October 22, 2025

CURRICULUM VITAE

J. Miguel Villas-Boas

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University of California, Berkeley
Berkeley, California 94720-1900
Tel. (510)642-1250
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http://faculty.haas.berkeley.edu/villas/

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.

Nova School of Business and Economics
Universidade Nova de Lisboa, Lisbon, Portugal.
M. Sc. in Economics (1987)

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

Publications

1. "A Theory of the Effects of Privacy" (with Alessandro Bonatti and Yunhao Huang), *Management Science,* forthcoming.

2. "Search Fatigue, Choice Deferral, and Closure" (with Z. Eddie Ning and Yunfei (Jesse) Yao), *Marketing Science,* 2025, 44(5), 1188-1211.

3. "Influencer Authenticity: To Grow or To Monetize" (with Cristina Nistor and Matthew Selove), *Management Science,* 2025, 71(6), 5251-5267.

4. "Toward an Information-Processing Theory of Loss Aversion," *Marketing Science,* 2024, 43(3), 523-541.

5. "Browse or Experience," (with Z. Eddie Ning), *Marketing Science,* 2023, 42(2), 336-359.

6. "Parallel Search for Information in Continuous Time – Optimal Stopping and Geometry of the PDE," (with T. Tony Ke, Wenpin Tang, and Yuming Zhang), *Applied Mathematics and Optimization*, 2022, 85(3).

7. "Are we #Stayinghome to Flatten the Curve?," (with James Sears, Vasco Villas-Boas, and Sofia B. Villas-Boas," *American Journal of Health Economics,* 2023, 9(1), 71-95.

8. "Following the Customers: Dynamic Competitive Repositioning," (with Z. Eddie Ning), *Management Science*, 2021, 68(2), 1002-1018.

9. "A Dynamic Model of Optimal Retargeting," (with Yunfei Jesse Yao), *Marketing Science,* 2021, 40(3), 428-458.

10. "Economic Foundations of Marketing Strategy," (with Juanjuan Zhang), *The Routledge Companion to Strategic Marketing,* (B.B. Schlegelmilch and R.S. Winer, Eds.), Routledge, 2020, pp. 20-38.

11. "Repeated Interactions in Teams: Tenure and Performance," *Management Science,* 2020, 66(3), 1496-1507.

12. "Well-Posedness for Degenerate Elliptic PDE Arising in Optimal Learning Strategies" (with Tim Laux), *Interfaces and Free Boundaries*, 2020, 22, pp. 119-129.

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

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

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

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

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

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

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

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

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

22. "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.

23. "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.

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

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

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

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

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

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

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

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

32. "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.

33. "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.

34. "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.

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

36. "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.

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

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

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

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

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

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

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

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

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

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

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

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

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

50. "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.

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

52. "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.

53. "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)

"Searching for Breakthroughs" (with Wee Chaimanowong and T. Tony Ke)

"Unmasking the Deception: The Interplay between Fake Reviews, Rating Dispersion, and Consumer Demand" (with Yunhao Huang and Mingduo Zhao)

"Technology, Uncertainty, and Unique Firm Assets" (with Yunhao Huang)

"An Empirical Model of Endogenous Attention" (with Tianyu Han and T.Tony Ke)

"Sequential Search with Multi-Homing Consumers" (with Yue Li)

Research Interests

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

Prizes and Grants

Fellow of the INFORMS Society of Marketing Science (ISMS), 2019

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

Senior Fellow, ISMS Early-Career Scholars Camp, Columbia University, 2025.
Quantitative Marketing and Economics Conference, University of Chicago, 2025.
Marketing Science Conference, University of Georgia, Washington DC, 2025.
ISMS Doctoral Consortium, Johns Hopkins University, Washinton DC, 2025.
Marketing Dynamics Conference, Goa Institute of Management, Goa, India, 2025.
Frank M. Bass – UT Dallas Frontiers of Research in Marketing Science Conference (UTD FORM), University of Texas at Dallas, 2025.
Workshop in Management Science, Pucón, Chile, 2025
Lisbon Meetings in Game Theory and Applications, Portugal, 2024
Marketing Science Conference, University of Miami, 2023.
ISMS Doctoral Consortium, University of Miami, 2023.
Behavioral Industrial Organization and Marketing, University of Michigan, 2023.

