

May 20, 2019

## CURRICULUM VITAE

J. Miguel Villas-Boas

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University of California, Berkeley  
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<http://groups.haas.berkeley.edu/marketing/PROFILES/PROFS/villas.html>

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### Current Position

J.Gary Shansby Professor of Marketing Strategy  
Professor of Business Administration  
Haas School of Business, University of California, Berkeley  
2005-present

### Academic & Visiting Positions

Chair, Marketing Group (2011-2014)  
Director, Ph.D. Program (2006-2009)  
Haas School of Business, University of California, Berkeley

J.Gary Shansby Professor of Marketing Strategy (2005-present)  
Professor of Business Administration (2001-present)  
Haas School of Business, University of California, Berkeley

Associate Professor (with tenure)  
Haas School of Business, University of California, Berkeley  
1997-2001

Assistant Professor  
Haas School of Business, University of California, Berkeley  
1991-1997

Visiting Assistant Professor  
Universidade Católica Portuguesa, Lisbon.  
1994-1995

## Education

Massachusetts Institute of Technology, Cambridge.  
Ph.D. in Management, Applied Economics (1991)

INSEAD, Fontainebleau, France.  
Master in Business Administration (1987)  
Dean's List in all periods.

New University of Lisbon, Portugal.  
M. Sc. in Economics (1987)

Universidade Católica Portuguesa, Lisbon.  
Licenciatura in Economics (1984)  
1st place in class of 93 students.

## Publications

“Optimal Learning before Choice” (with T. Tony Ke), *Journal of Economic Theory*, 2019, 180, pp. 383-437.

“Repeated Interactions in Teams: Tenure and Performance,” *Management Science*, forthcoming.

“The Performance Measurement Trap” (with Dmitri Kuksov), *Marketing Science*, 2019, 38(1), pp. 68-87.

“A Dynamic Model of Repositioning,” *Marketing Science*, 2018, 37(2), pp. 279-293.

“Behavior-Based Advertising” (with Qiaowei Shen), *Management Science*, 2018, 64(5), pp. 2047-2064.

“Search for Information on Multiple Products” (with T. Tony Ke and Zuo-Jun Max Shen), *Management Science*, 2016, pp. 3576-3603.

“Too Much Information? Information Provision and Search Costs” (with Fernando Branco and Monic Sun), *Marketing Science*, 2016, pp. 605-618.

“Competitive Vices” (with Fernando Branco), *Journal of Marketing Research*, 2015, pp. 801-816..

“A Short Survey on Switching Costs and Dynamic Competition,” *International Journal of Research in Marketing*, 2015.

“Optimal Search for Product Information” (with Fernando Branco and Monic Sun), *Management Science*, 2012, pp. 2037-2056.

“Price Discrimination in the Digital Economy” (with Drew Fudenberg), *Oxford Handbook of the Digital Economy* (M. Peitz and J. Waldfogel, Eds.), Oxford University Press, 2012, pp. 254-272.

“A Reflection on Analytical Work in Marketing: Three Points of Consensus” (with Raphael Thomadsen, Robert Zeithammer, Dina Mayzlin, Yesim Orhun, Amit Pazgal, Devavrat Purohit, Ram Rao, Michael Riordan, Jiwoong Shin, and Monic Sun), *Marketing Letters*, 2012, pp. 381-389.

“Strategic Entry Before Demand Takes Off” (with Qiaowei Shen), *Management Science*, 2010, 1259-1271.

“When More Alternatives Lead to Less Choice” (with Dmitri Kuksov), *Marketing Science*, 2010, 507-524.

“Product Variety and Endogenous Pricing with Evaluation Costs,” *Management Science*, 2009, 1338-1346.

“Learning, Forgetting, and Sales” (with Sofia B. Villas-Boas), *Management Science*, 2008, 1951-1960.

“Endogeneity and Individual Consumer Choice” (with Dmitri Kuksov), *Journal of Marketing Research*, 2008, 702-714.

“Competitive Product Lines with Quality Constraints” (with Udo Schmidt-Mohr), *Quantitative Marketing and Economics*, 2008, 1-16 (lead article).

“Consumer Stockpiling and Price Competition in Differentiated Markets” (with Liang Guo), *Journal of Economics and Management Strategy*, 2007, 827-858.

“Dynamic Competition with Experience Goods,” *Journal of Economics and Management Strategy*, 2006, 15, 37-66.

