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PRESENT POSITIONS

Manny Rotman Chair in Marketing, Rotman School of Management, University of Toronto
Full Graduate Faculty Member, Graduate Department of Management, University of Toronto
Senior Consultant, CRA International

PREVIOUS POSITIONS

2006-2010	Vice President, Education, INFORMS Society for Marketing Science
2000-2008	Research Associate, Institute for Policy Analysis, University of Toronto,
July 1990–June 1998	Associate Professor of Marketing and Area Coordinator, William E. Simon Graduate School of Business Administration, University of Rochester.
July 1984–June 1990	Assistant, then Associate Professor of Marketing, Yale School of Management, Yale University.
January 1982 –June 1984	Assistant Professor of Marketing, Graduate School of Management, University of Rochester.

VISITING APPOINTMENTS

June-July 2019: London School of Economics
May 2019: Toulouse School of Economics
April 2019: Universitat Pompeu Fabra and ESADE
March 2019: Indian School of Business
February 2019: NUS Business School, National University of Singapore
January 2019: University of Sydney
September-December 2018: Graduate School of Business, Stanford University
July 2011-June 2012: Leonard N. Stern School of Business, New York University.
August 2005–July 2006: Indian School of Business.
July 1997–June 1998: The Wharton School, University of Pennsylvania.
January–June 1990: The John E. Anderson Graduate School of Management, UCLA.
May–June 1988: INSEAD, France.

EDUCATION

Ph. D., Graduate School of Business, Stanford University, March 1983.

M.S. in Statistics, Department of Statistics, Stanford University, January 1982.

M.B.A., College of Business Administration, Kansas State University, December 1977.

B.Sc. in Mechanical Engineering, University of Delhi, India, February 1974.

HONORS AND AWARDS

Fellow, INFORMS Society of Marketing Science.

Associate Editor: *Management Science* (2010-)

Member of the Advisory Board, *Quantitative Marketing and Economics* (2014-).

Co-Editor-in-Chief, *Quantitative Marketing and Economics* (2010–2013).

Associate Editor: *Quantitative Marketing and Economics* (2002-2009).

Area Editor: *Marketing Science* (1997–2010).

Editorial Boards: *Journal of Marketing Research* (2003–, 1996–2001), *Review of Marketing Science* (2001–), *Marketing Science* (1984–1997), *Journal of Marketing Channels* (1995–2000).

Research

Finalist, John D. C. Little Award for Best Marketing Paper published in *Marketing Science* or *Management Science* in 2017.

Finalist, INFORMS Society for Marketing Science Long Term Impact Award (LTI Award) 2013

Keynote address: Fifth NASMEI Conference, Great Lakes Institute of Management, India, December 29, 2011. Topic: “The Changing Face of Empirical Research in Marketing.”

Roger Martin and Nancy Lang Award for Excellence in Research 2006.

Keynote address: First Workshop on Game Theory in Marketing, HEC Montreal, June 2, 2005. Topic: “Price Matching Guarantees.”

Finalist, John D. C. Little Award for Best Marketing Paper published in *Marketing Science* or *Management Science* in 2005.

Finalist, John D. C. Little Award for Best Marketing Paper published in *Marketing Science* or *Management Science* in 1992.

Winner, Marketing Science Institute Competition for Research Proposals in Packaged Goods Pricing 1985.

Winner, George E. Nicholson, Jr. Student Paper Competition, Operations Research Society of America 1982.

Teaching

Professor of the Year, Second Year MBA Class, 1999, Rotman School of Management, University of Toronto.

Nominated: Superior Teaching Award, MBA class of 1984, Graduate School of Management, University of Rochester.

Grants

Social Sciences and Humanities Research Council of Canada Institutional Grant (SIG): "On the Marketing of Experience Goods: The Case of Movies." 2021-22, \$4,000.

Institute for Gender and the Economy, Rotman School of Management, University of Toronto: "Naming Brand Names: Is there a gender strategy?" 2018, \$6,500.

Social Sciences and Humanities Research Council of Canada, Insight Award: "On the Marketing of Experience Goods," 2017-2023, \$119,718.

Social Sciences and Humanities Research Council of Canada, Connection Grant: "Empirical and Theoretical Canadian Marketing Strategy Symposium: Marketing Analytics for Better Decisions," 2017, \$24,950. Co-Applicant with Paul Messinger (Alberta), David Soberman (Toronto), Mark Vandenbosch (Western), Neil Bendle (Western), and Sourav Ray (McMaster).

Social Sciences and Humanities Research Council of Canada, SIG Award: "On the Marketing of Experience Goods: The Case of Movies," 2016, \$4,000.

Social Sciences and Humanities Research Council of Canada, Connection Grant: "Empirical and Theoretical Canadian Marketing Strategy Symposium," 2016, \$20,000. Co-Applicant with Paul Messinger (Alberta), David Soberman (Toronto), Mark Vandenbosch (Western), Neil Bendle (Western), and Sourav Ray (McMaster).

Social Sciences and Humanities Research Council of Canada: "Consumer Search Costs and Marketing Strategy," 2013-2016, \$62,542.

Social Sciences and Humanities Research Council of Canada: "Dynamic Brand Building," 2011-2014, \$68,872. Co-applicant with Ron Borkovsky and Avi Goldfarb.

Social Sciences and Humanities Research Council of Canada: "Some Marketing Issues in Search-Based Advertising," 2007-2011, \$106,833.

Social Sciences and Humanities Research Council of Canada: "Structural Modeling of Marketing Mix in the Motion Picture Industry," 2007-2010, \$91,000. Co-applicant with Andrew Ching.

AIC Institute for Corporate Citizenship: "Should Banks Care About Seniors? At What Cost?" 2008-2009, \$8,000 (joint with Botao Yang).

