

## **Ganesh Iyer**

Haas School of Business  
University of California, Berkeley  
Berkeley, U.S.A  
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### **Current Academic Position**

July 2007 – present: Edgar F. Kaiser Professor of Business Administration, Haas School of Business, University of California at Berkeley.

### **Previous Academic Positions**

July 2008 to June 2010: Associate Dean for Academic Affairs and Chair of Faculty, Haas School of Business, University of California at Berkeley.

July 2006 to June 2007: Harold Furst Associate Professor of Management Philosophy and Values, Haas School of Business, University of California at Berkeley.

July 2003 to June 2006: Associate Professor (with tenure), Haas School of Business, University of California at Berkeley.

July 2000 to June 2003: Assistant Professor, Haas School of Business, University of California at Berkeley.

July 1996 to June 2000: Assistant Professor, John M. Olin School of Business, Washington University.

### **Affiliations and Visiting Professorships**

Center for Effective Global Action, Faculty Affiliate, (2016 - present)

Sandra Dawson Visiting Professor, Judge School of Business, University of Cambridge (May 2015)

Osim Visiting Professor, National University of Singapore Business School (Jan 2011 - ).

Dean's Visiting Professor, National University of Singapore Business School (June-July 2009).

Visiting Professor, Hong Kong University of Science and Technology, (June 2003, 2004).

Visiting Professor, INSEAD Singapore (June 2005).

Visiting Professor, Indian School of Business (Jan – Feb. 2007).

## Education

Ph.D. in Management, University of Toronto, 1996.

Masters in Management Studies, University of Bombay, 1984.

Bachelor of Engineering (Electrical Engineering), University of Bombay, 1982.

## Academic Honors and Awards

Finalist for the 2014 and 2015 Informs Long-Term Impact Award for the “The Targeting of Advertising,” 2005, *Marketing Science*

Finalist for the John D.C Little Best Paper Award for 2012, for the paper “Competition in Consumer Shopping Experience,” published in *Marketing Science*.

Finalist for the 2012 Informs Long-Term Impact Award for two papers published in *Marketing Science*

“The Targeting of Advertising,” 2005

“Internet Shopping Agents: Virtual Colocation and Competition,” 2003

Informs Society for Marketing Science Doctoral Consortium, Faculty Fellow, 2007 & 2008, 2011, 2013, 2015, 2017.

AMA-Sheth Doctoral Consortium, Faculty Fellow, 2006, 2010, 2012, 2014, 2015.

Honorable Mention for the Earl F. Cheit Outstanding Teaching Award, 2008.

Finalist for the John D.C Little Best Paper Award for 2005, for the paper “The Targeting of Advertising,” published in *Marketing Science*.

Marketing Science Institute’s Young Scholars Program, January, 2005.

Finalist for the John D.C. Little Best Paper Award for 2003, for the paper “Internet Shopping Agents: Virtual Colocation and Competition” published in *Marketing Science*.

Schwabacher Fellowship, Haas School of Business 2002-03.

Marketing Science Institute’s Young Scholars Program, January, 2001.

Winner of the John D.C. Little Best Paper Award for 2000, for the paper “Markets for Product Modification Information” published in *Marketing Science*.

Finalist for the John D.C Little Best Paper Award for 1998, for the paper “Coordinating Channels

under Price and Non-price Competition published in *Marketing Science*.

University of Toronto Representative to the Doctoral Consortium, AMA Santa Clara, CA, 1994.  
Social Sciences and Humanities Research Council of Canada Doctoral Fellowship (1994-1995).

Ontario Graduate Scholarship (OGS), 1993-1996.

University of Toronto Open Scholarship, 1991-1995.

William Twaits Scholarship, 1992-1993.

National Merit Scholarship, Government of India.