“Behavior-Based Price Discrimination and Customer Recognition” (with Drew Fudenberg), in *Handbook on Economics and Information Systems* (T.J. Hendershott, Ed.) Amsterdam:Elsevier, 2006, pp.377-436.

“The Targeting of Advertising” (with Ganesh Iyer and David Soberman), *Marketing Science*, 2005, 24, 461-476. 2012 ISMS Long Term Impact Award, Finalist. 2005 John D.C. Little Best Paper Award, Finalist.

“Bertrand Supertraps” (with Luís Cabral), *Management Science*, 2005, 51, 599-613. 2005 John D.C. Little Best Paper Award, Finalist. Finalist for 2013 ISMS Long Term Impact

Award.

“Retailer, Manufacturers, and Individual Consumers: Modeling the Supply Side in the Ketchup Marketplace” (with Ying Zhao), *Journal of Marketing Research*, 2005, 42, 83-95.

“Recent Advances in Structural Modeling: Dynamics, Product Positioning and Entry” (with J.P. Dube, K. Sudhir, A. Ching, G.S. Crawford, M. Draganska, J.T. Fox, W. Hartmann, G.J. Hitsch, V.B. Viard, and N. Vilcassim), *Marketing Letters*, 2005, 209-224.

“Price Cycles in Markets with Customer Recognition”, *RAND Journal of Economics*, 2004, 35, 486-501.

“Communication Strategies and Product Line Design”, *Marketing Science*, 2004, 23, 304-316. 2011 ISMS Long Term Impact Award, Finalist.

“Consumer Learning, Brand Loyalty, and Competition”, *Marketing Science*, 2004, 23, 134-145. 2010 & 2012 ISMS Long Term Impact Award, Finalist.

“A Bargaining Theory of Distribution Channels” (with Ganesh Iyer), *Journal of Marketing Research*, 2003, 40, 80-100.

“Renegotiation and Collusion in Organizations” (with Leonardo Felli), *Journal of Economics and Management Strategy*, 2000, 9, 453-483 (lead article).

“Dynamic Competition with Customer Recognition,” *RAND Journal of Economics*, 1999, 30, 604-631.

“Endogeneity in Brand Choice Models,” (with Russell S. Winer) *Management Science*, 1999, 45, 1324-1338. Winner ISMS Long Term Impact Award, 2009.

“Oligopoly with Asymmetric Information: Differentiation in Credit Markets,” (with Udo Schmidt-Mohr) *RAND Journal of Economics*, 1999, 30, 375-396 (lead article).

“Product Line Design for a Distribution Channel,” *Marketing Science*, 1998, 17, 156-169.

“Price Promotions and Trade Deals with Multi-Product Retailers,” (with Rajiv Lal) *Management Science*, 1998, 44, 935-949.

“Comparative Statics of Fixed Points,” *Journal of Economic Theory*, 1997, vol. 73, no. 1 (March), pp. 183-198.

“A Theory of Forward Buying, Merchandising and Trade Deals,” (with Rajiv Lal and John D.C. Little) *Marketing Science*, 1996, 15, 21-37.

“Exclusive Dealing and Price Promotions,” (with Rajiv Lal) *Journal of Business*, 1996, 69, 159-172.

“Models of Competitive Price Promotions: Some Empirical Evidence from the Coffee and Saltine Crackers Markets,” *Journal of Economics and Management Strategy*, 1995, 4, 85-107.

“Sleeping with the Enemy: Should Competitors Share the Same Advertising Agency,” *Marketing Science*, 1994, 13, 190-202.

“Predicting Advertising Pulsing Policies in an Oligopoly: a Model and Empirical Test,” *Marketing Science*, 1993, 12, 88-102. 1993 John D.C. Little Best Paper Award, Finalist.

“Dynamic Duopolies with Non-Convex Adjustment Costs,” *Economics Letters*, 1992, 39, 391-4.

### Working Papers

“A Note on Demand Estimation with Supply Information in Non-Linear Models” (with Tongil “TI” Kim)

“Economic Foundations of Marketing Strategy,” (with Juanjuan Zhang)

“Parallel Search for Information,” (with T. Tony Ke, Wenpin Tang, and Yuming Zhang)

“Well-Posedness for Degenerate Elliptic PDE Arising in Optimal Learning Strategies” (with Tim Laux)

### Research Interests

Competitive strategy, organization design, industrial organization, customer relationship management, customer recognition and relationship marketing, product line coordination, internet strategies.