Social Sciences and Humanities Research Council of Canada: "Three Studies in Branding," 2005-2008, \$62,413.

Social Sciences and Humanities Research Council of Canada, Initiative on the New Economy: "Buyer Seller Interactions on the Internet: Shop Bots, Banner Advertising, and Online Bargaining," 2002-2005, \$72,000.

Social Sciences and Humanities Research Council of Canada, Initiative on the New Economy, Research Alliance Grant (Project Director: Paul Messenger, University of Alberta): "Harnessing the Web-Interaction Process for Canadian Competitiveness" 2003-2006, \$865,750.

Social Sciences and Humanities Research Council of Canada: "Advertising Spending and Product Quality," 1999-2002, \$52,500.

Others

Faculty Fellow: Marketing Science Doctoral Consortium, 2003-2017, 2021; American Marketing Association Doctoral Consortium, 1988, 1989, 1996, 2003, 2004, 2012.

"Best reviewer of 1984," *Marketing Science*.

Merit Fellowships: Stanford University, 1979–80; University of Delhi, 1968–70.

TEACHING AND COURSE DEVELOPMENT

MBA

Applied Marketing Projects (Yale).

Branding (Toronto, ISB)

Model-Based Decision Making in Practice ("The Capstone") (Toronto)

Competitive Strategies (Rochester).

Consumer Behavior (Yale, Rochester).

India Study Tour (Toronto)

Distribution Channels, Retailing, and Sales Force Management (Toronto, Rochester).

Marketing Management (Rochester, Yale).

Marketing Strategy (Toronto, Wharton, Rochester).

Marketing Models (UCLA, Yale).

Pricing (Rochester, UCLA, Yale, INSEAD).

Probability & Statistics (Toronto, Rochester).

Master of Management Analytics

Analytics in Management

Analytics for Marketing Strategy

Executive

Strategic Market Planning, Executive MBA program, University of Toronto, 2003.

Marketing Management, Air Canada program, University of Toronto, 1999.

Marketing Strategy, Executive MBA program, University of Rochester, 1995, 1997.

Marketing Management, Executive MBA program, Australian Simon University, Sydney, Australia, 1991, 1992.

Marketing Strategy, Nortel, February 1997.

Marketing in the 1990s, Aruba School of Hotel Technology, August 1989.

Competitive Analysis for Marketing Decisions, Bausch and Lomb, September 1983.

Ph.D.

Core Marketing Theory (Toronto, Rochester, Yale).

RESEARCH & WRITING

PAPERS IN REFEREED JOURNALS

- “On Marketing Decisions in Electoral Politics,” *Customer Needs and Solutions*, 6(December 2019), 57-62.
- “Advertising Strategy in the Presence of Reviews: An Empirical Analysis,” (with Brett Hollenbeck and Davide Proserpio). *Marketing Science*, 38(September-October 2019), 793-811.
- “Advertiser Prominence Effects in Search Advertising,” (with Przemek Jeziorski). *Management Science*, 64(March 2018), 1365-1383.
- “Sharing Economy: Review of Current Research and Future Directions,” (with C. Narasimhan, P. Papatla, B. Jiang, P. K. Kopalle, P. R. Messinger, D. Proserpio, U. Subramanian, C. Wu, and T. Zhu). *Customer Needs and Solutions*, 5(March 2018), 93-106.
- “Selling Your Product Through Competitors’ Outlets: Channel Strategy When Consumers Comparison Shop,” (with Yongmin Chen and Shervin Shahrokhi Tehrani). *Marketing Science*, 37(January-February 2018), 138-152.
- “Measuring and Understanding Brand Value in a Dynamic Model of Brand Management,” (with Ron Borkovsky, Avi Goldfarb and Avery Haviv). *Marketing Science*, 36 (July-August 2017): 471-499.
- Finalist, John D. C. Little Award, 2018
- “Can Brand Extension Signal Product Quality?” *Marketing Science*, 31(September-October 2012), 756-770.
- “On Brand Extension as a Signal of Product Quality: Reply to Keller and Wernerfelt,” *Marketing Science*, 31(September-October 2012), 776-779.
- “Marketing and Politics: Models, Behavior, and Policy Implications,” (with B. R. Gordon, M. Lovett, R. Shachar, K. Arceneaux, M. Peress, A. Rao, S. Sen, D. Soberman, and O. Urminsky), *Marketing Letters*, 23 (June 2012), pp. 391–403.
- “Marketing Modeling Reality, and the Realities of Marketing Modeling,” (with A. T. Coughlan, S. C. Choi, W. Chu, C. A. Ingene, V. Padmanabhan, J. S. Raju, D. A. Soberman, R. Staelin, and Z. J. Zhang), *Marketing Letters*, 21 (September 2010), 317--333.
- “Measuring Brand Value in an Equilibrium Framework,” (with A. Goldfarb and Q. Lu). *Marketing Science*, 28 (January-February 2009), 69--86.
- “Coupons versus Rebates,” (with Q. Lu). *Marketing Science*, 26 (January-February 2007), 67–82.
- “Price-Matching Guarantees,” (with R. Winter). *RAND Journal of Economics*, 37 (Summer 2006), 449-465.
- “Price-Matching Guarantees by Vertically Differentiated Retailers: Theory and Evidence” (with X. Zhang). *Journal of Marketing Research*, 43 (May 2006), 156 –167.
- “Price Discrimination After The Purchase: A Note on Rebates as State-Dependent Discounts,” (with Y. Chen and J. Zhang). *Management Science*, 51 (July 2005), 1131–1140.

