Imputing Customers' Share of Category Requirements," *Journal of Marketing*, 72, 2 (April), 94-113.

- Finalist, Marketing Science Institute/H. Paul Root Award, *Journal of Marketing*.
- Best Conference Paper, *DMEF Educators' Conference.*
- Marketing Science Institute Alden G. Clayton Best Dissertation Award.

Ataman, Berk, Carl F. Mela, and Harald J. van Heerde (2007), "Consumer Packaged Goods in France: National Brands, Regional Chains, and Local Branding," *Journal of Marketing Research*, 44, 1 (February), 14-20.

- Invited Paper.

Lodish, Leonard M., and Carl F. Mela (2007), "If Brands Are Built Over Years, Why Are They Managed Over Quarters?" July/August, *Harvard Business Review*, 85, 7/8 (July-August), 104-112.

- Feature Article.

Bronnenberg, Bart J., Carl F. Mela, and William Boulding (2006), "The Periodicity of Pricing," *Journal of Marketing Research*, 43, 3 (August), 477-493.

Moorman, Christine, Yuxing Du, and Carl F. Mela (2005), "The Effect of Standardized Information on Firm Survival and Market Strategies," *Marketing Science*, 24, 2 (Spring), 263-274.

Wagner Kamakura, Carl F. Mela, et al. (2005), "Choice Models and Customer Relationship Management," *Marketing Letters*, 16, 3-4 (December), 279-291.

Bronnenberg, Bart J., and Carl F. Mela (2004), "Market Roll-out and Retailer Adoption for New Brands," *Marketing Science*, 23, 4 (Fall), 500-518.

- John D.C. Little Best Paper Award, *Marketing/Management Science*.
- Finalist, Long-term Impact Paper Award, *Marketing/Management Science.*

Van Heerde, Harald J., Carl F. Mela, and Puneet Manchanda (2004), "The Dynamic Effect of Innovation on Market Structure," *Journal of Marketing Research*, 41, 2 (May), 166-183.

- Finalist, Paul E. Green Best Paper Award.

Ansari, Asim, and Carl F. Mela (2003), "E-Customization," *Journal of Marketing Research*, 40, 2 (May), 131-145.

- Paul E. Green Best Paper Award.
- Finalist, Weitz-Winer-O'Dell Best Paper Award.

Bucklin, Randolph E., et al. (2002), "Choice and the Internet: From Click Stream to Research Stream," *Marketing Letters*, 13, 3 (August), 245-258.

Mela, Carl F., and Praveen Kopalle (2002), "The Impact of Collinearity on Regression Analysis: The Asymmetric Effect of Positive and Negative Correlations," *Applied Economics*, 34, 6 (March), 667-677.

- Lead Article.

Alba, Joe, Carl F. Mela, Terry Shimp, and Joel Urbany (1999), "The Effect of Discount Frequency and Depth on Consumer Price Judgments," *Journal of Consumer Research*, 26, 2 (September), 99-114.

- Lead Article.

Kopalle, Praveen, Carl F. Mela, and Lawrence Marsh (1999), "The Dynamic Effect of Discounting on Sales: Empirical Analysis and Normative Pricing Implications," *Marketing Science*, 18, 3 (Summer), 317-332.

Jedidi, Kamel, Carl F. Mela, and Sunil Gupta (1999), "Managing Advertising and Promotion for Long-Run Profitability," *Marketing Science*, 18, 1 (Winter), 1-22.

- Lead Article.
- Finalist, Marketing Science Long-term Impact Award.

Mela, Carl F., Kamel Jedidi, and Douglas Bowman (1998), "The Long-Term Impact of Promotions on Consumer Stockpiling," *Journal of Marketing Research*, 35, 2 (May), 250-262.

- 1999 Emerald Group Publications Citation of Excellence.

Mela, Carl F., Sunil Gupta, and Kamel Jedidi (1998), "Assessing Long-Term Promotional Influences on Market Structure," *International Journal of Research in Marketing*, 15, 2 (May), 89-107.

- Lead Article.
- Best Paper Award.

Wilkie, William L., Carl F. Mela, and Gregory T. Gundlach (1998), "Does Bait and Switch Really Benefit Consumers?" *Marketing Science*, 17, 3 (Summer), 273-282.

Wilkie, William L., Carl F. Mela, and Gregory T. Gundlach (1998), "Does Bait and Switch Really Benefit Consumers? Advancing the Discussion...," *Marketing Science*, 17, 3 (Summer), 290-293.