### Prizes and Grants

Finalist, 2015 ISMS Long Term Impact Award for paper published in the 5-year period 2004-2009, for article “The Targeting of Advertising” (*Marketing Science*, 2005)

Finalist, 2014 ISMS Long Term Impact Award for paper published in the 5-year period 2003-2008, for article “Consumer Learning, Brand Loyalty, and Competition” (*Marketing Science*, 2004)

Finalist, 2014 ISMS Long Term Impact Award for paper published in the 5-year period 2003-2008, for article “Communication Strategies and Product Line Design”

(Marketing Science, 2004)

Finalist, 2014 ISMS Long Term Impact Award for paper published in the 5-year period 2003-2008, for article “The Targeting of Advertising” (Marketing Science, 2005)

Finalist, 2013 ISMS Long Term Impact Award for paper published in the 5-year period 2002-2007, for article “Bertrand Supertraps” (*Management Science*, 2005)

Finalist, 2012 ISMS Long Term Impact Award for paper published in the 5-year period 2001-2006, for article “Consumer Learning, Brand Loyalty, and Competition” (*Marketing Science*, 2004)

Finalist, 2012 ISMS Long Term Impact Award for paper published in the 5-year period 2001-2006, for article “The Targeting of Advertising” (*Marketing Science*, 2005)

2012 Prémio Carreira, Universidade Catolica Portuguesa.

Finalist, 2011 ISMS Long Term Impact Award for paper published in the 5-year period 2001-2006, for article “Communication Strategies and Product Line Design” (*Marketing Science*, 2004)

*Management Science* Meritorious Service Award, 2010.

Finalist, 2010 ISMS Long Term Impact Award for paper published in the 5-year period 2000-2005, for article “Consumer Learning, Brand Loyalty, and Competition” (*Marketing Science*, 2004).

2009 P. José Carlos Belchior Award, Colégio S. João de Brito Alumni Association.

*Management Science* Meritorious Service Award, 2009.

Winner, 2009 ISMS Long Term Impact Award for paper published in the 5-year period 1999-2004, for article “Endogeneity in Brand Choice Models” (*Management Science*, 1999).

Best Paper Analytical in Frontiers of Research in Marketing Science Conference, University of Texas, Dallas, 2009.

Nomination and Honorable Mention for The Earl F. Cheit Outstanding Teaching Award, 2007.

Finalist for the 2005 John D.C. Little Best Paper Award for paper “Bertrand Supertraps,” 2006.

Finalist for the 2005 John D.C. Little Best Paper Award for paper “The Targeting of Advertising,” 2006.

The Earl F. Cheit Outstanding Teaching Award, 2003.

Nomination and Honorable Mention for The Earl F. Cheit Outstanding Teaching Award, 2002.

Grant from the Teradata Center for Customer Relationship Management at Duke University, 2002.

Grant from the Instituto de Formação Bancária, Lisbon, Portugal, 1994.

Finalist for the 1993 John D.C. Little Best Paper Award for paper “Predicting Advertising Pulsing Policies in an Oligopoly: A Model and Empirical Test”, 1994.

National Science Foundation grant for project "Endogeneity in Brand Choice Models," 1993.

Prize Robert Schuman for the dissertation “On Promotions and Advertising Policies: A Strategic Approach,” presented at M.I.T., 1991.

M.I.T. Ph.D. student fellowship, 1987-1991.

Ph.D. program Scholarship from the Calouste Gulbenkian Foundation, 1987.

Prize awarded by the Portuguese Association of Automobile Dealerships for the M.Sc. dissertation on the automobile trade regulation in Portugal, 1987.

Prize awarded by the Banco Português do Atlântico to the best student graduating in Economics in the Universidade Católica Portuguesa in 1984.