- “Incorporating Behavioral Anomalies in Strategic Models,” (with C. Narasimhan, C. He, E. Anderson, L. Brenner, P. Desai, D. Kuksov, P. Messinger, J. Nunes, Y. Rottenstreich, R. Staelin, G. Wu, and J. Zhang), *Marketing Letters*, 16 (December 2005), 361 – 373. Special Issue: Sixth Invitational Choice Symposium.
- “A General Theory of Pass-through in Channels with Category Management and Retail Competition” *Marketing Science*, 24 (Winter 2005), 110–122.
- Finalist, John D. C. Little Award, 2005
 - Finalist, INFORMS Society for Marketing Science Long Term Impact Award (LTI Award), 2013.
- “Advertising Repetition and Quality Perceptions,” (with S. Hawkins), *Journal of Business Research*, 58 (March 2005), 354–360.
- Cited in *The Economist* February 14, 1998
- “Advertising Spending and Quality for Services: The Role of Capacity,” (with I. Horstmann). *Quantitative Marketing and Economics*, 1 (2003), 337–365.
- “Advertising and Perceived Quality” (with H. Zhao), *Marketing Letters*, 11 (August 2000), 221–233.
- “A Model of Price Promotions with Consumer Search,” (with J. Banks). *International Journal of Industrial Organization*, 17 (1999), 371–398.
- “Managing a Distribution Channel under Asymmetric Information with Performance Requirements,” (with R. Desiraju). *Management Science*, 43, No. 12, December 1997. Special Issue: Frontier Research on Information Systems and Economics.
- “Consumer Information Search Revisited: Theory and Empirical Analysis,” (with B. Ratchford and D. Talukdar). *Journal of Consumer Research*, March 1997
- Lead article.
 - Fifth-most cited of all papers published in *Journal of Consumer Research* in 1997 (Web of Science).
- “Signaling Quality with a Money-Back Guarantee: The Role of Transaction Costs,” (with K. Srinivasan), *Marketing Science*, Volume 14, No. 4, 1995.
- “Theoretical Modeling in Marketing,” *Journal of Marketing*, April 1993.
- “Market Segmentation, Cannibalization, and the Timing of Product Introductions,” (with I. P. L. P'ng), *Management Science*, March 1992.
- Finalist, John D. C. Little Award, 1992.
 - Second-most cited of all papers published in *Management Science* in 1992 (Web of Science).
- “Strategic Decentralization in Channels,” *Marketing Science*, 7 (Fall 1988), 335–355.
- Second-most cited of all papers published in *Marketing Science* in 1988 (Web of Science).
- “Product and Price Competition in a Duopoly,” *Marketing Science*, 7 (Spring 1988), 141–168.
- Most cited of all papers published in *Marketing Science* in 1988 (Web of Science).

"Product Line Competition," *Annales des Télécommunications*, 42 (November-December 1987), 655–663.

"Managing Channel Profits: Comment," *Marketing Science*, 6 (Fall 1987), 375–379.

- Most cited of all papers published in Marketing Science in 1987 (Web of Science).

"Using Game Theory to Model Competition," *Journal of Marketing Research*, 22 (August 1985), 262–282.

"Cournot Competition in a Differentiated Oligopoly," *Journal of Economic Theory*, 36 (June 1985), 86–109.

- Reprinted in *Game Theory in the Tradition of Bob Wilson, Bengt Holmstrom, Paul Milgrom, and Alvin Roth* (Eds.), Berkeley: BEPress, 2002.

"Market Segmentation, Self-Selection, and Product Line Design," *Marketing Science*, 3 (Fall 1984), 288–307.

"Comments on 'Firm Specific Differentiation and Competition Among Multi-Product Firms'," *Journal of Business*, 57 (January 1984), S167–S171.

PAPERS IN REFEREED CONFERENCE PROCEEDINGS

"Is Nike Female? Exploring the Role of Sound Symbolism in Predicting Brand Name Gender," (with Ruth Pogacar, Samin Khan, and Yang Xu). 2018 Conference on Empirical Methods in Natural Language Processing.

"Effects of Time-Delayed Judgment and Search Attributes on Inferences about Unknown Attributes," (with M. L. Cronley, F. R. Kardes, and D. C. Houghton), in *Proceedings of the Society for Consumer Psychology*, eds. Julie Edell and Ronald Goodstein, Society for Consumer Psychology (2002), 23-30.

BOOK

Marketing Models (with P. Kotler and G. Lilien). Englewood Cliffs, New Jersey: Prentice Hall 1992.

BOOK CHAPTERS

"The Economics of Brands and Branding Strategy," (with Bart Bronnenberg and J-P. Dubé) in *Handbook of the Economics of Marketing, Volume 1*, J-P. Dubé and P. Rossi (eds.), Elsevier, September 2019.

"Market Segmentation," in M. Augier and D. Teece (Eds.), *The Palgrave Encyclopedia of Strategic Management*, Volume 1. Houndmills, England: Macmillan Publishers Ltd., 2014.

"Marketing Applications of Game Theory," in K. Chatterjee and W. Samuelson (Eds.), *Game Theory and Business Applications*, 2nd Edition. New York: Springer, 2013.

"Brand Extension Strategy: An Integrative Framework," in D. Soberman and D. Soman (Eds.), *Flux: What Marketing Managers Need to Know to Navigate the New Environment*. Toronto: University of Toronto Press, 2012.

"Competitive Marketing Strategies: Game-Theoretic Models," in *Handbooks in Operations Research and Management Science: Marketing*, J. Eliashberg and G. Lilien (editors). Amsterdam: North-Holland, 1993.

“Strategic Interaction within a Channel,” (with P. Fader) in *Retail and Marketing Channels*, L. Pellegrini and S. Reddy (editors), London: Routledge (1988).

