

# ODED NETZER

(Updated June 2017)

Columbia University  
Graduate School of Business  
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New York, NY 10027-6902

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## ACADEMIC POSITIONS

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**Professor of Business, Columbia Business School**

July 2017-Present

**Associate Professor of Business, Columbia Business School**

July 2013-June 2017

**Visiting Researcher, Interdisciplinary Center, Hertzelia**

August 2013-July 2014

**Philip H. Geier Jr., Associate Professor of Business, Columbia Business School**

January 2011-June 2013

**Associate Professor of Business, Columbia Business School**

July 2008-December 2010

**Assistant Professor of Business, Columbia Business School**

July 2004-June 2008

## EDUCATION

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**Graduate School of Business, Stanford University, CA**

Ph.D. in Marketing, June 2004

**Statistics Department, Stanford University, CA**

M.Sc. in Statistics, April 2002

**Faculty of Industrial Engineering and Management, Technion, Israel Institute of technology, Israel**

B.Sc. in Industrial Engineering and Management (summa cum laude), February 1997

## HONORS AND AWARDS

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- The 2016-2017 Columbia University GSAC Faculty Mentoring Award to commemorate excellence in the mentoring of Ph.D. students.
- Finalist, 2016 William O'Dell Best Paper Award, *Journal of Marketing Research*, article published in 2011 (five years ago) that “made the most significant long-term contribution to marketing theory, methodology and/or practice.”
- Finalist, 2015 Frank M. Bass Outstanding Dissertation Award. award for best marketing paper derived from a Ph.D. thesis published in *Marketing Science* or *Management Science*, 2015
- Winner, 2014 ISMS Long Term Impact award, given to a marketing paper published in *Marketing Science*, or *Management Science*, or another INFORMS journal, that is viewed to have made a significant long run impact on the field of Marketing.
- Finalist, 2014 John Little Best Paper Award, award for best marketing paper published in *Marketing Science* or *Management Science*, 2014
- Finalist, 2014 Frank M. Bass Outstanding Dissertation Award. award for best marketing paper derived from a Ph.D. thesis published in *Marketing Science* or *Management Science*, 2014
- AMA Sheth Foundation Doctoral Consortium Faculty Fellow, 2012, 2015, 2017
- 2012 George S. Eccles Research Fund Award.
- Marketing Science Institute, Young Scholar Program, 2011.
- Columbia Business School Dean's Award for Teaching Excellence, 2010.
- Best Competitive Paper Award, *Society for Consumer Psychology (SCP)*, Winter Conference, 2010.
- Finalist, 2009 William O'Dell Best Paper Award, *Journal of Marketing Research*, article published in 2004 that “made the most significant long-term contribution to marketing theory, methodology and/or practice.”
- Winner, 2008 John Little Best Paper Award, award for best marketing paper published in *Marketing Science* or *Management Science*, 2008
- Winner, 2008 Frank M. Bass Outstanding Dissertation Award. award for best marketing paper derived from a Ph.D. thesis published in *Marketing Science* or *Management Science*, 2008
- Finalist, 2005 Paul E. Green Best Paper Award, *Journal of Marketing Research*, article published in 2004 that “shows or demonstrates the most potential to contribute significantly to the practice of marketing research and research in marketing.”
- Honorable Mention, Alden G. Clayton Doctoral Dissertation Competition, Marketing Science Institute, 2002
- INFORMS Doctoral Consortium Fellow, University of Alberta, 2002
- AMA-Sheth Doctoral Consortium Fellow, University of Miami, 2001
- Super Jaedicke Merit Award, Stanford University, 1999

- Pinchas Naor's Award for Achievement in the field of Operations Research, Technion, Israel Institute of technology, Israel, 1996
- President's High Honors Award, Technion, Israel Institute of Technology, Israel, 1995-1996
- Participant in the Program for Excellent Students in the Industrial Engineering and Management Department, Technion , Israel Institute of Technology, Israel 1995-1997