#### Presentations at Conferences

Marketing Science Conference, Temple University, 2018

ISMS Doctoral Consortium, Temple University, 2018

Multi-Armed Bandits Workshop, Erasmus Universiteit Rotterdam, 2018

Behavioral Industrial Organization and Marketing, University of Michigan, 2018

Marketing-Industrial Organization Conference, Yale University, 2018

Marketing Science Conference, University of Southern California, 2017

ISMS Doctoral Consortium, University of Southern California, 2017

8<sup>th</sup> Workshop on the Economics of Advertising and Pricing, Nuffield College, University of Oxford, 2015

Marketing Science Conference, Johns Hopkins University, 2015

ISMS Doctoral Consortium, Johns Hopkins University, 2015

Marketing-Industrial Organization Conference, Yale, 2015

Marketing Science Conference, Emory University, 2014

ISMS Doctoral Consortium, Emory University, 2014

NET Institute Conference, UC-Berkeley, 2014  
Faculty Fellow, AMA-Sheth Doctoral Consortium, University of Michigan, 2013  
Marketing-Industrial Organization Conference, Yale University, 2013  
Faculty Fellow, AMA-Sheth Doctoral Consortium, University of Washington, 2012  
Marketing Science Conference, Boston University, 2012.  
Buck Weaver Symposium, MIT, 2012  
Marketing Science Conference, Rice University, 2011.  
ISMS Doctoral Consortium, Rice University, 2011.  
Marketing Science Conference, University of Cologne, Germany, 2010  
ISMS Doctoral Consortium, University of Cologne, Germany, 2010  
Choice Symposium, Key Largo, Florida, 2010.  
Northwestern/Duke/Texas Industrial Organization Theory Conference, Northwestern University, 2009  
Faculty Fellow, AMA-Sheth Doctoral Consortium, Georgia State University, Georgia, 2009  
Marketing Science Conference, University of Michigan, 2009  
INFORMS Doctoral Consortium, University of Michigan, 2009 (plenary session speaker)  
Workshop on Information and Quality, Hong Kong University of Science and Technology, 2009  
UTD-FORMS Conference, University of Texas at Dallas, 2009  
Product & Service Innovation Conference, University of Utah, 2009  
Marketing Science Conference, University of British Columbia, Vancouver, Canada, 2008.  
ISMS Doctoral Consortium, University of British Columbia, Vancouver, Canada, 2008.  
Marketing in Israel, Hebrew University, Jerusalem, Interdisciplinary Center, Herzlia, and Tel Aviv University, 2007  
Theory Rich Marketing Modeling Workshop, Duke University, 2007  
Product & Service Innovation Conference, University of Utah, 2007  
SICS-Summer Institute in Competitive Strategy, University of California, Berkeley, 2006.  
Marketing Science Conference, University of Pittsburgh, Pittsburgh, 2006.  
ISMS Doctoral Consortium, University of Pittsburgh, Pittsburgh, 2006. (plenary session speaker)  
The Future of Distribution Channels Modeling Conference, The Wharton School, Philadelphia, 2006  
Quantitative Marketing and Economics Conference, University of Chicago, Illinois, 2005  
Faculty Fellow, AMA-Sheth Doctoral Consortium, University of Connecticut, Connecticut, 2005  
SICS-Summer Institute in Competitive Strategy, University of California, Berkeley, 2005  
Marketing Science Conference, Emory University, Atlanta, 2005.  
ISMS Doctoral Consortium, Emory University, Atlanta, 2005.  
Workshop on Energy and Sustainable Growth in California: New Horizons for Innovation and Adoption, University of California, Berkeley, 2005.  
Choice Symposium (discussion on “Structural Models of Strategic Choice”), Estes Park, Colorado, 2004.  
Marketing Science Conference, University of Maryland, Maryland, 2003.  
ISMS Doctoral Consortium, University of Maryland, Maryland, 2003.  
INFORMS Conference, San Jose, California, 2002