“Consumer Expectations and the Pricing of Durables,” in *Issues in Pricing: Theory and Research*, T. Devinney (editor), Lexington: Lexington Books (1988).

WORKING PAPERS

“Advertising Platforms and Privacy” (with Xianwen Shi and Ruizhi Zhu)

“On the Distribution of Sales Over the Product Life Cycle: The Case of Movies” (with Masakazu Ishihara).

“Targeting Advertising Spending and Price on the Hotelling Line” (with Shervin Shahrokhi Tehrani)

“Competitive Targeted Advertising with Price Discrimination: Comment,” (with Shervin Shahrokhi Tehrani).

“Asking for Reviews: An Empirical Analysis of Review Solicitation,” (with Dina Mayzlin and Davide Proserpio).

OTHER WRITING

Case: Impact Consulting: Increasing Donations to a Worthy Cause

Case: *Crown Plastic Corporation of Toronto* (with T. Black).

“Advertising Repetition and Quality Perceptions,” in *Rotman Magazine*, March 2008 (The All-Consuming issue).

“The Emerging Consumer,” *isbinsight*, March 2006.

“Has Brand Leveraging Gone Too Far?” *Rotman Management* (Spring 2001). Special Branding issue. Cited in *Marketing Magazine*, June 18, 2001.

“Marketing at the Speed of the Internet,” *Rotman Management* (Spring-Summer 2000). Special E-Commerce issue.

CONSULTING

EXPERT OPINION IN LEGAL CASES

Antonio Gaudio and Cherif Saleh v. Apple Inc., et al.

Commissioner of Competition v. Hudson’s Bay Company

Owens Corning Canada LP v. Pinkwood Ltd. And Cano Coatings Inc.

Jason Corless v. Bell Mobility

Bisceglia & Associates

Commissioner of Competition v. Chatr Wireless Inc. and Rogers Communications Inc.

Fairview Donut Inc. and Brule Foods Ltd. v. The TDL Group Corp., The TDL Group Ltd., Tim Donut Limited and Tim Hortons Inc.

State of Wisconsin v. KoolView Co., Inc

Thaddeus Griffin v. Dell Canada

Marketology v. Sears Canada
Jaguar Canada Inc. and Jaguar Cars Limited v. Remo Imports Ltd.
British Columbia Light Cigarette Class Action
Commissioner of Competition v. Sears Canada
Norigen Communications v. Ontario Hydro Energy
Abbott v. Mead Johnson

REPORT

“Brands—Reputation and Image in the Global Marketplace,” World Intellectual Property Organization, 2013.

MARKETING STRATEGY

Mobil Chemical Company
Eastman Kodak Company
Procter & Gamble Company
Science Park Associates

LECTURES

“Manufacturer-Retailer Relations in CPG: Where do we go from here?” at the 2010 FCPC CEO Executive Conference, Ontario, September 30, 2010.

JTI-MacDonald

PRESENTATIONS

INFORMS Marketing Science Conferences

“Behavioral Pricing in the Housing Market,” University of Rochester, 3 June 2021.
“Brand Choice Under Price Confusion,” Duke University, June 13, 2020.
“Pricing Around Round Numbers: Behavioral Effects in the Housing Market,” Rome, 22 June 2019.
“On the Dynamics of Brand Extensions: The Case of Movies,” Temple University, June 15, 2018.
“On the Marketing of Experience Goods: The Case of Movies,” USC, June 9, 2017.
“Advertising and Price Targeting on the Hotelling Line,” Shanghai, June 16, 2016.
“Selling a Product Through Competitors’ Retail Outlets: Channel Strategy When Consumers Comparison Shop,” Istanbul, July 13, 2013.
“Search Advertising,” Vancouver, June 13, 2008.
“Second Mover Strategies.” Emory University, June 17, 2005.
“Coupons versus Rebates,” and “When is Umbrella Branding a Signal of Product Quality?” University of Maryland, June 13, 2003.
“Advertising-Based Learning versus Experiential Learning,” Edmonton, June 29, 2002.

“A New Theory of Rebates,” Wiesbaden, July 6, 2001.

“Advertising and Quality for Services,” Syracuse, May 1999.

“Advertising Repetition and Quality Perceptions,” Berkeley, March 1997.

“On the Speed of the Product Life Cycle” and “Quality and Advertising: An Empirical Analysis,” Tucson, March 18–19, 1994.

Discussant: “Bilateral Bargaining: Review of Experimental Studies,” by Amnon Rapaport, Tucson, March 19, 1994.

“A Model of Price Promotions with Consumer Search,” St. Louis, March 12, 1993.

“Money-Back Guarantees,” London, July 13, 1992.

“The Effects of Advertising Repetition,” Wilmington, March 21, 1991.

“The Timing of Product Introductions,” Duke University, March 16, 1989.

Discussant for “A Game-Theoretic Model of Quantity Discounts,” by Rajeev Kohli, University of Washington, Seattle, March 26, 1988.

“On Vertical Integration in Channels,” Jouy-en-Josas (France), June 25–27, 1987.

“Consumer Expectations and the Pricing of Durables,” Vanderbilt University, March 6–9, 1985.

“Sequential Competition in Products and Prices,” University of Chicago, March 11–14, 1984.

QME Conferences

“Advertising Strategy in the Presence of Reviews: An Empirical Analysis,” Goethe University, Frankfurt, September 2, 2017.

Discussant: “You Get What You Give: Theory and Evidence of Reciprocity in the Sharing Economy” by Davide Proserpio, Wendy Xu, and Georgios Zervas, October 22, 2016.

“Brand Effects in Search Advertising,” USC, 11 October 2014.

“Can Brand Extension Signal Product Quality?” UCLA, October 22, 2010.