Mela, Carl F. (1998), "Future Issues in Preference and Choice Rule Identification," *Journal of Fuzzy Sets and Systems*, 78, 1 (February), 125-126.

Meyer, Robert J., et al. (1997), "Dynamic Influences on Individual Choice Behavior," *Marketing Letters*, 8, 3 (July), 349-360.

Mela, Carl F., Sunil Gupta, and Donald R. Lehmann (1997), "The Long-Term Impact of Promotion and Advertising on Consumer Brand Choice," *Journal of Marketing Research*, 34, 2 (May), 248-261.

- Weitz-Winer-O'Dell Best Paper Award.
- Paul E. Green Best Paper Award.
- AMA Communications SIG Best Paper Award.
- Finalist, Donald R. Lehmann Best Paper Award.

Mela, Carl F., and Donald R. Lehmann (1995), "Using Fuzzy Set Theoretic Techniques to Identify Preference Rules From Interactions in the Linear Model: An Empirical Study," *Journal of Fuzzy Sets and Systems*, 71, 165-81.

Harlam, Bari A., Aradhna Krishna, Donald R. Lehmann, and Carl F. Mela (1995), "The Impact of Bundle Type, Price Framing, and Familiarity on Evaluation of the Bundle," *Journal of Business Research*, 33, 1 (May), 57-66.

V.II. WORKING PAPERS

Tunuguntla, Srinivas, Carl F. Mela, and Jason Pratt (2026), "Targeting Information in Ad Auctions," revise and resubmit, *Journal of Marketing Research*.

Xu, Boya, Yiting Deng, and Carl F. Mela (2024), "A Scalable Recommendation System for New Users and Items."

Prusty, Siddharth, Carl Mela, and Hana Choi (2025), "Enhancing Position Auctions in Retail Media."

V.III. OTHER PUBLICATIONS

Ansari, Asim, and Carl F. Mela (2000), "Targeting Electronic Content in Interactive Media," 2000 INFORMS Internet Conference Proceedings. Jedidi, Kamel, Carl F. Mela, and Sunil Gupta (1998), "Managing Advertising and Promotion for Long-Run Profitability," *Marketing Science Institute Working Paper Series*, Report No. 98-132, Cambridge, Massachusetts.

- Marketing Science Institute Best Paper Award.

Mela, Carl F., and Joel Urbany (1997), "Promotion Over Time: Exploring Expectations and Explanations," in *Advances in Consumer Research*, Merrie Brucks and Debbie MacInnis, eds. Provo: Association for Consumer Research, 529-535.

Mela, Carl F., and Joel Urbany (1996), "Special Session: Inferences About Pricing and Promotion," in *Advances in Consumer Research*, Kim P. Corfman and John G. Lynch, eds. Provo: Association for Consumer Research, 78-79.

Mela, Carl F., Sunil Gupta, and Donald R. Lehmann (1996), "The Long-Term Impact of Promotion and Advertising on Consumer Brand Choice," *Marketing Science Institute Working Paper Series*, Report No. 96-127, Cambridge, Massachusetts.

- Marketing Science Institute Best Paper Award.

VI. Colloquia and Invited Presentations

"Targeting Information in Ad Auctions"

- *Carnegie Mellon Seminar Series*, Pittsburgh, Pennsylvania, September 2026.
- *Northwestern University Marketing Camp*, Evanston, Illinois, September 2026.
- *University of Colorado Seminar Series*, Boulder, Colorado, July 2026.
- *University of Miami Seminar Series*, Miami, Florida, October 2025.
- *University of Rochester Seminar Series*, Rochester, New York, May 2025.

"Advertiser Learning in Direct Advertising Markets"

- *University of British Columbia Seminar Series*, Vancouver, Canada, January 2025.
- *University of California, Berkeley Seminar Series*, Berkeley, California, November 2024.
- *HEC Marketing Camp*, Paris, France, November 2024.
- *Virginia Tech Seminar Series*, Blacksburg, Virginia, November 2024.
- *University of Colorado Seminar Series*, Boulder, Colorado, August 2024.
- *Rice University Marketing Camp*, Houston, Texas, May 2024.
- *Workshop on Platform Analytics*, April 2024.
- *AIML Conference Keynote*, Temple University, Philadelphia, Pennsylvania, December 2023.
- *Stanford University Seminar Series*, Palo Alto, California, May 2023.
- *Santa Clara University Seminar Series*, San Jose, California, May 2023.
- *INSEAD Seminar Series*, Fontainebleau, France, April 2023.
- *Workshop on Platform Analytics*, April 2024.