Conference on Pricing Research, Ithaca, New York, 2002.  
 Marketing Science Conference, Edmonton, Canada, 2002.  
 Winter Meetings of the Econometric Society, ASSA, Atlanta, Georgia, 2002.  
 Marketing Science Conference, Wiesbaden, Germany, 2001.  
 MSI Competitive Responsiveness Conference, Cambridge, Massachusetts, 2001.  
 Winter Meetings of the Econometric Society, ASSA, New Orleans, Louisiana, 2001.  
 8<sup>th</sup> World Congress of the Econometric Society, Seattle, Washington, 2000.  
 Marketing Science Conference, Los Angeles, California, 2000.  
 Winter Meetings of the Econometric Society, ASSA, Boston, Massachusetts, 2000.  
 North American Summer Meetings of the Econometric Society, Madison, Wisconsin, 1999.  
 Marketing Science Conference, Syracuse, New York, 1999.  
 INFORMS Conference, Dallas, Texas, 1997.  
 Joint Statistics Meetings, American Statistical Association, Anaheim, California, 1997.  
 Marketing Science Conference, Berkeley, California, 1997.  
 INFORMS Conference, Atlanta, Georgia, 1996.  
 Marketing Science Conference, Gainesville, Florida, 1996.  
 “International Workshop on Dynamic Competitive Analysis in Marketing” (guest speaker),  
 Montreal, Canada, 1995.  
 Marketing Science Conference, Sidney, Australia, 1995.  
 Marketing Science Conference, Tucson, Arizona, 1994.  
 ASSET (Southern European Association of Economic Theory), Lisbon, Portugal, 1994.  
 European Meetings of the Econometric Society, 1993.  
 Marketing Science Conference, St. Louis, Missouri, 1993.  
 ORSA/TIMS conference, San Francisco, California, 1992.  
 Marketing Science Conference, London, UK, 1992.  
 6<sup>th</sup> World Congress of The Econometric Society, Barcelona, Spain, 1990.  
 Conference of the European Economic Association, Lisbon, Portugal, 1990.  
 Conference of the European Association for Research in Industrial Economics, Lisbon,  
 Portugal, 1990.  
 ORSA/TIMS Conference, Philadelphia, Pennsylvania, 1990.  
 European Meetings of The Econometric Society, Bologna, Italy, 1988.  
 Conference of the European Economic Association, Bologna, Italy, 1988.

#### Invited Presentations at Universities

Carnegie-Mellon University, GSIA: 1990, 2009  
 Columbia University, Graduate School of Business: 1990, 1997, 2010, 2016  
 Cornell University, Johnson Graduate School of Management: 1990, 2004  
 Duke University, Fuqua School of Business: 1999, 2010  
 ESMT Berlin, Germany: 2010  
 Harvard University, Department of Economics: 2001  
 Harvard University, Harvard Business School: 2001, 2013  
 Hong Kong University of Science and Technology: 2002, 2007, 2014.  
 IESE, University of Navarra: 2006.  
 INSEAD: 1991, 2005

ITAM, Mexico: 2016  
London Business School: 2015.  
London School of Economics: 1995  
Massachusetts Institute of Technology, Department of Economics: 1990  
Massachusetts Institute of Technology, Sloan School of Management: 1990, 2001  
McGill University, Department of Economics: 2010  
New University of Lisbon, Department of Economics: 1991, 1994  
New York University, Stern School of Business/Department of Economics: 1990, 2001, 2002  
Northwestern University, Kellogg Graduate School of Management: 1990, 2001  
Ohio State University, College of Business: 1998  
Pennsylvania State University, Department of Economics: 1996  
Purdue University, Economics Group: 1996  
Stanford University, Graduate School of Business: 1991, 1999, 2005, 2016  
Temple University: 2016  
Tsinghua University: 2014.  
Universidad Torcuato Di Tella: 2000  
University of Alberta: 2010  
University of Arizona, Department of Economics: 2010  
Universidade Autònoma de Barcelona, Institut d'Anàlisi Econòmica: 1995  
University of British Columbia, Sauder School of Business: 2009  
Universidade da Coruña, Departamento de Análise Económica: 2002  
University of California, Berkeley, Department of Economics: 1991, 1993, 1994, 1997, 2016  
University of California, Berkeley, Haas School of Business: 1990, 1993(2), 1999  
University of California, Davis: 2009  
University of California at Irvine, Graduate School of Management: 1997  
University of California at Los Angeles, Graduate School of Management: 1990, 1998  
University of California, San Diego: 2004  
University of California, Santa Cruz: 2016  
Universidade Católica Portuguesa, Department of Economics and Business: 1991, 1994, 2004, 2012  
University of Chicago, Graduate School of Business: 1990, 1994, 2006  
University of Colorado, Boulder: 2005.  
University of Florida: 2008.  
University of Maryland: 2019.  
University of Minnesota: 2007.  
University of North Carolina: 2011.  
University of Pennsylvania, Wharton School: 1990, 1997  
University of Pittsburgh: 2011.  
University of Rochester, Simon Graduate School of Business Administration: 1992, 2011  
University of Southern California, Marshall School of Business: 2002  
University of Texas at Dallas, School of Management and Administration: 1996, 2008  
University of Toronto, Rotman School of Management: 2002, 2012  
University of Wisconsin: 2012  
Washington University, St. Louis, Olin School of Business: 1996, 1999, 2008, 2014

Yale University, School of Management: 1990, 2003, 2014

## Courses Taught

Marketing Management (MBA core and undergraduate, Haas Club 6)  
Multivariate Statistics (PhD)  
Marketing Channels (MBA and undergraduate, Haas Club 6)  
Microeconomics of Business (PhD, Haas Club 6)  
Marketing Strategy (PhD, MBA, and undergraduate, Haas Club 6).