Summer Institutes in Competitive Strategy (SICS) at UC-Berkeley

Discussant: “Amazon and the Evolution of Retail” by Tommaso Bondi and Luis Cabral, 8 June 2022.

Discussant: “Newspapers in Times of Low Advertising Revenues” by Charles Angelucci and Julia Cage, July 14, 2016.

“Advertising and Price Targeting on the Hotelling Line,” July 24, 2015.

Discussant: “Seeking an Aggressive Competitor: How Product Line Expansion Can Increase All Firms’ Profits” by Raphael Thomadsen, July 12, 2011.

Discussant: “How Rivalry Diminishes with the Number of Rivals: A Psychological Perspective on Competitive Strategy” by Stephen M. Garcia, Avishalom Tor, and Mitchell Meyle. July 23, 2009.

Discussant: “The Race for Sponsored Links: A Model of Competition for Search Advertising,” by Zsolt Katona. July 17, 2008.

Discussant: "The Message Supports the Medium," by Bharat Anand and Ron Shachar. June 28, 2005.

"A General Theory of Pass-Through in Channels with Category Management and Retail Competition," June 27, 2003.

Other Conferences/Meetings

Discussant: "The Effect of Advertising on Consumer Search: An Experimental Approach" by Ilya Morozov and Anna Tuchman, 11th Workshop on Consumer Search and Switching Costs, NYU, 3 September 2022.

"Solicited Reviews," ISMS Doctoral Consortium, University of Rochester, 2 June 2021.

Panelist: Session on "Compliance Challenges for Marketing in the Digital Economy," at the International Consumer Protection and Enforcement Network (ICPEN) virtual conference, 2 December 2020.

"Reflections on Vithala Rao's Work on Market Structure," Vithala R. Rao Celebratory Symposium, Chicago, 8 August 2019.

"Advertising and Price Targeting on the Hotelling Line," ESADE Summer Camp, 3 July 2019.

"Branding in the Internet Era," AMA Sheth Foundation Doctoral Consortium, NYU, June 14, 2019.

"Is *Nike* Female? Exploring the Role of Sound Symbolism in Predicting Brand Name Gender," Conference on Empirical Methods in Natural Language Processing, Brussels, November 2, 2018.

"On the Dynamics of Brand Extensions: the Case of Movies," Marketing Dynamics Conference at Southern Methodist University, July 10, 2018; ET Symposium, University of Guelph, May 18, 2018.

"Advertising Strategy in the Presence of Reviews: An Empirical Analysis," Workshop on the Economics of Advertising and Marketing, Columbia University, July 20, 2018; Fashion Retail Conference, McGill University, April 27, 2018; NBER Economics of Digitization Conference at Stanford University, March 2, 2018; 12th UT Dallas Frank M. Bass FORMS Conference March 1, 2018; NYU 2017 Conference on Digital, Mobile Marketing, and Social Media Analytics, December 8, 2017.

Discussant: "Digital Innovation in a Regulated Industry: Evidence from Software-Driven Medical Devices" by Ariel Dora Stern and Cirrus Foughi. NBER Economics of Digitization Conference, Stanford University, March 2, 2018.

"Asking for Reviews: An Empirical Investigation of Review Solicitation," NYU 2017 Conference on Digital, Mobile Marketing, and Social Media Analytics, December 9, 2017.

"A Recurring Demand Structure in Marketing," ISMS Doctoral Consortium, USC, June 7, 2017.

Workshop on "Research Issues in the Sharing Economy," Choice Symposium, Lake Louise, May 14-17, 2016.

"Advertising and Price Targeting on the Hotelling Line," Tenth UT Dallas Frank M. Bass FORMS Conference February 19, 2016.

"Frontiers in Analytical Modeling," ISMS Doctoral Consortia, Fudan University, June 15, 2016; Johns Hopkins University, June 17, 2015; Emory University, June 11, 2014.

“Selling Your Product Through Competitors’ Retail Outlets: Channel Strategy When Consumers Comparison Shop,” at UTD Forms Conference, University of Texas at Dallas, 27 February 2015, at the Retail Operations and Marketing Workshop, Koc University, January 7, 2011, and The Erin Anderson Invitational B2B Research Conference, The Wharton School, October 17, 2008.

“Brand Effects in Search Advertising,” at the 8th NASMEI Conference, Great Lakes Institute of Management, India, 26 December 2014; the 10th Conference on Economic Growth and Development, Indian Statistical Institute, 19 December 2014; 4th Theory + Practice in Marketing Conference, Evanston, Illinois, May 22, 2014.

Discussant: “A Dynamic Segmentation Framework: Assessing Omnichannel Behavior of Customers,” by Tanya Mark, Jan Bulla, Rakesh Niraj, and Ingo Bulla). 2nd Empirical & Theoretical (ET) Symposium in Marketing Strategy, McMaster University, Hamilton, Canada, 30 May 2014.

Panelist: “The Science & Art of Publishing: A Panel Discussion with Editors,” ISMS Doctoral Consortiums, Ozyegin University, July 10, 2013, Boston University, June 6, 2012; Rice University, June 8, 2011.

“Marketing Channels and Salesforce Management,” ISMS Doctoral Consortium, Ozyegin University, Istanbul, July 10, 2013.

“An Empirical Study of the Dynamics of Brand Building,” at the Sixth Conference on the Economics of advertising and Marketing, Tel Aviv University, Israel, June 26, 2013 and at the inaugural Empirical and Theoretical Symposium, Ivey Business School, May 31, 2013.

“Positioning v. Signaling,” Northwestern University Marketing Camp, 13 September 2012.

Discussant: “Do Sympathy Biases Induce Charitable Giving? The Persuasive Effects of Advertising Content,” by K. Sudhir, S. Roy, and M. Cherian. 2012 China India Consumer Insights Conference, Yale University, August 3-4, 2012.