## PUBLICATIONS

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- Ascarza, Eva, Oded Netzer and Bruce Hardie (2017) "Some Customers would Rather Leave Without Saying Goodbye," *Marketing Science*, forthcoming.
- Ascarza, Eva, Peter Ebbes, Oded Netzer and Matthew Danielson (2017) "Beyond the Target Customer: Social Effect of CRM Campaigns," *Journal of Marketing Research*, 54 (June), 347-363 (lead article)
- Matz, Sandra and Oded Netzer (2017) "Using Big Data as a Window into Consumers' Psychology," *Current Opinion in Behavioral Sciences*, 18 (December), 7-12
- Sharpe-Wessling Kathrine, Joel Huber and Oded Netzer (2017) "MTurk Character Misrepresentation: Assessment and Solutions," *Journal of Consumer Research*, 44 (1).
- Toubia, Olivier and Oded Netzer (2017) "Idea Generation, Creativity, and Prototypicality," *Marketing Science*, 36 (1), 1-20 (lead article).
- Keinan Anat, Ran Kivetz and Oded Netzer (2016) "The Functional Alibi," *Journal of Academy of Consumer Research*, 1 (4), 479-496 (lead article).
- Schrift, Rom, Ran Kivetz and Oded Netzer (2016), "Complicating Decisions: The Work Ethic Heuristic and the Construction of Effortful Decisions," *Journal of Experimental Psychology: General*, 145 (7), 807-829 (lead article).
- Lehmann, Donald, Oded Netzer and Olivier Toubia (2015), "The Future of Quantitative Marketing: Results of a Survey," Introduction to special issue on the future of quantitative marketing, *Customer Needs and Solutions*, 2 (1), 5-18.
- Zhang, Jonathan, Oded Netzer and Asim Ansari (2014), "Dynamic Targeted Pricing in B2B Relationships," *Marketing Science*, 33 (3), 317-337 (lead article).
- **Finalist, 2014 John Little Best Paper Award**
  - **Finalist, 2014, 2015 Frank M. Bass Outstanding Dissertation Award**
- Ansari, Asim, Ricardo Montoya and Oded Netzer (2012), "Dynamic Learning in Behavioral Games: A Hidden Markov Mixture of Experts Approach," *Quantitative Marketing and Economics*, 10 (4), 475-503.
- de Jong Martijn G., Donald R. Lehmann and Oded Netzer (2012), "State Dependence Effects in Surveys," *Marketing Science*, 31 (5), 838-854.
- Netzer, Oded, Ronen Feldman, Jacob Goldenberg and Moshe Fresko (2012), "Mine Your Own Business: Market Structure Surveillance through Text Mining," *Marketing Science*, 31 (3), 521-543.

Micu, Anca C., Kim Dedeker, Ian Lewis, Robert Moran, Oded Netzer, Joseph Plummer and Joel Robinson (2011), "Guest Editorial: The Shape of Marketing Research in 2021," *Journal of Advertising Research*, 51 (1), 213-221.

Schrift, Rom Y., Oded Netzer and Ran Kivetz (2011), "Complicating Choice," *Journal of Marketing Research*, 28, April (2), 308-326.

- **Finalist, 2016 William O'Dell Best Paper Award**
- **Honorable Mention, AMA/John Howard, Doctoral Dissertation Competition, 2011**
- **Honorable Mention, AMS Mary Kay Doctoral Dissertation Competition, 2011**
- **Best Competitive Paper Award, Society for Consumer Psychology (SCP), Winter Conference, 2010**

Netzer, Oded and V. Srinivasan (2011), "Adaptive Self-Explication of Multi-Attribute Preferences," *Journal of Marketing Research*, 48 February (1), 140-156.

Montoya, Ricardo, Oded Netzer and Kamel Jedidi (2010), "Dynamic Allocation of Pharmaceutical Detailing and Sampling for Long-Term Profitability," *Marketing Science*, 29 (5), September-October, 909-924.

- This paper has been reprinted in the book *From Little's Law to Marketing Science: Essays in Honor of John D. C. Little*.

Netzer, Oded, James M. Lattin and V. Srinivasan (2008), "A Hidden Markov Model of Customer Relationship Dynamics", *Marketing Science*, 27, March-April, 185-204.

- **Winner, 2014 Long Term Impact Award**
- **Winner, 2008 John Little Best Paper Award**
- **Winner, 2008 Frank M. Bass Outstanding Dissertation Award**
- **Honorable Mention, Alden G. Clayton Doctoral Dissertation Competition, 2002**

Netzer, Oded, Olivier Toubia, Eric T. Bradlow, Ely Dahan, Theodoros Evgeniou, Fred M. Feinberg, Eleanor M. Feit, Sam K. Hui, Joseph Johnson, John C. Liechty, James B. Orlin and Vithala R. Rao (2008), "Beyond Conjoint Analysis: Advances in Preference Measurement," *Marketing Letters*, 19 (3-4), 337-354.

Kivetz, Ran, Oded Netzer and Rom Schrift (2008), "The Synthesis of Preference: Bridging Behavioral Decision Research and Marketing Science," *Journal of Consumer Psychology*, 18 (3), 179-186.