## Ph.D. Student Advising

Chair (or co-Chair), Dissertation Committee:

Eddie Ning (2019): “Essays on Stochastic Bargaining and Label Informativeness”, CKGSB  
Hagit Perry (2016): “Essays on Product Strategies through Consideration of Individual Distributions,” IDC Herzliya, Israel.  
Tony Ke (2015): “Three Essays in Operations and Marketing,” Massachusetts Institute of Technology  
Ying Zhu (2015): “Endogenous Econometric Models and Multi-Stage Estimation in High-Dimensional Settings: Theory and Applications,” Purdue University (Statistics and Computer Science)  
T.I. Kim (2013): “Incentives in Firms’ Unobservable, Endogenous Decisions” Diversity and Service Effort,” Emory University.  
Pedro Gardete (2011): “On the Roles of Information in the Interaction of Agents in Markets,” Stanford University.  
James Sawhill (2010): “Three Essays on Strategic Considerations for Product Development,” Rutgers University.  
Qiaowei Shen (2008): “Industry Dynamics with Strategic Entry and Exit,” The Wharton School, University of Pennsylvania.  
Yesim Orhun (2006): “Product Positioning Strategies,” University of Chicago  
Juanjuan Zhang (2006): “History, Expectation, and Market Outcome,” Massachusetts Institute of Technology  
Liang Guo (2004): “Essays on Consumption Flexibility, Stockpiling and Market Interactions,” Hong Kong University of Science and Technology  
Dmitri Kuksov (2003): “The Role of Search, Information and Strategic Decision-Making in a Competitive Marketplace,” Washington University, St. Louis  
Muruvvet Celikbas (Industrial Engineering and Operations Research, 2002): “The Effects of Demand Uncertainty on Equilibrium of Price and Quantities in a Competitive Market,” industry  
Ying Zhao (2001): “Price Dispersion and Retailer Behavior,” Hong Kong University of Science and Technology

Committee member:

Kevin Li (2018): “Multiperiod Optimization Models in Operations Management”  
Nan Chen (2018): “Essays on Quantitative Marketing and Economics,” National University

Singapore.

- Tiffany Shih (ARE, 2013): “Essays on the Industrial Organization of Food Retailing”
- Phu Viet Le (ARE, 2013): “Three Essays on the Impact of Climate Change and Weather Extremes on the United States’ Agriculture”
- Shubhranshu Singh (2013): “Essays on Corruptible Markets, Strategic Certification and Online Peer Effects,” Johns Hopkins University.
- Ling-Chieh Kung (Industrial Engineering and Operations Research, 2012): “Mechanism Design for Multi-layer Supply Chains”
- Jennifer Ifft (ARE, 2011): “The Economics of Animal Health: The Case of Avian Influenza in Vietnam,” USDA.
- Kensuke Kubo (ARE, 2011): “Vertical Integration and Market Entry in the Generic Pharmaceutical Industry,” Indian Statistical Institute.
- Farhan Zaidi (Economics, 2010): “Top of Mind in Task-Based Environments and Choice Under Risk,” Oakland Athletics
- Hwa Ryung Lee (Economics, 2010): “Essays on Competition and Firm Behavior,” University of Zurich.
- Mark Rodini (Economics, 2009): “A Discrete/Continuous Model of Mobile Telephone Demand Using Household Data”
- Rui Huang (ARE, 2008): “Essays on Retailer Assortment Decisions and Consumers’ Choices,” University of Connecticut
- Kristin Kiesel (ARE, 2008): “What Do I Buy Now? Essays on Consumer Response to Food Labeling,” post-doc, Stanford University.
- Felipe Vásquez Lavín (ARE, 2007): “Discrete/Continuous Choice Models and Consumer Heterogeneity”
- Alejandro Moreno (Economics, 2007): “Essays in Behavioral Economics,” Universidad de Guanajuato, Mexico
- James Hilger (ARE, 2006): “The Impact of Water Quality on Southern California Beach Recreation: A Finite Mixture Model Approach,” Federal Trade Commission
- Yanhong Jin (ARE, 2004): “The Economics of a Money-Back Guarantee in Retailing,” Texas A&M University
- Justine Hastings (Economics, 2001): “Essays on Vertical Relationships, Competition and Regulation in the Gasoline Industry,” Yale University
- Erik Heitfield (Economics, 1998): “Who’s Calling Whom? Modeling Social Networks and Long Distance Telephone Demand Using a Truncated Panel Data Methodology,” Federal Reserve Board
- Mario Bergara (Economics, 1998): “Essays on Regulation, Institutions, and Industrial Organization,” University of Uruguay
- Mark Stiving (1996): “An Economic Theory of Price Endings,” Ohio State University
- Katherine Lemon (1994): “An Econometric and Behavioral Investigation of the Customer Disadoption Decision,” Boston College
- Torgeir Vaage (1993): “Contract Length in Franchising: A Theoretical and Empirical Investigation,” consulting