Panelist: “Managing Early Careers,” American Marketing Association Doctoral Consortium, Seattle, June 16, 2012.

“Brands and branding: ruminations on brand-building, branding law, and branding challenges,” Conference on Brands and Branding in Law, Accounting, and Marketing, University of North Carolina-Chapel Hill, April 13, 2012.

“On the Dynamics of Brand Extensions: The Case of Movies,” at the Fifth NASMEI Conference, Great Lakes Institute of Management, India, December 29, 2011.

“Strategic Considerations in Political Marketing,” Choice Theory Conference, Key Largo, May 13, 2010.

“On Advertising,” at the Marketing Camp, HKUST, December 9, 2008.

“Pricing and Promotions,” 2008 Marketing Science Doctoral Consortium, Vancouver, June 11, 2008.

“Research Issues in Search Advertising,” at AIMS Conference, Hyderabad, India, December 28, 2007.

Panelist: “49 Ways to Write a Paper,” 2006 Marketing Science Doctoral Consortium, Pittsburgh, June 8, 2006.

Panelist, Marketing Round-Table, Singapore Management University, December 2, 2005.

Panelist: "From Problem to Paper: 50 Ways to Write a Paper," 2005 Marketing Science Doctoral Consortium, Atlanta, June 16, 2005.

Panelist: "Issues in Analytical and Empirical Modeling: Taking Theory to Data," 2004 AMA-Sheth Doctoral Consortium at Texas A&M University, June 17, 2004.

Panelist: "Game-Theoretic Models in Marketing," 2003 AMA-Sheth Doctoral Consortium at The University of Minnesota, June 28, 2003.

"Retail Pass-through of Trade Promotions: Intrabrand and Interbrand Competition Effects": MSI Conference on Competitive Responsiveness, Boston, May 17, 2001.

"Information Sequence and Decision Quality": Society for Consumer Psychology Conference, Scottsdale, February 17, 2001.

"Economic Perspectives in Consumer Analysis": 1996 AMA Doctoral Consortium at The University of Colorado, August 2, 1996.

"Performance-based Trade Promotions": EIRASS Conference, Telfs-Buchen, Austria, June 24, 1996.

"The Economics and Psychology of Consumer Behavior": Association of Consumer Research Conference, Minneapolis, October 21, 1995.

"Is There a Presence Effect?": University of Washington Marketing Camp, Seattle, September 30, 1995.

"A Model of Price Promotions with Consumer Search": International Workshop on Dynamic Competitive Analysis in Marketing, September 2, 1995, Ecole des Hautes Etudes Commerciales, Montreal, Canada.

"A Model of Price Promotions with Consumer Search": Marketing Science Institute Conference on Pricing Decision Models, Boston, April 23, 1994.

Invited plenary talk: "Empirical research on channel issues using scanner data": TIMS College of Marketing Special Interest Conference on New Directions & Current Issues in the Analysis & Use of Scanner Data, Toronto, September 17-19, 1993.

"How Advertising Works on Repetition": EURO XII/TIMS XXXI International Conference in Helsinki, June 29, 1992.

"Information and Channel Structure": TIMS XXX-Sobrapo XXIII Joint International Meeting in Rio de Janeiro, July 16, 1991.

"Market Segmentation, Self-Selection, and the Timing of Product Introductions," at the Columbia/NYU/Yale Marketing Workshop 1989.

"Measuring Overall Evaluations and Attribute Evaluations: An Application of Information-Processing Theory," at the Third Northeast Marketing Consortium at Cornell University 1989.

Panelist: "Creation of Innovative Marketing Knowledge: An Interdisciplinary Perspective": American Marketing Association Summer Marketing Educators' Conference, Chicago, August 8, 1989.

Panelist: "Channels of Distribution": 1989 Doctoral Consortium, Harvard University, Cambridge, August 3, 1989.

Panelist: "Channels of Distribution": 1988 Doctoral Consortium, University of California, Berkeley, August 6, 1988.

"The Long-Term Effects of Dealing," at the Columbia-NYU Marketing Workshop, New York University, 1985.

Discussion Leader: MSI Conference on "Competing in a Deregulated or Volatile Market," Dedham, Massachusetts on December 2, 1987.

"On Vertical Integration in Channels," at the Fourth International Conference on Distribution organized by CESCO-NYU at the Università L. Bocconi, Milan (Italy), July 3–4, 1987.

"Product Line Competition," at the Conference on Telecommunications Services Marketing at INSEAD (France), June 22–24, 1987.

"On Vertical Integration in Channels," at: Fourth International Conference on Distribution organized by CESCO-NYU at the Università L. Bocconi, Milan (Italy), July 3–4, 1987; First Northeast Marketing Consortium at Dartmouth College 1987; Columbia/NYU/Yale Marketing Workshop 1986.

"The Long-Term Effects of Deal Retraction," at the 1985 Association of Consumer Research Conference in Atlanta, October 19, 1985.

"The Long-Term Effects of Dealing," at the Packaged Goods Steering Group Meeting, Marketing Science Institute, Cambridge, February 8, 1985.

"Dynamic Games," at the Cornell-Rochester Marketing Workshop, University of Rochester 1983.

Discussant: "Firm Specific Differentiation and Competition Among Multi-Product Firms," by Michael Katz: Pricing Strategy Conference, Graduate School of Management, University of Rochester, September 25, 1982.

"Market Segmentation in an Oligopoly: Single-Product Firms," at the Cornell-Rochester Marketing Workshop, Cornell University, 1982.

INFORMS JOINT NATIONAL CONFERENCES

"Advertising and Quality," San Francisco, November 3, 1992.