Kivetz, Ran, Oded Netzer and V. Srinivasan (2004), "Extending Compromise Models to Complex Buying Situations and other Context Effects," *Journal of Marketing Research*, 41 August (3), 262-268.

Kivetz, Ran, Oded Netzer and V. Srinivasan (2004), "Alternative Models for Capturing the Compromise Effect," *Journal of Marketing Research*, 41 August (3), 237-257 (lead article).

- **Finalist, 2009 William O'Dell Best Paper Award**
- **Finalist, 2005 Paul E. Green Best Paper Award**

## BOOK CHAPTERS

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- Netzer Oded, Peter Ebbes and Tammo Bijmolt (2017), “Hidden Markov Models in Marketing,” *Advanced Methods for Modeling Markets* edited by Peter Leeflang, Jaap Wieringa, Koen Pauwels, Springer.
- Moe, Wendy W., Oded Netzer and David A. Schweidel (2016), “Social Media and User Generated Content Analysis,” *Handbook of Marketing Decision Models*, edited by Berend Wierenga and Ralf van der Lans, Springer.
- Montoya, Ricardo, Oded Netzer and Kamel Jedidi (2016), “Dynamic Allocation of Pharmaceutical Detailing and Sampling for Long-Term Profitability,” *From Little's Law to Marketing Science: Essays in Honor of John D.C. Little*, MIT Press.
- Feldman Ronen, Moshe Fresko, Jacob Goldenberg, Oded Netzer and Lyle Ungar (2014) "Analyzing Product Comparisons on Discussion Boards." In *Language, Culture, Computation. Computing-Theory and Technology*, 399-408. Springer, Berlin Heidelberg, 2014.

## OTHER PUBLICATIONS

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- Sharpe-Wessling Kathrine, Joel Huber and Oded Netzer (2017) “MTurk Survey Deception: Sources, Risks and Remedies,” *Proceedings of the Sawtooth Software Conference*, September 2016.
- Feldman Ronen, Oded Netzer, Aviv Peretz and Binyamin Rosenfeld (2015) “Utilizing Text Mining on Online Medical Forums to Predict Label Change due to Adverse Drug Reactions” *Proceedings of 21<sup>st</sup> ACM SIGKDD International Conference of Knowledge Discovery and Data Mining (KDD 2015)*
- Feldman, Ronen, Moshe Fresko, Jacob Goldenberg, Oded Netzer and Lyle Ungar (2008) “Using Text Mining to Analyze User Forums” *Proceedings of the International Conference on Service Systems and Service Management (ICSSSM 2008)*
- Feldman, Ronen, Moshe Fresko, Jacob Goldenberg, Oded Netzer and Lyle Ungar (2007) “Extracting Product Comparisons from Discussion Boards,” *Proceedings of the 2007 IEEE International Conference on Data Mining (ICDM. 2007)*

## WORKING PAPERS

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- “An Empirical Study of National vs. Local Pricing under Multimarket Competition” with Yang Li and Brett Gordon – under review
- “When Words Sweat: Written Words Can Predict Loan Default,” with Michal Herzenstein and Alain Lemaire – under review
- “In Pursuit of Enhanced Customer Retention Management,” – with Eva Ascarza, Scott Neslin et al. – under review

## SELECTED WORK IN PROGRESS

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“The Effect of Reward Programs on Customer Behavior” with Ran Kivetz and Ricardo Montoya

“Using Hidden Markov Models to Identify Job Seekers from Social Network Data,” with Peter Ebbes

“Heterogeneity in HMMs: Allowing for Heterogeneity in the Number of States,” with Nicolas Padilla and Ricardo Montoya.

“The Pattern of Online Reviews,” with Verena Schoenmueller and Florian Stahl

## RESEARCH INTERESTS

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Consumer choice modeling

*Understanding how choices change over time and across contexts*

Customer relationship management

*Managing the firm’s customer base via dynamic segmentation (hidden Markov models)*

Bridging behavioral decision theory and marketing science

Developing marketing research tools

*Preference measurement and text-mining*

## INVITED TALKS

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The 2017, Marketing Science Doctoral Consortium, University of Southern California, Los Angeles, California, June 2017

Columbia Research Colloquium, Columbia Business School of Business, May 2017

University of California at Los Angeles, Anderson School of Business, Marketing Camp, March 2017

Drexel University, Philadelphia, February 2017

Erasmus University, Rotterdam School of Management, Rotterdam, January 2017

University de Carlos III, Madrid, January 2017

Georgetown University, McDonough School of Business, Washington D.C, October 2016

The 2016, Marketing Science Doctoral Consortium, Fudan University, Shanghai, China, June 2016