Consulting Experience

Banking  
Telecommunications

#### Professional Affiliations

Member of American Economic Association  
Member of American Marketing Association  
Member of Econometric Society  
Member of INFORMS

#### Other Academic Experience

Department Editor  
*Management Science* (2010-2015)

Associate Editor:  
*Marketing Science* (2003-2017)  
*Management Science* (2008-2010)  
*Quantitative Marketing and Economics* (2002-2013)

Editorial Boards:  
*Marketing Science* (1995-2002)  
*Journal of Marketing Research* (1998-2016)  
*International Journal of Marketing Education* (2002-present)  
*International Journal of Research in Marketing* (1998-present)  
*Foundations and Trends in Marketing* (2005-present)  
*Journal of Dynamics and Games* (2018-present)

Reviewer:  
National Science Foundation  
JNICT  
Israel Science Foundation  
*American Economic Review*  
*American Journal of Agricultural Economics*  
*Annals of Finance*  
*B.E. Journals in Economic Analysis & Policy*  
*Econometrica*  
*Economia*  
*Economic Theory*  
*European Economic Review*  
*European Journal of Operational Research*  
*Games and Economic Behavior*  
*International Economic Review*  
*International Journal of Industrial Organization*

*California Management Review*  
*Journal of Business*  
*Journal of Business and Economic Statistics*  
*Journal of Development Economics*  
*Journal of Economic Psychology*  
*Journal of Economic Theory*  
*Journal of Economics and Management Strategy*  
*Journal of the European Economic Association*  
*Journal of Industrial Economics*  
*Journal of Money, Credit, and Banking*  
*Journal of Political Economy*  
*Journal of Product Innovation Management*  
*Journal of Retailing*  
*Management Science*  
*Managerial and Decision Economics*  
*Marketing Letters*  
*Portugaliae Mathematica*  
*RAND Journal of Economics*  
*Review of Economic Studies*  
*Review of Marketing Science*

Co-Chair, Marketing Science Conference, Berkeley (1997).

Organizing Committee, Summer Institute in Competitive Strategy, Berkeley (2003-2012, co-Chair 2003-2004).

Organizing Committee, The Future of Distribution Channels Modeling Conference, The Wharton School (2006)

Coordinator of evaluation panel of research centers in Portugal (economics/business; 1999, 2003)

VP Meetings, INFORMS Society for Marketing Science (2005-2006)

EMAC 2007 Track Chair

Service at University of California, Berkeley:

Campus:

Committee on Research (2000-2009)

Chair, Portuguese Studies Program (1998-1999)

Committee on Student Conduct (2001-2003)

Chair, Committee on Research (2006-2008)

Divisional Council (2006-2008)

Campus Technology Council (2007-2008)

Co-Chair, Task Force on University-Industry Partnerships (2008)

Search Committee for Vice-Chancellor for Research (2008)

Committee on Research (2014-2015)

Haas School of Business:

Chair, Marketing Group (2011-2014)

Policy and Planning Committee, P<sup>2</sup> (1998-2000)

Marketing Recruiting Committee (1991-present; Chair: 1999-2000)

Evening MBA Committee (1998-2000)

Space Allocation Committee (1999-2000)

Marketing Ph.D. Program Field Advisor (1996-2004, 2011-2012, 2017-2018)

Ph.D. Program Committee (1996-2004, 2006-2009, 2011-2012, 2017-2018)

Director, Ph.D. Program (2006-2009)

Hiring Committee (2008-2010)