## **Publications**

1. Multimarket Value Creation and Competition, 2019 (with Qiang Fu), *Marketing Science*, 38, 1, pp. 129-149.
2. “Voluntary Product Safety Certification,” 2018 (with Shubhranshu Singh), *Management Science*, 64, 2, 695-714.
3. “Social Responsibility and Product Innovation,” 2016 (with David Soberman), *Marketing Science*, 35, 5, 727-742.
4. “Competing for Attention in Social Communication Markets,” 2016, (with Zsolt Katona), *Management Science*, 62, 8, 2304-2320.
5. “Research Opportunities in Emerging Markets: an Inter-disciplinary Perspective from Marketing, Economics, and Psychology,” (with K Sudhir, et. al), *Customer Needs and Solutions*, March 2015.
6. “Editorial: Report of the Marketing Science Editorial Review Committee,” 2014, (with Peter Fader, Bart Bronnenberg, Scott Neslin, Oded Netzer and Kannan Srinivasan), *Marketing Science*, 33, 2, 159-162.
7. “Editorial: New Editorial Structure for Marketing Science,” 2014, (with Preyas Desai, Fred Feinberg, K. Sudhir and Russ Winer), *Marketing Science*, 33, 2, 163-164.
8. “Multilateral Bargaining and Downstream Competition,” 2013, (with Liang Guo), *Marketing Science*, 32, 3, 411-430.
9. “Competition in Consumer Shopping Experience,” 2012, (with D. Kuksov), *Marketing*

*Science*, 31, 6, 913-933.

- **Finalist, for the John D.C. Little Best Paper Award for 2012**

10. "A Reflection on Analytical Work in Marketing: Three Points of Consensus," 2012, (with R. Thomadsen, R. Zeithammer et. al), *Marketing Letters*, 23, 2, 281-289.
11. "Limited Memory, Categorization and Competition," 2010, (with Y. Chen and A. Pazgal), *Marketing Science*, 29, 4, 650-670.
12. "Consumer Feelings and Equilibrium Product Quality," 2010, (with D. Kuksov), *Journal of Economics and Management Strategy*, 19, 1, Spring, 137-168.
13. "Information Acquisition and Sharing in a Vertical Relationship," 2010, (with L. Guo), *Marketing Science*, 29, 3, 483-506.
14. "Corruptible Advice," 2009, (with E. Durbin), *American Economic Journal: Microeconomics*, 1, 2, August, 220-242.
15. "Planned and Actual Betting in Sequential Gambles," 2009, (with E. Andrade), *Journal of Marketing Research*, 46, June, 372-383.
16. "Experiments of Strategic Choice and Markets," 2008, *Marketing Letters*, (with W. Amaldoss, T. Ho, A. Krishna, K.Y. Chen, P. Desai, S. Jain, N. Lim, J. Morgan, R. Oprea, and J. Srivasatava), 19, July, 417-429.
17. "Too Close to be Similar: Product and Price Competition in Retail Gasoline Markets," 2008, (with P.B. Seetharaman), *Quantitative Marketing and Economics*, 6, 205-234
18. "Procurement Bidding with Restrictions," 2008, (with A. Pazgal), *Quantitative Marketing and Economics*, 6, 2, 177-204.
19. "Information and Inventory in Distribution Channels," (with C. Narasimhan and R. Niraj), 2007, *Management Science*, 53, 10, 1551-1561.
20. "Internet Based Service Institutions, Comment," (with V. Padmanabhan), 2006, *Marketing Science*, 25, 6, pp.598-600.
21. "Job Satisfaction, Job Performance and Effort: A Re-examination using Agency Theory," (with M. Christen and D. Soberman), 2006, *Journal of Marketing*, 70, January, pp. 137-150.
22. "The Targeting of Advertising," 2005, (with D. Soberman and J. M. Villas-Boas), *Marketing Science*, 24, 3, pp. 461-476,
  - **Finalist, for the John D.C. Little Best Paper Award for 2005.**