The 11th Triennial Choice Symposium, University of Alberta, May 2016

University of Chicago, Graduate School of Business, April 2016

Marketing Modelers Group, PHD Media, New York, February 2016

University of Chile, Department of Industrial Engineering, Workshop on Consumer Analytics, San Pedro de Atacama, Chile, 2016

Northwestern University, Kellogg School of Management, Marketing Camp, Evanston, Illinois, September 2015

University of Miami, Marketing Camp, Miami, Florida, March 2015  
National University of Singapore, NUS Business School, Singapore, March 2015  
Temple University, Fox School of Business, Philadelphia, Pennsylvania, February 2015  
University of Michigan, Ross School of Business, Ann Arbor, Michigan, January 2015  
Yale University, Yale School of Management, New Haven, Connecticut, January 2015  
American Express, Global Marketplace Insights University, New York, December 2014  
HEC Paris, Paris, France, October 2014  
Vienna University of Economics and Business, Vienna, Austria, May 2014  
Ben Gurion University, Guilford Glazer Faculty of Business & Management Beer Sheva, Israel, May 2014  
Bar Ilan University, Business School, Israel, February 2014  
Tel Aviv University, Recanati Business School, Israel, December 2013  
University Mannheim, Department of Business Administration, November 2013  
The Interdisciplinary Center, Arison School of Business, Hertzelia, Israel, October 2013  
Stanford University, Graduate School of Business, Stanford, California, May 2013  
Dartmouth College, Tuck School of Business, Hanover, New Hampshire, March 2013  
Duke University, The Fuqua School of Business, Durham, North Carolina, March 2013  
University of Pittsburgh, The Sheth Marketing Camp, Pittsburgh, Pennsylvania, January 2013  
Cheung Kong Graduate School of Business, Beijing, China, November 2012  
University of Houston, Bauer College of Business, Houston Texas, October 2012  
University of California at Davis, Graduate School of Management, Davis California, October 2012  
University of Minnesota, Carlson School of Management, Marketing Camp, Twin Cities Minnesota, April 2012  
University of Texas at Dallas, Dallas Texas, March 2012  
BRITE Conference, Columbia University, New York, March 2012  
The Wharton School, University of Pennsylvania, Marketing Camp, February 2012  
Boston University, School of Management, January 2012  
University of Delaware, Alfred Lerner College of Business and Economics, October 2011  
Sacred Heart University, Welch College of Business, Business Research Forum Series, September 2011  
The Interdisciplinary Center, Arison School of Business, Hertzelia Israel, Marketing Camp, August 2011  
Darden Business School, University of Virginia, May 2011  
Harvard Business School, Cambridge, Massachusetts, March 2011  
Ohio State University, Fisher College of Business, Marketing Camp, January 2011

The 6<sup>th</sup> MSI Young Scholars Conference, Park City, Utah, January 2011  
University of Zurich, Institute for Strategy and Business Economic, October 2010  
Erasmus University, Rotterdam School of Management, Rotterdam, September 2010  
The 8th Triennial Choice Symposium, University of Miami, June 2010  
University of Maryland, Robert H. Smith School of Business, Marketing Research Camp, May 2010  
Penn State, Smeal College of Business, Marketing Research Camp, April 2010  
University of Southern California, Los Angeles, Marshall School of Business, January 2010  
MIT Sloan School of Management, Cambridge, Massachusetts, November 2009  
University of Wisconsin School of Business, Madison, Wisconsin, November 2009  
Korea University Business School, 5<sup>th</sup> International Marketing Symposium, Seoul, Korea, November 2009  
Tel Aviv University, The Leon Recanati Graduate School of Business Administration, Tel Aviv Israel, July 2009  
AutoUni, Volkswagen University, Wolfsburg, Germany, May 2009  
Ludwig Maximilian University of Munich, Munich, Germany, May 2009  
London Business School, London, UK, May 2009  
Cornell University, Ithaca, New York, April 2009  
New York University, New York, New York, April 2009  
The Council of Marketing Research, Miami, Florida, January 2008  
University of California, San Diego, The Rady School of Management, October 2007  
The 7th Triennial Choice Symposium, The Wharton School of the University of Pennsylvania, June 2007  
University of California, Los Angeles, Anderson School of Management, April 2007  
Marketing Modelers Group, Advertising Research Foundation, New York, April 2007  
Hebrew University, Jerusalem, March 2006  
University of Chicago, Graduate School of Business, April 2005  
Hebrew University, Jerusalem, December 2004  
The Interdisciplinary Center, Arison School of Business, Hertzelia Israel, December 2003  
Technion - Israel Institute of Technology, The Faculty of Industrial Engineering and Management, Haifa Israel, December 2003  
University of Toronto, Toronto CA, October 2003  
New York University, New York, New York, October 2003  
Kellogg School of Management, Northwestern University, Evanston, Illinois, October 2003  
London Business School, London, UK, October 2003  
Carnegie Mellon University, Pittsburgh, Pennsylvania, October 2003  
Columbia University, New York, New York, October 2003