"The Design and Targeting of Compliance Promotions"

- *Boston College Seminar Series*, Boston, Massachusetts, October 2022.
- *KU Leuven, Leuven Seminar Series*, Belgium, September 2022.
- *University of Colorado Seminar Series*, Boulder, Colorado, August 2022.
- *University of Washington Seminar Series*, Seattle, Washington, May 2022.
- *Boston University Seminar Series*, Boston, Massachusetts, October 2021.

"A Scalable Recommendation System for New Users and Items"

- *Erasmus University Seminar Series*, Rotterdam, Netherlands, September 2022.

"Display Advertising Pricing in Exchange Markets"

- *University of Colorado Seminar Series*, Boulder, Colorado, August 2021.
- *Boston College Seminar Series*, Boston, Massachusetts, June 2021.

"Monetizing Online Marketplaces"

- *Stanford University Seminar Series*, Palo Alto, California, April 2019.
- *Northeastern University Seminar Series*, Boston, Massachusetts, April 2019.
- *University of Michigan Seminar Series*, Ann Arbor, Michigan, March 2019.
- *Boston University Seminar Series*, Boston, Massachusetts, February 2019.
- *University of Alberta Marketing Camp*, Edmonton, Alberta, June 2018.
- *Georgetown University Seminar Series*, Georgetown, District of Columbia, April 2018.
- *University of Southern California Seminar Series*, Los Angeles, California, April 2018.
- *University of Rochester Seminar Series,* Rochester, New York, February 2018.
- *Harvard University Seminar Series*, Boston, Massachusetts, February 2018.
- *Boston University Seminar Series*, Boston, Massachusetts, February 2018.
- *University College London Seminar Series*, London, England, January 2017.
- *Economics of Advertising Conference*, Vilnius, Lithuania, July 2016.
- *University of Chicago Seminar Series*, Chicago, Illinois, February 2016.
- *Columbia University Seminar Series*, New York, New York, February 2016.
- *Emory University Seminar Series*, New York, New York, February 2016.
- *University of Pittsburgh Sheth Marketing Camp*, Seven Springs, Pennsylvania, January 2016.
- *Yale University Seminar Series*, New Haven, Connecticut, November 2015.

"Ad Pricing in Display Markets"

- *Boston College Seminar Series*, Boston, Massachusetts, May 2019.
- *University of Vienna Seminar Series*, Vienna, Austria, October 2019.
- *Tilburg University Christmas Camp*, Tilburg, Netherlands, December 2017.
- *Juniper Networks Disruptive Decisions Conference,* San Francisco, California, September 2017.

"Advertiser Learning in an Internet Advertising Network"

- *NYU Digital Social Mobile Conference*, New York, New York, December 2017.

"TV Viewing and Advertising Targeting"

- *New York University Seminar Series*, New York, New York, February 2017.

"Zooming in on Choice: How Do Consumers Search for Cameras Online?"

- *University of Colorado Seminar Series*, Boulder, Colorado, July 2015.
- *The Ohio State University Seminar Series*, Columbus, Ohio, January 2015.
- *Temple University Seminar Series*, Philadelphia, Pennsylvania, June 2014.

"An Equilibrium Model of User Generated Content"

- *University of South Australia Seminar Series*, Adelaide, Australia, October 2014.
- *Indiana University Business Economics Seminar Series*, Bloomington, Indiana, November 2013.
- *Tilburg University Seminar Series*, Tilburg, Netherlands, May 2013.
- *King Carlos III University Seminar Series*, Madrid, Spain, May 2013.
- *Erasmus University Seminar Series*, Rotterdam, Netherlands, April 2013.
- *Groningen University Seminar Series*, Groningen, Netherlands, April 2013.
- *Carnegie Mellon Seminar Series*, Pittsburgh, Pennsylvania, November 2012.

"Hypermedia Search and Consumption"

- *University of Houston Seminar Series*, Houston, Texas, November 2012.
- *University of Frankfurt Seminar Series*, Frankfurt, Germany, August 2012.
- *HEC Marketing Camp*, Paris, France, August 2012.