Junior Faculty Development Forum, Washington University, St. Louis, 2023.
Senior Fellow, ISMS Early-Career Scholars Camp, Duke University, 2022.
Marketing Science Conference, University of Chicago, 2022
Marketing Science Conference, University of Rochester, 2021
World Congress of the Econometric Society, Bocconi University, 2020
Marketing Science Conference, Duke University, 2020
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
8th 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.
8th 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.
6th 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

Bocconi University: 2013
Carnegie-Mellon University, GSIA: 1990, 2009, 2024
Chapman University: 2019
City University of Hong Kong: 2025
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.
Indiana University, 2020
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, 2023
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 College, London: 2022
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, 2022.
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 Mangement: 2002, 2012, 2025
University of Wisconsin: 2012
Washington University, St. Louis, Olin School of Business: 1996, 1999, 2008, 2014, 2019
Yale University, School of Management: 1990, 2003, 2014

Teaching

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).

Materials:
Case study "Amyris, Inc: Make good. No compromise," co-authored with Juan Guillermo Norero, Berkeley-Haas Case Series, April 1, 2019.

Ph.D. Student Advising

Chair (or co-Chair), Dissertation Committee:
Yunhao Huang (2025) "Essays on Information and Incentives in Digital Markets,"

University of Southern California

Tianyu Han (2024) "Essays of Marketing Strategies for the Credit Card Market," Hong Kong University of Science and Technology

Yunfei (Jesse) Yao (2023): "The Role of Information in Marketing Strategy," Chinese University of Hong Kong

Fan Zhang (2023): "Essays on Quantitative Marketing," Nova School of Business and Economics.

Alexey Sinyashin (2022): "Essays in Quantitative Marketing"

Zihao (Harry) Zhou (2021): "Essays on Quantitative Marketing Theory," University College, London.

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"

Ying Zhao (2001): "Price Dispersion and Retailer Behavior," Hong Kong University of Science and Technology

Committee member:

Hal Gordon (ARE, 2023): "Demand for Thress Environmentally Friendly Goods: Plant Based Meat, Clean Air, and Efficient Light Bulbs"

Elisa Daniela Duran Micco (ARE, 2020): "Three Essays on Applied Microeconomics"

Kevin Li (IEOR, 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, 2023-2024)
International Journal of Marketing Education (2002-2020)
International Journal of Research in Marketing (1998-2023)
Foundations and Trends in Marketing (2005-2024)
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-present, 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

Scientific Committee of the Behavioral IO and Marketing Symposium, University of Michigan, 2024

Scientific Committee of the Portuguese Economic Journal conference, Chair, Nova School of Business and Economics, 2025.

Service at University of California, Berkeley:

Campus:

Committee on Research (2000-2009, 2014-2015, Chair 2007-2009)
Chair, Portuguese Studies Program (1998-1999)

Committee on Student Conduct (2001-2003)
Chair, Committee on Research (2006-2008)
Divisional Council (2006-2008, 2023-present))
Campus Technology Council (2007-2008)
Co-Chair, Task Force on University-Industry Partnerships (2008)
Search Committee for Vice-Chancellor for Research (2008)
Committee on Budget and Interdepartmental Relations (2018-2021)
Committee on Academic Planning and Resource Allocation, (Vice-Chair 2022-2023; Chair 2023-present).

Haas School of Business:

Chair, Marketing Group (2011-2014)
Policy and Planning Committee, P^2 (1998-2000, 2023-present)
Marketing Recruiting Committee (1991-present; Chair: 1999-2000)
Evening Weekend MBA Committee (1998-2000, Chair: 2017-2019)
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)