- **Finalist: INFORMS Long Term Impact Award, 2012, 2014, 2015.**
23. “To Price Discriminate or Not: The Choice of Station Type in Retail Gasoline Markets,” (with P.B. Seetharaman), 2003, *Quantitative Marketing and Economics*, v. 1, 2, pp. 155-178.
  24. “Internet Shopping Agents: Virtual Colocation and Competition,” (with A. Pazgal), *Marketing Science*, 2003, v 22, 1, pp. 85-106,
    - **Finalist, for the John D.C. Little Best Paper Award for 2003.**
    - **Finalist: INFORMS Long Term Impact Award, 2012.**
  25. “A Bargaining Theory of Distribution Channels,” (with J. M. Villas Boas), 2003, *Journal of Marketing Research*, v. 40, February, pp. 80-100.
  26. “Referral Infomediaries,” (with Y. Chen and V. Padmanabhan), 2002, *Marketing Science*, 21, 4, pp. 23-45.
  27. “Price Competition under Stockpiling and Flexible Consumption,” (with D. Bell and V. Padmanabhan), 2002, *Journal of Marketing Research*, v. 39, August, 292-303.
  28. “Consumer Addressability and Customized Pricing,” (with Y. Chen), 2002, *Marketing Science*, 21, 2, pp. 197-208.
  29. "Markets for Product Modification Information," (with D. Soberman), *Marketing Science*, 2000, 19, 3, pp.203-225,
    - **Winner, John D.C. Little Best Paper Award for 2000, Lead Article.**
  30. “Coordinating Channels Under Price and Non-Price Competition,” *Marketing Science*, 1998, 17, 4, pp. 338-355,
    - **Finalist, for the John D.C. Little Best Paper Award for 1998.**

## Book Chapter

“Contractual Relationships and Coordination in Distribution Channels,” 2003, (with V. Padmanabhan) chapter in “Managing Business Interfaces” eds. Amiya Chakravarty and Jehoshua Eliashberg, Kluwer Publishers.

## Working Papers

- “Pushing Information,” 2019, (with Zachary Zhong)
- “Recommendations with Feedback,” 2019, (with Gustavo Manso)
- “Polarization in Group Interactions,” 2018, (with Hema Yoganasimhan)
- “Competitive Information Revelation,” 2018, (with Shubhranshu Singh)

## **Research Interests**

Competitive Marketing Strategy, Coordination in Distribution Channels, Internet Strategy and Institutions, Bounded Rationality and Marketing Strategy, Communication and Advice, Marketing and Development.

## **Administrative Service for the Haas School**

Chair Marketing Group (2017 - )  
Chair, Policy and Planning Committee, Haas School of Business (2013- 2014 and 2018-2019)  
Member, Policy and Planning Committee, Haas School of Business (2012 - 2014), (2017 - )  
Chair, EWMBA Program Committee (2013-2015)  
Ph.D. Program Field Advisor (2012 - 2017)  
School-wide Hiring Committee (2013 - 2014)  
Endowed Chair Appointments Committee (2012 - 2016)  
Co-chair, Marketing Group, Haas School of Business (July 2010 – June 2011)  
Associate Dean for Academic Affairs (July 2008 – June 2010)  
Acting Associate Dean for Academic Affairs (January 2008 – June 2008)  
School-wide Hiring Committee (2007 - 2008)  
Member Policy and Planning Committee, Haas School of Business (2006-2007).  
Ph.D. Program Field Advisor (2004 - 2006)  
MBA Program Committee Member (2005 - 2006)  
Haas Visiting Scholar Program Advisor (2003 - 2011)  
Member of the Standing Committee on Student Diversity (2003 - 2006)  
Marketing Recruiting Committee (2003 - 2013).  
Junior Faculty Representative, Spring 2002.

## **Administrative Service for the University of California**

Committee for Research, U.C. Berkeley (July 2009 – June 2013)  
Member, External Review Committee for the School of Business Administration, U.C. Riverside (March 2010).  
University of California Compensation Plan Steering Committee (January 2010 – June 2010).  
Member, Vice Provost Academic Affairs and Faculty Welfare Search Advisory Committee, U.C. Berkeley (August 2010 – September 2010).