University of Texas at Austin, Austin, Texas, September 2003

University of Texas at Dallas, Dallas, Texas, September 2003

Hong Kong University of Science and Technology, Hong Kong, September 2003

University of Maryland, College Park, Maryland, September 2003

### **CONFERENCE PRESENTATIONS (\*presenter)**

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“The Pattern of Online Review,” Marketing Science Conference, University of Southern California, Los Angeles, California, June, 2017

“In Pursuit of Enhanced Customer Retention Management” Marketing Science Conference, University of Southern California, Los Angeles, California, June, 2017

“Predicting Share Of Wallet And Share Of Category Requirements Using Customer Loyalty Card Data,” Marketing Science Conference, University of Southern California, Los Angeles, California, June, 2017

“Tell Me Who Your Brands Are And I Will Tell You Who You Vote For,” Marketing Science Conference, University of Southern California, Los Angeles, California, June, 2017

“Salesperson vs. Model of the Salesperson: A B2B Pricing Application,” Marketing Science Conference, University of Southern California, Los Angeles, California, June, 2017

“When Word Sweat, Written Words Can Predict Default,” Frontiers of Applied Statistics in Marketing, Columbia University, April 2017\*

“Salesperson vs. A Model of the Salesperson: A B2B Pricing Application,” Marketing in Israel, Bar Ilan, December 2016

“When Word Sweat, Written Words Can Predict Default,” Big Data Conference, Chicago University, October 2016\*

“Amazon Mechanical Turk Survey Deception: Sources, Risks, and Remedies,” Sawtooth Software Conference, Park City, September 2016

“The Pattern of Online Reviews,” Marketing Dynamics Conference, Hamburg Business School, July 2016

“Beyond the target customer: Social effects of CRM campaigns,” Advance Research Techniques Forum, Boston, June 2016

“Beyond the Target Customer: Social Effect of CRM campaigns,” European Marketing Association Conference, Norwegian School of Business, May, 2016

“Some Customers would Rather Leave without Saying Goodbye,” European Marketing Association Conference, Norwegian School of Business, May, 2016

“Beyond the target customer: Social effects of CRM campaigns,” Yale Customer Insights Conference, Yale School of Management, May 2016

“Beyond the Target Customer: Social Effect of CRM campaigns,” Digital Big Data, Smart

- Life, Mobile Marketing Analytics, New York University New York, October, 2015
- “Complicating Decisions: The Effort-Outcome Link and the Construction of Effortful Decision Process,” Association for Consumer Research, New Orleans, LA, October 2015
- “Idea Generation, Creativity, and Prototypicality,” Marketing Science Conference, John Hopkins University, Baltimore, Maryland, June 2015\*
- “The Contagious Effect of Marketing Campaigns: Evidence from a Field Experiment,” Marketing Science Conference, John Hopkins University, Baltimore, Maryland, June, 2015
- “Share of Wallet at Time of New Product Adoption: Social Contagion versus Heterogeneity Redux,” Marketing Science Conference, John Hopkins University, Baltimore, Maryland, June, 2015
- “Heterogeneity in Hidden Markov Models,” Marketing Science Conference, John Hopkins University, Baltimore, Maryland, June, 2015
- “When Words Sweat: Written Words Can Predict Loan Default,” Marketing Science Conference, John Hopkins University, Baltimore, Maryland, June, 2015
- “The Value of the Discrepancy between Numerical Rating and Textual Information in Customer Reviews,” Marketing Science Conference, John Hopkins University, Baltimore, Maryland, June, 2015
- “Identifying Signals for Loan Default in the Text of Loan Applications,” Boulder Summer Conference on Consumer Financial Decision Making, Boulder Colorado, June 2015\*
- “Some Customers Would Rather Leave Without Saying Goodbye,” Joint Statistical Meeting, Boston, August 2014
- “When Word Sweat, Written Words Can Predict Default,” Marketing in Israel, Tel Aviv, December 2014
- “Idea Generation, Creativity, and Prototypicality,” AMA - ECMI - EMAC Marketing & Innovation Symposium, Erasmus University, Rotterdam, Netherlands, May 2014\*
- “Mine Your Own Business: Can We Use the Web as a Marketing Research Playground?” AMA - ECMI - EMAC Marketing & Innovation Symposium, Erasmus University, Rotterdam, Netherlands, May 2014\*
- “Using Hidden Markov Models to Identify Job Seekers from Social Network Data,” Joint Statistical Meeting, Montreal, CA, August 2013
- “Some Customers would Rather Leave without Saying Goodbye,” Marketing Science Conference, Ozegin University, Istanbul, Turkey, July, 2013
- “Understanding Consumer Response to Within-chain Price Shock,” Marketing Science Conference, Ozegin University, Istanbul, Turkey, July, 2013
- “Using Hidden Markov Models to Identify Job Seekers from Social Network Data,” Advanced Research Technique Forum, Chicago, June 2013