- *University of Colorado Seminar Series,* Boulder, Colorado, February 2012.
- *University of Pennsylvania Marketing Camp,* February 2012.
- *University of Michigan Seminar Series*, Ann Arbor, Michigan, February 2012.
- *University of San Diego Seminar Series*, San Diego, California, January 2011.
- *University of North Carolina Seminar Series*, Chapel Hill, North Carolina, December 2011.
- Tilburg *University Christmas Camp*, Tilburg, Netherlands, December 2011.

"A Key Word History of *Marketing Science*"
- *2012 ISMS Doctoral Consortium Plenary*, Boston University, Boston, Massachusetts, June 2012.

"Price Discrimination in Marketing and Economics"
- *2011 ISMS Doctoral Consortium*, Rice University, Houston, Texas, June 2011.

"A Dynamic Model of Sponsored Search Advertising"
- *University of Wisconsin Seminar Series*, Madison, Wisconsin, November 2010.
- *Rice University Seminar Series,* Houston, Texas, October 2010.
- *University of California Seminar Series*, Riverside, California, February 2010.

University of California Seminar Series, Davis, California, February 2010.
- *Google Seminar Series*, Mountain View, California, May 2009.
- *NBER Summer Meeting*, Boston, Massachusetts, July 2009.
- *University of Texas Seminar Series*, Austin, Texas, February 2009.
- *London Business School Seminar Series*, London, England, February 2009.
- *INSEAD Business School*, Fontainebleau, France, January 2009.
- *Erasmus University Seminar Series*, Rotterdam, Netherlands, January 2009.
- *Tilburg University Seminar Series*, Tilburg, Netherlands, January 2009.
- *University of British Columbia Seminar Series*, Vancouver, Canada, January 2009.

"Do DVRs Affect Sales?"
- *Northwestern University Seminar Series*, Chicago, Illinois, January 2010.
- *University of California Shansby Marketing Seminar Series*, Berkeley, California, May 2009.

"The Validity of Cognitive Hierarchy Play in p-Beauty Games"
- *University of Rochester Seminar Series*, Rochester, New York, May 2010.

"The Role of Spatial Demand on Outlet Location and Pricing"
- *Emory University Hightower Lecture Series*, Atlanta, Georgia, November 2008.
- *MIT Sloan School Seminar Series*, Cambridge, Massachusetts, March 2008.
- *Summer Institute on Competitive Strategy,* Berkeley, California, June 2006.

"Online Auction Demand"
- *New York University Marketing Camp*, New York, New York, May 2008.
- *Dartmouth College Seminar Series*, Hanover, New Hampshire, April 2008.
- *Yale University Seminar Series*, New Haven, Connecticut, January 2008.
- *Columbia University Seminar Series*, New York, New York, November 2007.
- *University of Maryland Seminar Series*, College Park, Maryland, October 2007.
- *MIT Buck Weaver Symposium*, Cambridge, Massachusetts, September 2007.
- *University of Texas Seminar Series*, Austin, Texas, March 2007.
- *Stanford University Seminar Series*, Palo Alto, California, January 2007.
- *Washington University Seminar Series*, St. Louis, Missouri, October 2006.

"Building Brands"

- *University of Notre Dame Sharing Scholarship Series*, South Bend, Indiana, July 2008.
- *University of Toronto Seminar Series*, Toronto, Ontario, February 2008.
- *Yale University Customer Insights Conference*, New Haven, Connecticut, October 2006.

"If Brands are Built Over Years, Why Are They Managed Over Quarters?"

- *IIR Return on Marketing Investment Conference*, Miami, Florida, February 2007.

"Future Directions in Marketing Econometrics"

- *50 Years of Econometrics Conference*, Erasmus, Netherlands, June 2006.

"Customer Channel Migration"

- *Indiana University Seminar Series*, Bloomington, Indiana, May 2005.
- *University of Michigan Seminar Series*, Ann Arbor, Michigan, December 2004.
- *New York University Marketing Camp*, New York, New York, June 2004.
- *University of California, Riverside Seminar Series*, Riverside, California, May 2004.
- *Erasmus University Seminar Series,* Rotterdam, Netherlands, February 2004.
- *Tilburg University Seminar Series*, Tilburg, Netherlands, February 2004.

"Managing Brands"

- *Northwestern Marketing Camp,* Evanston, Illinois, September 2005.
- *Yale University Seminar Series*, New Haven, Connecticut, March 2005.