## **Service to the Profession**

Marketing Science Journal Review Committee (June-September 2013)  
Secretary, Informs Society for Marketing Science (ISMS) (January 2012 – 2016)  
Panel Member NSF Decision, Risk and Management Science Panel (2014 - 2016)

## Editorial Positions

Senior Editor: *Marketing Science* (2014 - present)  
Associate Editor: *Marketing Science* (2007- 2014)  
Guest Editor-in-Chief: *Marketing Science* (2010 - 2012)  
Associate Editor: *Management Science* (2010 - 2014)  
Associate Editor: *Quantitative Marketing and Economics* (2004 - 2014)  
Senior Editor: *Production and Operations Management* (2013-2014)  
Editorial Board Member: *Marketing Science* (2003-2007),  
Editorial Board Member: *Journal of Marketing* (2005-2008)  
Editorial Board Member: *Review of Marketing Science* (2002 - present)  
*Production and Operations Management* (Area Editor), Special Issue on “Marketing and Operations Management Interfaces and Coordination”.

Ad hoc Reviewer:

*American Economic Review*  
*Berkeley Journals in Economic Analysis and Policy*  
*Economic Journal*  
*Economic Theory*  
*International Journal of Industrial Organization*  
*International Journal of Research in Marketing*  
*Israel Science Foundation*  
*Journal of Business*  
*Journal of Economics and Management Strategy*  
*Journal of Industrial Economics*  
*Journal of Marketing*  
*Journal of Marketing Research*  
*Journal of Retailing*  
*Marketing Letters*  
*Marketing Science*  
*Management Science*  
*Manufacturing and Service Operations Management*  
*National Science Foundation*  
*Naval Research Logistics*  
*Operations Research*  
*Production and Operations Management*  
*Quantitative Marketing and Economics*  
*Rand Journal of Economics*  
*Review of Marketing Science*  
*Southern Economic Journal*

## Committees and Conference Organizing

2011, ISMS Doctoral Dissertation Committee

Co-Chair, *Summer Institute in Competitive Strategy*, 2005, 2012.

Organizing Committee, *Summer Institute in Competitive Strategy*, (2003 -).

Organizing Committee, *the Future of Distribution Channels Research Conference*, Wharton School, May 2006.

Program Committee, 2006, 2008, 2010 *QME Conference*, GSB, Stanford University and Stern School, NYU, Anderson School UCLA.

## Ph.D. Advising

At U.C. Berkeley

- Alexey Sinyashin (2018), Orals Committee Chair
- Xin Chen (2017), Orals Committee
- Eddie Ning, (2016), Orals Committee Chair.
- Zachary Zhong, (2016), Dissertation Co-Chair
- Ying Zhu, (2015), Committee Member.
- Aniko Oery, 2014, Committee Member.
- Chen Nan Liao 2014, (Industrial Engineering and Operations Research), Committee Member, Orals Committee.
- Ron Berman, 2014, Committee Member, Orals Committee.
- Shubhranshu Singh 2013, Dissertation Chair, “Essays on Corruptible Markets, Strategic Certification and Online Peer Effects.”
- So Eun Park (2012), Orals Committee Chair, Committee Member, “Adaptive and Sophisticated Learning in p-Beauty Contest Games.”
- Ravi Shanmugam (2009), Dissertation Chair, Orals Committee, “Anchor Store Quality and Mall Competition.”
- Yakov Bart (2009), Dissertation Chair and Orals Committee Chair “Multiproduct Competition with Demand Complementarity in Gasoline Markets.”
- Pedro Gardete (2008), Committee Member and Orals Committee Chair, ‘A Model of Price Promotions with Consumer Inertia and Dynamic Competition.’
- Qiaowei Shen (2006) Committee Member and Orals Chair, “Dynamic Entry Decisions and Industry Evolution.”
- Juanjuan Zhang (2005) Committee Member and Orals Committee Chair, “History, Expectation and Market Outcomes.”
- Liang Guo, (2004) Dissertation Co-Chair, “Essays on Consumption Flexibility, Stockpiling and Market Interactions.”
- Dmitri Kuksov, (2003) Committee Member and Orals Committee Chair, “The Role of Search, Information and Strategic Decision-Making in a Competitive Marketplace.”