- “Using Hidden Markov Models to Identify Job Seekers from Social Network Data,” Theory and Practice in Marketing, London Business School, London, UK, May 2013\*
- “Using Hidden Markov Models to Identify Job Seekers from Social Network Data,” Marketing Dynamics Conference, Tilburg University, Tilburg, Netherlands, August 2012\*
- “Mine Your Own Business: Market Structure Surveillance through text Mining,” Advanced Research Techniques Forum AMA, Seattle, Washington, June 2012\*
- “Using Hidden Markov Models to Identify Job Seekers from Social Network Data,” Marketing Science Conference, Boston University, Boston, Massachusetts, June, 2012\*
- “Experiments in Social Media,” Winter AMA, St. Petersburg, Florida, February 2012\*
- “Creating the Illusion of Choice through Selective Information Search and Retrieval,” Association for Consumer Research Conference, St. Louis, MO, October, 2011
- “State Dependence Effects in Surveys: A Cross-national Investigation,” Marketing Dynamics Conference, Jaipur, India, July 2011\*
- “Assessing the Validity of Market Structure Analysis Derived from Text Mining Data,” Marketing Science Conference, Rice University, Houston, Texas, June, 2011\*
- “Dynamic Pricing in B2B Settings,” Marketing Science Conference, Rice University, Houston, Texas, June, 2011
- “The Effects of Loyalty Programs,” Marketing Science Conference, Rice University, Houston, Texas, June, 2011
- “Complicating Choice,” AMS Annual Conference, Coral Gables, FL, May, 2011
- “Mine Your Own Business: Assessing Market Structure by “Listening” to Consumers using Text Mining,” Customer Insights Conference, Yale University, New Haven, Connecticut, May 2011\*
- “Mine Your Own Business: Assessing Market Structure by “Listening” to Consumers using Text Mining,” TRC Conference, New York AMA, New York, October 2010\*
- “The Longitudinal Aspects of Alumni Relationships,” Ivy + Conference, Columbia University, New York, June 2010\*
- “Dynamic Pricing in B2B Settings,” Marketing Science Conference, Cologne, Germany, June 2010\*
- “State Dependence Effects in Surveys: A Cross-national Investigation,” Marketing Science Conference, Cologne, Germany, June 2010
- “Mine Your Own Business: Assessing Market Structure by “Listening” to Consumers using Text Mining,” TRC Conference, New York AMA, New York, June 2010\*
- “Complicating Choice,” Society for Consumer Psychology, St. Pete Beach, FL, February, 2010

- “Dynamic Learning in Behavioral Games: A Hidden Markov Approach,” Marketing Dynamics Conference, University of Waikato, New Zealand, December 2009
- “Mine Your Own Business: Market Structure Surveillance,” The Emergence and Impact of User-Generated Content Conference, Wharton, Philadelphia, NY, December 2009\*
- “Complicating Choice,” Society for Judgment and Decision Making Conference, Boston, MA, November, 2009
- “Functional Alibi,” Association of Consumer Research, Pittsburgh, PA, October 2009
- “Dynamic Marketing Mix Allocation for Long-Term Profitability,” DMEF Research Summit, San Diego, CA, October 2009\*
- “Mine Your Own Business: Assessing Market Structure by “Listening” to Consumers using Text Mining,” TRC Conference, Philadelphia, PA, October 2009\*
- “The Constructive Role of Effort in Consumer Choice,” and “Complicating Choice,” Association for Consumer Research Conference, Pittsburgh, PA, October, 2009
- “Dynamic Customer Interdependencies,” Marketing Dynamics Conference, New York University, NY, August 2009\*
- “Dynamic Learning in Behavioral Games: A Hidden Markov Model Approach,” Marketing Science Conference, Ann Arbor, Michigan, June 2009
- “From Diligence to Hindrance” Marketing in Israel, Tel Aviv University, Tel-Aviv, Israel, December, 2008
- “Adaptive Self-Explication of Multi-Attribute Preferences,” Joint Statistical Meeting, Denver, Colorado, August 2008\*
- “Mine Your Own Business: Assessing Market Structure by “Listening” to Consumers using Text Mining,” INFORMS Marketing Science Conference, Vancouver, June 2008\*
- “Dynamic Marketing Mix Allocation for Long-Term Profitability,” INFORMS Marketing Science Conference, Vancouver, June 2008
- “Assessing Market Structure by Listening to Consumers Using Text Mining,” INFORMS, Seattle, November 2007\*
- “Mining Product Discussion Forums for Market Structure,” INFORMS, Seattle, November 2007\*
- “Modeling Dynamic Customer Interdependencies,” INFORMS Marketing Science Conference, Singapore, June 2007\*
- “Dynamic Marketing Mix Allocation for Long-Term Profitability,” INFORMS Marketing Science Conference, Singapore, June 2007
- “Adaptive Self-Explication of Multi-Attribute Preferences,” ART Forum AMA, Monterey, California, June 2006\*
- “Managing Customer Evolution and Marketing Mix Allocation for Long-Term Profitability,” INFORMS Marketing Science Conference, Pittsburgh, Pennsylvania, June 2006