"Measuring Overall Judgments and Attribute Evaluations: The Order of Items in a Questionnaire," Denver, October 24, 1988 and Miami Beach, November 2, 1986.

"Competitive Product Positioning," Atlanta, November 4, 1985.

"The Role of Information Asymmetries in Determining Channel Structure," and "On Using Game Theory to Model Competition," Dallas, November 26, 1984.

"On the Theory of Conjoint Measurement," Orlando, November 7, 1983.

"Product Line Competition in an Oligopoly," San Diego, October 25, 1982.

"On the Foundations of the Theory of Market Segmentation," Detroit, April 20, 1982.

"Market Segmentation in an Oligopoly," Houston, October 14, 1981.

Invited Seminars

"Targeting Advertising Spending and Price on the Hotelling Line," Purdue University, April 15, 2022, Yale University, September 18, 2020.

- "Brands versus Brand Extensions: Implications of Brand-Based Learning for the Dynamics of Sales," at INSEAD, 29 May 2019; IE Business School, Madrid, April 29, 2019; Universitat Pompeu Fabra, Barcelona, April 24, 2019
- "On the Marketing of Experience Goods: The Case of Movies," at Indian Statistical Institute, March 29, 2019; Chinese University of Hong Kong, February 15, 2019; University of Sydney January 24, 2019; University of Melbourne January 16, 2019; Stanford University December 5, 2018; UCSD November 14, 2018; and Queens University, March 3, 2017.
- "On the Dynamics of Brand Extensions: The Case of Movies," at London School of Economics, September 18, 2018; Indian Institute of Management, Bangalore, December 26, 2011.
- "Advertising Strategy in the Presence of Reviews: An Empirical Analysis," at Toulouse School of Economics 22 May 2019; Indian Statistical Institute on November 8, 2017; University of Guelph, March 10, 2017
- "Advertising and Price Targeting on the Hotelling Line," at Global Center for Big Data in Mobile Analytics, Fox School of Business, Temple University, 20 November 2015.
- "Selling Your Product Through Competitors' Retail Outlets: Channel Strategy When Consumers Comparison Shop," at Chinese University of Hong Kong, 9 November 2015; CEIBS, Shanghai, 2 November 2015; Yale University, April 10, 2008; ISB, June 16, 2006.
- "Can Brand Extension Signal Product Quality?" at NYU, March 28, 2012; Indian Statistical Institute, Delhi January 6, 2012; UC-Irvine, February 19, 2010; University of Toronto, May 28, 2010; London Business School, July 2, 2010.
- "Measuring Brand Value in an Equilibrium Framework," University of Colorado November 3, 2006; University of Kansas October 27, 2006; Hong Kong Polytechnic University, April 25, 2006; HKUST, April 24, 2006; INSEAD, April 21, 2006; ISI, October 27, 2005; Dartmouth College, April 15, 2005; Columbia University April 12, 2005.
- "Coupons versus Rebates," University of British Columbia February 24, 2005; Indian School of Business, December 21, 2004; University of Toronto, November 10, 2004; University of Rochester, October 14, 2003; Northwestern University, April 30, 2004.
- "Price-Matching Guarantees" at UCSD, January 29, 2004; ISI (Delhi), December 23, 2002; HKUST, December 4, 2002; University of California, Berkeley, May 16, 2002; University of Texas at Dallas, April 5, 2002 and (with R. Winter) at the Business Economics/Strategy Workshop, Rotman School of Management, University of Toronto, December 12, 2001.
- "On the Marketing of Rebates: Having Your Cake and Eating It Too?" at University of Central Florida, February 17, 2003
- "Advertising and Quality for Services" at the Columbia University Summer Camp, University of Alberta, University of California at Berkeley, Washington University at St. Louis, and others, 1999-2000.
- "Trade Promotion Design," at The Wharton School, University of Toronto, Yale University, and others, 1998.
- "Advertising Repetition and Perceived Quality," at The Wharton School, November 1997.
- "Comparative Advertisements Are Processed More Centrally than Non-Comparative Advertisements," at The Hong Kong University of Science & Technology, February 1996.

- “A Model of Price Promotions with Consumer Search,” at University of Chicago, Stanford University, Indian Statistical Institute, and others, 1996–98.
- “Advertising and Quality: An Empirical Analysis,” at The University of Chicago, The University of Rochester, London Business School, and others, 1996.
- “Theoretical Modeling in Marketing,” at the University of Toronto 1992.
- “Information Asymmetries and the Incentives for Cooperation in Distribution Channels,” at the Indian Statistical Institute, New Delhi, 1991.
- “The Effects of Advertising Repetition,” at the Indian Statistical Institute, New Delhi, 1991.
- “Strategic Interaction within a Channel,” at INSEAD on June 3, 1988.
- “On Vertical Integration in Channels,” at University of Illinois (Urbana-Champaign) 1986, and others.
- “Consumer Expectations and the Pricing of Durables,” at The University of Chicago, 1985.
- “Market Segmentation, Self-Selection, and Product Line Design,” at Cornell University and Vanderbilt University 1983.
- “Product and Price Competition in Oligopolies,” at Yale University 1983.
- “Cournot Competition in a Differentiated Oligopoly,” at the Economic Theory Workshop, Department of Economics, University of Rochester, 1983.