- Shiming Deng (2003, Industrial Engineering), Committee Member, “Production, Pricing and Contract Management in Supply Chains.”
- Ying Zhao (2001), Committee Member, “Price Dispersion and Retailer Behaviour.”

At Washington University

- Yuxin Chen (1998), Committee Member, “Targetability and Individual Marketing Competition.”
- Rakesh Niraj (2001), Committee Member, “Vertical Information Sharing in Channels.”

## Research Seminars and Presentations

ISMS Doctoral Consortium, University of Southern California, June 2017.

ISMS Doctoral Consortium, Johns Hopkins University, June 2016.

“Polarization in Group Interactions,”

University of Florida Sept, 2017

GSB, Columbia University (April 2016)

Yale SOM, (April 2016)

Olin School, Washington University

Harvard Business School (May 2016)

MIT Sloan School of Management (May 2016)

University of Toronto (May 2016)

“Voluntary Product Safety Certification,”

Foster School, University of Washington, (April 2016)

“Competing for Attention in Social Communication Markets,”

Judge School of Business, May 2015

Jones School, Rice University, May 2014

University of Texas, Dallas, May 2014

C.T Bauer School of Business, University of Houston, March 2014.

Faculty Lunch Seminar Series, Haas School of Business, University of California, Berkeley, November 2013.

Sauder School of Business, University of British Columbia, September 2013

ISMS Doctoral Consortium, Northwestern University, June 2014

ISMS Doctoral Consortium, Istanbul, Turkey, June 2013

“Multilateral Bargaining and Downstream Competition,”

Joint Marketing, ITIO, Econ/Strategy Seminar, Rady School of Business, UCSD.

“Developing and Writing a Theoretical Research Problem,”

“Analytical Quantitative Research Session,” Session Chair.

2012, American Marketing Association Doctoral Consortium, June 2012.

“Competition in Consumer Shopping Experience”

Singapore Management University, February 2012

NUS Business School, March 2012.

CKGSB, China, April 2012.

University of Toronto, June 2012.

“Information Processing and Search Costs”

2011, Informs Society for Marketing Science, Doctoral Consortium, June 2011

“Multilateral Bargaining with Downstream Competition’

Olin School of Business, Washington University in St. Louis, March 2011.

“Limited Memory, Categorization and Market Competition”

Singapore Management University, January 2010, Sabanci University, May 2010.

“Multilateral Bargaining with Downstream Competition’

Presentation at the Choice Conference, Key Largo, Florida, May 2010.

“Corruptible Advice,”

Graduate School of Management, University of California, Irvine, May 2009.

“Branding and Advertising,”

Presentation at the 2007 Informs Society for Marketing Science Doctoral Consortium.

Discussant for “Expected Firm Altruism and Brand Extensions,” by Julio Rotemberg, QME conference, Stern School of Business, New York University, October 2008.

“Corruptible Advice,”

Kellogg School of Management, Northwestern University, April 2008.

University of Texas at Austin, March 2008

University of Southern California, Marshall School, Marketing Camp, March 2008

University of North Carolina, Kenan-Flagler School, May 2008.

Presentation at the Seventh Triennial Invitational Choice Conference at the Wharton School, University of Pennsylvania, June 2007.

“Advertising Strategy,”

Presentation at the 2007 Informs Society for Marketing Science Doctoral Consortium.

“Consumer Feelings and Quality Evaluations,” at SICS 2007, U.C. Berkeley, July 2007

“Negative Advertising,” at SICS 2007, U.C. Berkeley, July 2007.

“Discussant for “Vaporware, Suddenware, and Trueware: New Product Pre-Announcements,” by Ozge Torut and Elie Ofek, QME conference, Graduate School of Business, Stanford University, October 2006.

“A Theory of Firm View of Distribution Channels”

Presentation at the 2006, AMA-Sheth Doctoral Consortium, University of Maryland, July 2006.