- “A Hidden Markov Model of Customer Relationship Dynamics,” Marketing Dynamics Conference, Sacramento, California, September 2005\*
- “Adaptive Self-Explication of Multi-Attribute Preferences,” INFORMS Marketing Science Conference, Atlanta, Georgia, June 2005\*
- “A Hidden Markov Model of Customer Relationship Dynamics,” Bayesian Methods in Marketing Workshop, Frankfurt, Germany, September 2004\*
- “A Hidden Markov Model of Customer Relationship Dynamics,” INFORMS Marketing Science Conference, Rotterdam, Netherlands, June 2004\*
- “Adaptive Self-Explicated Approach for Preference Structure Measurement,” INFORMS Marketing Science Conference, Rotterdam, Netherlands, June 2004\*
- “Alternative Models for Capturing the Compromise Effect,” Marketing in Israel Conference, Tel-Aviv University, Tel-Aviv, Israel, December 2003\*
- “Alternative Models for Capturing the Compromise Effect in Multi-Attribute Logit Choice Models,” Association of Consumer Research Conference, Atlanta, Georgia, October 2002
- “Alternative Models for Capturing the Compromise Effect in Multi-Attribute Logit Choice Models,” INFORMS Marketing Science Conference, Edmonton, Alberta, Canada, July 2002\*

## TEACHING EXPERIENCE

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### **Marketing Core MBA, Columbia University**

Fall, 2016 (Student Evaluations 4.7, 4.6 and 4.6 on a 5-point scale), Fall, 2015 (Student Evaluations 4.6, 4.4 and 4.3 on a 5-point scale), Fall, 2014 (Student Evaluations 4.6, 4.4 and 3.9 on a 5-point scale)

### **Marketing Research, MBA, Columbia University**

Spring, 2013 (Student Evaluations 4.7 and 4.4 on a 5-point scale), Spring 2012 (Student Evaluations 4.9 and 4.6 on a 5-point scale), Spring 2011 (Student Evaluations 4.9 on a 5-point scale), Spring 2010 (Student Evaluations 4.8 on a 5-point scale), Fall 2008 – (Student Evaluations 5.0 on a 5-point scale), Spring 2008 – (Student Evaluations 5.0 on a 5-point scale), Fall 2006 (Student Evaluations 4.8 on a 5-point scale), Fall 2005 – (Student Evaluations 4.8 on a 5-point scale), Spring 2005 (Student Evaluations 4.7 on a 5-point scale).

### **Marketing Research, Executive MBA, Columbia University**

Spring 2011 (Student Evaluations 4.9 on a 5-point scale), Spring 2010 (Student Evaluations 5.0 on a 5-point scale), Spring 2008 (Student Evaluations 4.9 on a 5-point scale), Fall 2006 (Student Evaluations 4.5 on a 5-point scale).

### **Developing Quantitative Intuition, Executive MBA, Columbia University**

Summer 2016 (Student Evaluations 4.5 on a 5-point scale), Fall 2015 (Student Evaluations 4.1 on a 5-point scale),

**Marketing Management, Undergraduate, Columbia University**

Spring 2011 (Student Evaluations 4.9 on a 5-point scale), Spring 2010 (Student Evaluations 4.9 on a 5-point scale), Fall 2008 (Student Evaluations 5.0 on a 5-point scale), Spring 2008 (Student Evaluations 5.0 on a 5-point scale), Fall 2006 – (Student Evaluations 5.0 on a 5-point scale), Fall 2005 (Student Evaluations 5.0 on a 5-point scale), Spring 2005 (Student Evaluations 5.0 on a 5-point scale).