"Choice Models and Customer Relationship Management"

- *International Symposia on Choice Modeling and Behavior*, University of Colorado, Estes Park, Colorado, June 2004.

"The Dynamic Effect of Innovation on Market Structure"

- *University of Florida Marketing Camp*, Gainesville, Florida, March 2004.
- *University of Houston Seminar Series*, Houston, Texas, January 2004.
- *University of North Carolina Seminar Series*, Chapel Hill, North Carolina, September 2003.
- *Dartmouth College Seminar Series*, Hanover, New Hampshire, July 2003.

"Market Roll-out and Retail Adoption for New Brands of Non-durable Goods"

- *Cornell University Seminar Series*, Ithaca, New York, February 2003.
- *Wharton Seminar Series*, Philadelphia, Pennsylvania, February 2003.
- *Dartmouth College Seminar Series*, Hanover, New Hampshire, July 2002.
- *MIT Seminar Series*, Cambridge, Massachusetts, May 2002.

"E-Customization"

- *University of California, Los Angeles Seminar Series*, Los Angeles, California, January 2001.
- *MSI Young Scholars Conference*, Park City, Utah, January 2001.

"Customization in Electronic Media"

- *International Symposia on Choice Modeling and Behavior*, University of California, Berkeley, Berkeley, California, June 2001.

"Inertia in Pricing"

- *University of South Carolina Seminar Series*, Columbia, South Carolina, March 2000.

"The Dynamic Effect of Discounting on Sales: Empirical Analysis and Normative Pricing Implications"
- *Columbia University Seminar Series*, New York, New York, July 1999.
- *Wharton Seminar Series*, Philadelphia, Pennsylvania, March 1999.

"Managing Advertising and Promotion for Long-Run Profitability"
- *University of Chicago Seminar Series*, Chicago, Illinois, April 1999.
- *Duke University Seminar Series*, Durham, North Carolina, December 1998.
- *Kraft Planner Seminar Series*, Glenview, Illinois, May 1999.

"The Long-Term Impact of Promotions and Advertising on Consumer Brand Choice"
- *Institute for International Research Consumer Promotions Conference*, New York, New York, September 1998.
- *AMA Advanced Research Techniques Forum*, Keystone, Colorado, June 1998.

"The Long-Term Impact of Promotions on Consumer Stockpiling Behavior"
- *Southern Methodist University Seminar Series*, Dallas, Texas, April 1998.
- *Dartmouth College Seminar Series*, Hanover, New Hampshire, February 1998.

"Frequency vs. Magnitude Effects in Price Judgments: The Moderating Effect of Price Distributions"
- *University of Illinois Marketing Camp*, Urbana, Illinois, September 1997.

"The Dynamic Effects of Advertising and Promotions on Brand Choice and Purchase Quantity"
- *E.I. DuPont Marketing Seminar Series*, Indiana University, Bloomington, Indiana, April 1997.

"The Long-Term Impact of Promotions and Advertising on Brand Performance"
- *Marketing Science Institute Use and Usability Conference*, Boston, Massachusetts, September 1996.

"Dynamics in Choice: Econometric Evidence and Implications"
- *International Symposia on Choice Modeling and Behavior*, Columbia University, Harriman, New York, June 1995.

"The Long-Term Impact of Advertising and Promotions on Brands"
- *Kraft Planner Seminar Series*, Glenview, Illinois, June 1995.
- *Advertising Research Foundation Sixth Annual Scanner/Behavioral Research Workshop*, New York, New York, May 1994.

VII. TEACHING

VII.I. PH.D.

Dissertation Co-chair, Tulio Sousa (Economics).
Placement: Indiana University.

Dissertation Chair, Siddharth Prusty.
Placement: Indian School of Business.

Dissertation Chair, Levin Zhu, Duke University.
Placement: University of Hawaii.

Dissertation Co-chair, Boya Xu, Duke University.
Placement: Virginia Tech University.
Winner, ASA Marketing Section Doctoral Dissertation Award.

Dissertation Chair, Hana Choi, Duke University.
Placement: University of Rochester.
Winner, AMA John Howard Dissertation Award.
Winner, ISMS Dissertation Award.

Dissertation Co-chair, Yiting Deng, Duke University.
Placement: University of Notre Dame.
Finalist, MSI Alden G. Clayton Dissertation Award.
Runner-up, Donald R. Lehmann Best Dissertation Award.

