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Eller Faculty Fellow and Associate Professor of Marketing  
Eller College of Management  
University of Arizona  
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*Academic Background*

PhD in Marketing, 2007, Purdue University  
Master of Arts in Economics, 2002, Purdue University

*Employment*

Associate Professor of Marketing (with tenure), University of Arizona, August 15

Associate Professor of Marketing (with tenure) and Moore School Research Fellow,  
University of South Carolina, January 2013 - August 15

Assistant Professor of Marketing, University of South Carolina, August 2006 - December  
2012

*Other*

Visiting Associate Professor of Marketing, City University of Hong Kong, October -  
November 2012 - 14

Visiting Professor, Nanjing University, June-July 2012

*Publications*

- “Strategic price competition and product bundling”, with Subramanian Balachander, *Management Science*, 2007, Vol 53(1), 159-168.
- “Why Bundle Discounts can be a Profitable Alternative to Competing on Price Promotions?” with Subramanian Balachander and Axel Stock, *Marketing Science*, 2010, Vol 29(4), 624-638
- “Advertising effectiveness, Digital Video Recorders and Product Market Competition”, with Axel Stock, *Marketing Science*, 2010, Vol 29(4), 638-649
- “Social Sharing of Information Goods: Implications for Pricing and Profits”, with Michael R. Galbreth and Mikhael Shor, *Marketing Science*, 2012, Vol 31(4), 603-620

- "Competition and Sustainability: the Impact of Consumer Awareness", with Michael R. Galbreth, *Decision Sciences*, 2013, Vol 44(1), 127-159. Best paper award, *Decision Sciences Journal*, 2013.
- "Bayesian Estimation of a Simultaneous Probit Model Using Error Augmentation: An Application to Multi-buying and Churning Behavior", with Subramanian Balachander, *Quantitative Marketing and Economics*, 2013, Vol 11(4), 437-458
- "The Competitive Impact of Targeted Television Advertising Using DVR Technology", with Michael R. Galbreth and Guangzhi Shang, *Decision Sciences Journal*, 2013, Vol 44(5), 951-971.
- "Impact of Consumer Attentiveness and Search Costs in Firm Quality Disclosure: A Competitive Analysis", with Michael R. Galbreth, *Management Science*, 2013, Vol 59(11), 2604-2621.
- "Asymmetric Uncertainty and Endogenous Market Segmentation in Experience Goods", with Michael R. Galbreth, forthcoming, *Decision Sciences Journal*, 2017, 48(5), 990-1012
- "Optimal Retail Return Policies with Consumer Opportunism" with Guangzhi Shang and Michael R. Galbreth, *Productions and Operations Management*, 2017, 26(7), 1315-1332
- "How Unequal Perception of User Reviews Impact Price Competition" with Pelin Pekgun and Michael R. Galbreth, *Decision Sciences*, 2018, 49(2), 250-274.
- "The Effect of Exogenous Product Familiarity on Endogenous Consumer Search", with Michael R. Galbreth. *Quantitative Marketing and Economics*, 2020, 18, 195-235
- "The Weight of the Crowd, Social Information Credibility, and Firm Strategy", with Michael R. Galbreth. *Productions and Operations Management*, 2023, 1079-95.
- "Effect of Search Cost in The Presence of Search Detering Informative Advertising", with Michael R. Galbreth. *Quantitative Marketing and Economics*, 2023, 21:357-379
- "Metaphor-Enabled Marketplace Sentiment Analysis", with Ignacio Luri and Hope Schau, *Journal of Marketing Research*, Accepted (online: July 19,2023).
- "Marketing Strategies in Reward-based Crowdfunding: The Role of Demand Uncertainties", with Peng Wang and Yong Liu. Accepted, *International Journal of Research in Marketing*

## Service

### Professional

Department Editor, Marketing/ OM and IS/Marketing Interface, Decision Sciences Journal

Adhoc Reviewer for Marketing Science, Management Science, JMR, Journal of Retailing, Production and Operations Management, Decision Sciences.

### Student Thesis/Committees

#### PhD

- Ashok Kaliyamurthy, 2023 (Oregon State University)
- Tianyu Gu, 2020 (University of Utah).
- Ignacio Luri, 2020 (DePaul University)
- Peng Wang, 2019 (Tianjin University, China)
- Helena Allman, 2013 (University of West Florida)
- Nicholas Pendarvis, 2016 (California State, Los Angeles).
- Guangzhi Shang, Management Science, 2014 (Florida State University)
- Supratim Dasgupta, Economics, 2013.

#### Service to the University of Arizona

- Chair, EEE Custom Modules on Artificial Intelligence.
- Integrated Taskforce on Integrated Business Engineering Program, 2023-
- Director of Eller MBA technology Innovation committee
- Chair of Master of Business Analytics Hiring committee,
- Member of Eller Undergraduate technology innovation team, 2019
- Co-developed the MSBA Plan of Study, 2019, 2020
- Member of doctoral committee
- Member of MSBA committee, 2022
- Graduate Professional Services Committee, 2022-
- Chair, Career track Promotion committee 2022-23

#### Service to the University of South Carolina

- Committee member, EIMBA and GMBA (2013-2015)
- Faculty coordinator for University of South Carolina and SAP University Alliances Program (2011-2015)
- Moore School PMBA committee member (2010-2011)
- Member of Moore School Business Analytics taskforce (2013-2015)