**Empirical Models in Marketing (PhD) Spring, 2011, 2012, 2013, 2016**

**Empirical Models in Marketing (MS) Spring, 2016**

**Workshop on Hidden Markov Models, Harvard Business School (PhD workshop), 2011;** Marketing Dynamics Conference, Tilburg University, 2012; Manheim University (PhD workshop), 2013; Vienna University (PhD workshop), 2014; HEC Paris (Master PhD Workshop), 2014.

**Workshop on Bayesian Methods in Marketing, Stanford University (PhD workshop), 2004;** Goethe-University, Frankfurt, 2004

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**DOCTORAL STUDENTS**

**Advisor**

Ricardo Montoya, Columbia University (Co-advisor) - University of Chile  
Jonathan Zhang, Columbia University (Co-advisor) - University of Washington  
Rom Schrift, Columbia University (Co-advisor) - Wharton School of Business  
Yang li, Columbia University (Co-advisor) – CKGSB, Beijing  
Nick Reinholtz, Columbia University (Co-advisor) – University of Colorado  
Martin Schleicher, Columbia University (Co-advisor)  
Yael Karlinsky, Columbia University

**Committee Member**

Eva Ascarza, London Business School - Columbia University  
Anat Keinan, Columbia University - Harvard Business School  
Oleg Urminsky, Columbia University - Chicago Booth School of Business  
Agata Leszkiewicz, Carlos III, Madrid – Georgia State University  
Jia Liu, Columbia University – Hong Kong University of Science and Technology (HKUST)  
Daniel He, Columbia University - National University of Singapore (NUS)  
Shiri Melumad, Columbia University – Wharton School of Business.  
Rachel Meng, Columbia University.

## EXTERNAL PROFESSIONAL ACTIVITIES & SERVICE

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Area Editor – *Quantitative Marketing and Economics (QME)* – (2014 – Present)  
– *Management Science* (2014 – Present)  
– *Marketing Science (Guest AE)*

Editorial Board - *Customer Needs and Solutions* (2012 – Present)  
- *International Journal of Research in Marketing (IJRM)* – (2009-Present)  
- *Journal of Marketing* (2015 – Present)  
- *Journal of Marketing Research* (2014 – Present)  
- *Marketing Science* (2014 – Present)

Ad-hoc Reviewer – Association of Consumer Research (ACR) Conference, *Direct Marketing Education Foundation (DMEF)*, *Econometrica*, *EMAC conference*, *EMAC/McKinsey Dissertation Award*, *International Journal of Research in Marketing (IJRM)*, *INFORMS Society for Marketing Science (ISMS)*, *Israel Science Foundation (ISF)*, *Journal of American Statistical Association (JASA)*, *Journal of Consumer Research (JCR)*, *Journal of the Operational Research Society (JORS)*, *Journal of Retailing (JR)*, *Management Science*, *Manufacturing and Service Operations Management*, *Management Information Systems (MIS) Quarterly*, (*MSOM*), *Marketing Letters*, *Marketing Science*, *Marketing Science Institute (MSI)*, *Operation Research (OR)*, *EU Marie Curie Fellowship*, *Research Grants Council of Hong Kong*, *Swiss National Science Foundation*

Association of Consumer Research Conference 2015, Program Committee

Marketing Dynamics Conference 2014, 2016, 2017 Program Committee

Advanced Research Techniques Forum 2013, Program Committee

Advertising Educational Foundation – Member of the Board of Directors, 2011-2015

Member of the Wharton Customer Analytics Initiative (WCAI) Council, 2011-present

International Workshop on Data Mining for Service, Program Committee – Atlantic City 2015, Shenzhen, China, December 2014, Dallas, Texas, December 2013, Vancouver, Canada, December 2011; Sydney, Australia, December 2010; Hong Kong, December 2006

The 7<sup>th</sup> Triennial Choice Symposium, The Wharton School of the University of Pennsylvania, June 2007 – Session Co-chair

The 11<sup>th</sup> Triennial Choice Symposium, University of Alberta, Canada, May 2016 – Session Co-chair

Bayesian Methods in Marketing Workshop, for Marketing Scholars in Europe, Goethe-University, Frankfurt, Germany, September 2004 – Co-organizer

Section on Statistics in Marketing, American Statistical Association –  
Elected Secretary/Treasurer, 2006-2008  
Elected Chair, 2010