Dissertation Co-chair, Jason Roos, Duke University.
Placement: Erasmus University.
Winner, ISMS Dissertation Award.

Dissertation Co-chair, Yuxing Du, Duke University.
Placement: University of Georgia.
Winner, Marketing Science Institute Alden G. Clayton Dissertation Award.
Finalist, Direct Marketing Education Foundation Dissertation Award.

Dissertation Co-chair, Berk Ataman, Tilburg University.
Placement: Erasmus University.
Winner, 2008 Emerald/EFMD Outstanding Doctoral Research Award.

Dissertation Chair, Song Yao, Duke University.
Placement: Northwestern University.
Winner, AMA John Howard Best Dissertation Award.

Advisor, Jason Duan, Duke University.
Placement: University of Texas, Austin.

Ph.D. Seminar in Competitive Models, Ph.D. Seminar in Marketing Models.

VII.II. MBA (DUKE UNIVERSITY)

Value Creation in Marketing Technology.
- Most recent median teacher scores 7/7.

Product Management.
- Most recent median teacher scores 7/7.

Marketing Management (Marketing Core).
- Most recent median teacher scores 7/7.

VII.III. Undergraduate (University of Notre Dame)

Principles of Marketing, Quantitative Methods in Marketing.
Selected by Students as Marketing Graduation Speaker.

VIII. Editorial

Co-Editor
Quantitative Marketing and Economics.

Current or Former Associate Editor
Journal of Marketing Research, Marketing Science, Quantitative Marketing and Economics.

Current or Former Editorial Board
Journal of Marketing, Marketing Letters, Journal of Public Policy in Marketing.

Ad Hoc or Occasional Reviewer
International Journal of Research in Marketing, Journal of Consumer Research, Management Science, Journal of Retailing, Journal of Public Policy in Marketing, Econometrica, Journal of Political Economy.

IX. Other Professional

IX.I. Societies

American Marketing Association (AMA)
- AMA Journals Strategic Review Committee, 2006, 2011.
- Organizing Committee, 2005 AMA Advanced Research Techniques (ART) Forum.
- Editor Selection Committee, *Journal of Marketing*, 2004, 2010.
- Vice Chair, AMA Marketing Research Special Interest Group, 1996.
- Co-chair, AMA School of Marketing Research, 1996-1999.

INFORMS Marketing Society (ISMS)
- Chair, ISMS Fellows Selection Committee, 2024.
- Co-chair, Marketing Science Conference, 2020.

Quantitative Marketing and Economics (QME)
- Annual Conference Chair, 2012.
- Annual Conference Committee, 2011, 2015.

Marketing Science Institute (MSI)
- Co-chair of Blue Ribbon Committee on Marketing Mix Models 2023-.
- Board of Directors 2019-2023.
- Executive Director 2017-2019.
- Academic Trustee 2014-2017.
- Chair, Marketing Analytics Roundtable, 2014-2018.

Advertising Research Foundation (ARF)
- Board of Directors 2019-2026.

- AI Steering Group 2022-2024.
- CEO Search Committee 2026.
- Co-chair, MSI Consortium on Marketing Mix Modeling.

IX.II. Committee Work

Duke University

- MQM Program Review Committee 2022-2023.
- Marketing Area Coordinator 2013-2015.
- Bass Connections Interdisciplinary Educational Initiative, 2012-2013.
- Academic Council, 2011-2013.
- Provost's Academic Programs Committee, 2010-2012.
- Rankings Review Committee Chair, 2006-2008.
- Teradata-Duke Center for Customer Relationship Management, Research Scholar, 2002-2007.
- Honor Committee, Duke University, Fuqua School of Business, 2001-2006, Chair 2002-2006, 2021.
- MBA Marketing Curriculum Review, Duke University Fuqua School of Business, 2001.

University of Notre Dame

- Information Technology Committee, University of Notre Dame College of Business, 1993-1999.
- MBA Marketing Curriculum Review, University of Notre Dame College of Business, 1995.

Columbia University

- Columbia University Ph.D. Business Student Association Chairperson, 1992-1993.

IX.III. Other Boards and Public Relations

- Media Advisory Board, Information Resources, Incorporated, 2018-2021.
- Unilever Academic Advisory Board 2012-2014.
- Word of Mouth Marketing Association Advisory Board, 2005-2009.
- Cross-Commerce Merchandising Advisory Board, 2000-2001.