ACADEMIC MEETINGS CHAIRED

- Third Empirical and Theoretical (ET) Symposium (Canadian Marketing Strategy), Rotman School of Management, University of Toronto, 5 June 2015.
- 2010 Marketing Science Doctoral Consortium, University of Cologne, June 2010.
- 2009 Marketing Science Doctoral Consortium, University of Michigan, June 2009.
- 2008 Marketing Science Doctoral Consortium, UBC, Vancouver, June 11, 2008.
- 2007 Marketing Science Doctoral Consortium, SMU, Singapore, June 27, 2007.
- 2005 Summer Institute in Competitive Strategy, University of California, Berkeley, June 27–July 1, 2005 (with G. Iyer).
- Panel: “Theoretical Models in Marketing”: Marketing Science Doctoral Consortium, University of Maryland, June 14, 2003.
- Panel: “Analytical Models”: Marketing Science Doctoral Consortium, Edmonton, June 27, 2002.
- International Workshop on “Consumer and Firm Choices on the Internet”: 2001 UC Berkeley Invitational Choice Symposium, Asilomar, California, June 1-5, 2001 (with Florian Zettelmeyer).
- 2001 BCRST Marketing Conference: Rotman School of Management, University of Toronto, April 27, 2001.
- Session entitled “Price/Promotion Models”: Marketing Science Conference, St. Louis, March 13, 1993.

Session entitled “Applications of Game Theory in Marketing”: 1992 Fall ORSA/TIMS Meetings, San Francisco, November 2, 1992.

Session entitled “Modelling Retail Dynamics”: 1992 ORSA/TIMS Marketing Science Conference, July 13, 1992.

First BCRST Marketing Conference: William E. Simon Graduate School of Business Administration, University of Rochester, May 8, 1992.

Session entitled “Issues Relating to the Managerial Use of Coupons”: 1988 ORSA/TIMS Marketing Science Conference, March 24, 1988.

Columbia/NYU/Yale Marketing Workshop: Yale University, May 16, 1986.

Session entitled “Models of Technological Goods”: 1985 ORSA/TIMS Marketing Science Conference, March 6–9, 1985.

Conference on “Managing Marketing Channel Relationships”: Sponsored by Marketing Science Institute and Duke University, Duke University, September 13–14, 1984.

Session entitled “Dynamic Pricing”: ORSA/TIMS Marketing Science Conference, University of Chicago, March 11–14, 1984.

Session entitled “Models of Individual Decisions”: Joint Conference of the Operations Research Society of America and The Institute of Management Sciences, Orlando, Florida, November 7, 1983.

PH. D. ACTIVITIES

Chair/Co-Chair of Dissertation Committees: Shervin Shahrokhi Tehrani (University of Texas at Dallas), Masakazu Ishihara (NYU), Botao Yang (USC), Liyuan Wei (Brunel University); Xubing Zhang (The Hong Kong Polytechnic University), Qiang Lu (University of Sydney), Hao Zhao (Cheung Kong Graduate School of Business, China), Debabrata Talukdar (University at Buffalo).

Member, Dissertation committee: Xi Li (City University of Hong Kong), Jinghui Qian (Shenzhen University), Robert Waiser (London Business School), William Blozan (Union Bank), Val Lambson (BYU), and Mark Hertzendorf (FTC).

External Examiner: Mouna Sebri, HEC Montreal, 2015; Khai Lee, Ph.D. candidate in Marketing, University of Toronto, 1992.

PROFESSIONAL ACTIVITIES

Reviewer for *American Economic Review*, *International Journal for Research in Marketing*, *International Journal of Industrial Organization*, *Journal of Business*, *Journal of Consumer Research*, *Journal of Economic Theory*, *Journal of Economics and Management Strategy*, *Journal of Industrial Economics*, *Journal of Marketing*, *Journal of Retailing*, *Management Science*, *Marketing Letters*, *Operations Research*, *The Rand Journal of Economics*, American Marketing Association, Marketing Science Institute, National Science Foundation, Israel Science Foundation, Research Grants Council (Hong Kong), Social Science and Humanities Research Council (Canada).

Editorial Advisory Group, special *Journal of Marketing Research* issue on “Innovation in New Product Development,” 1995.

Corporate

Moderator: Rotman Marketing Association Panel Discussion on “Branding 2.0” with Peter Aceto (CEO of ING Direct Canada) and Bruce Philp (CEO of GWP Brand Engineering), November 2, 2010.

Moderator: Panel discussion on “Innovation in the field of Marketing,” October 14, 2004.

Moderator: Rotman Marketing Association Panel on “Marketing 2.0”. September 2000.

Moderator: Panel on “Marketing's Evolving Role in a Downsized Corporate Environment,” sponsored by the Rochester Chapter of the American Marketing Association, January 19, 1995.

Member, Board of Directors: Rochester Chapter of the American Marketing Association, 1994–1997.

Administrative

Promotion and Tenure Committee, Rotman School of Management, University of Toronto, 2021-, 2017-2019, 2015-2016 and 2002-2010.

Advisory Board, Rotman-University of Toronto Press, 2016-.

Executive Committee, Rotman School of Management, University of Toronto, 2013-2016

Graduate Department of Management Executive Committee, University of Toronto, 2020-2022, 2014-2017.

Chairs & Professorships Committee, Rotman School of Management, University of Toronto, 2016-2017.

Career Centre Advisory Board, Rotman School of Management, University of Toronto, 2014-.

Director, Ph.D. programme, Rotman School of Management, University of Toronto, 2006-2007.

Chair, Ph.D. Committee Rotman School of Management, University of Toronto 2003-2005.

Coordinator, Ph.D. Program in Marketing, Rotman School of Management, University of Toronto 2001-2005.

Chair, Connaught Committee Social Sciences Review Panel, University of Toronto, 2001–2003.
Member: 2000–2003.

Marketing Area Coordinator, William E. Simon Graduate School of Business Administration, 1991-1997.

Alumni

Spoke on “Integrative Thinking in Brand Management,” at the Rotman Life-Long Learning Lectures: A Focus on Integrative Thinking, Rotman School of Management, June 2, 2000.

MEMBER OF

American Marketing Association, INFORMS, Marketing Science Institute.