Discussant at the Summer Institute in Competitive Strategy, U. C. Berkeley, June 2006.

Discussant at the Future of Distribution Channels Conference, Wharton School, May 2006.

“Corruptible Advice”

University of Alberta, Marketing Camp, May 2006.

MSI Young Scholars Conference, May 2006.

Graduate School of Business, Stanford University, March 2006.

“Limited Memory and Market Competition”

Graduate School of Business, Columbia University, April 2006.

Carlson School of Management, University of Minnesota, March 2006.

Ross School of Business, University of Michigan, January 2006.

“Corruptible Advice”

Marketing in Israel Conference, Israel, December, 2005.

“Limited Memory and Market Competition”

Department of Economics, U.C. Berkeley (Micro Theory Seminar), March, 2004.

Harvard Business School, April 2004.

Berkeley-Davis-Santa Clara-Stanford Spring Colloquium, May 2004.

“The Targeting of Advertising,”

Sloan School of Management, MIT, Ph.D. camp, October 2004.

Tepper School of Business, Carnegie Mellon University, May 2004.

HKUST, June 2004.

“Quality and Location in Retail Gasoline Markets”

HKUST, June 2004.

“The Targeting of Advertising,”

School of Management, University of Texas, Dallas, April 2003.

School of Management, Yale University, November 2003.

Graduate School of Management, University of California, Davis, December 2003.

Competition in Heterogeneous Markets: Theory and Empirical Evidence from Retail Gasoline Markets.

INSEAD, Fontainebleau, France, January 2003

“The Targeting of Advertising,”

Graduate School of Business, University of Chicago, May 2002.

Rotman School of Management, University of Toronto, May 2002.

Olin School of Business, Washington University in St. Louis, November 2002.

“Referral Infomediaries,”

Graduate School of Business, Stanford University, January 2002.

“Internet Shopping Agents: Virtual Colocation and Competition,”

UCLA May 2001

Berkeley-Davis- Stanford Marketing Colloquium

Berkeley I.O. spring seminar series.

“Referral Infomediaries and Retail Competition,”

Berkeley Choice Symposium, Monterey CA, June 2001.

Invited presentation made at the Marketing Science Institute’s Young Scholar’s Program, Utah, January 2001.

“Markets for Product Modification Information," Haas School U.C., Berkeley, March 2000.

“Internet Shopping Agents: Virtual Colocation and Competition,” at INSEAD marketing camp, June 2000.

“Markets for Product Modification Information," Fuqua School of Business, Duke University, December 1999,

"A Bargaining Theory of Distribution Channels,"

GSB Stanford University March 1999,

University of Toronto, December 1999.

Northwestern University October 1998.

GSB University of Chicago, April 1998.

Wharton School of Business, March 1998.

“Coordinating Channels under Price and Non-Price Competition," at the Haas School of Business, University of California Berkeley, April 1998.

"Retail Differentiation and Channel Coordination in Heterogeneous Markets,"

GSIA Carnegie Mellon University

GSB University of Chicago,  
GSB Stanford University,  
Washington University.  
Rutgers University

## **Teaching**

### **Haas School of Business, U.C. Berkeley**

Marketing Management and Organization, MBA 206, EWMBA 206.

Marketing Management, Berkeley-Columbia Program.

High-Technology Marketing Strategy, MBA 264, EWMBA 264.

Business-to-Business Marketing, BA 268

Marketing UGBA 106

Doctoral Seminar, PHD 269-C,

Doctoral Seminar, Marketing Strategy, PHD 269-D

### **Olin School of Business, Washington University**

Principles of Marketing MKRT 370/372

Marketing Policy and Analysis (MBA, EMBA) MKRT 5501/5502.

## **Corporate Experience**

Research Management Group, Toronto, Canada, Research Consultant.

The Boots Company (India) Ltd. (Consumer Products Div.), Product Manager.

McDowell and Company Ltd., India, Branch Sales Manager, Management Trainee.