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Eller College of Management
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Academic Background

PhD in Marketing, 2007, Purdue University
Master of Arts in Economics, 2002, Purdue University

Employment

Associate Professor of Marketing (with tenure), University of Arizona, August 15

Associate Professor of Marketing (with tenure) and Moore School Research Fellow,
University of South Carolina, January 2013 - August 15

Assistant Professor of Marketing, University of South Carolina, August 2006 - December
2012

Other

Visiting Associate Professor of Marketing, City University of Hong Kong, October -
November 2012 - 14

Visiting Professor, Nanjing University, June-July 2012

Publications

- "Strategic price competition and product bundling", with Subramanian Balachander, *Management Science*, 2007, Vol 53(1), 159-168.
- "Why Bundle Discounts can be a Profitable Alternative to Competing on Price Promotions?" with Subramanian Balachander and Axel Stock, *Marketing Science*, 2010, Vol 29(4), 624-638
- "Advertising effectiveness, Digital Video Recorders and Product Market Competition", with Axel Stock, *Marketing Science*, 2010, Vol 29(4), 638-649
- "Social Sharing of Information Goods: Implications for Pricing and Profits", with Michael R. Galbreth and Mikhael Shor, *Marketing Science*, 2012, Vol 31(4), 603-620

- "Competition and Sustainability: the Impact of Consumer Awareness", with Michael R. Galbreth, *Decision Sciences*, 2013, Vol 44(1), 127-159. Best paper award, *Decision Sciences Journal*, 2013.
- "Bayesian Estimation of a Simultaneous Probit Model Using Error Augmentation: An Application to Multi-buying and Churning Behavior", with Subramanian Balachander, *Quantitative Marketing and Economics*, 2013, Vol 11(4), 437-458
- "The Competitive Impact of Targeted Television Advertising Using DVR Technology", with Michael R. Galbreth and Guangzhi Shang, *Decision Sciences Journal*, 2013, Vol 44(5), 951-971.
- "Impact of Consumer Attentiveness and Search Costs in Firm Quality Disclosure: A Competitive Analysis", with Michael R. Galbreth, *Management Science*, 2013, Vol 59(11), 2604-2621.
- "Asymmetric Uncertainty and Endogenous Market Segmentation in Experience Goods", with Michael R. Galbreth, forthcoming, *Decision Sciences Journal*, 2017, 48(5), 990-1012
- "Optimal Retail Return Policies with Consumer Opportunism" with Guangzhi Shang and Michael R. Galbreth, *Productions and Operations Management*, 2017, 26(7), 1315-1332
- "How Unequal Perception of User Reviews Impact Price Competition" with Pelin Pekgun and Michael R. Galbreth, *Decision Sciences*, 2018, 49(2), 250-274.
- "The Effect of Exogenous Product Familiarity on Endogenous Consumer Search", with Michael R. Galbreth. *Quantitative Marketing and Economics*, 2020, 18, 195-235
- "The Weight of the Crowd, Social Information Credibility, and Firm Strategy", with Michael R. Galbreth. *Productions and Operations Management*, 2023, 1079-95.
- "Effect of Search Cost in The Presence of Search Detering Informative Advertising", with Michael R. Galbreth. *Quantitative Marketing and Economics*, 2023, 21:357-379
- "Metaphor-Enabled Marketplace Sentiment Analysis", with Ignacio Luri and Hope Schau, *Journal of Marketing Research*, 2024, 61(3), 496-516.
- "Marketing Strategies in Reward-based Crowdfunding: The Role of Demand Uncertainties", with Peng Wang and Yong Liu. Accepted, *International Journal of Research in Marketing* (online: March 17, 2024).
- "Contingency Selling in the Presence of Capacity Constraints and Customer Heterogeneity", with Peng Wang and Yong Liu. Accepted, *International Journal of Research in Marketing*.

Service

Professional

Department Editor, Marketing/ OM and IS/Marketing Interface, Decision Sciences Journal

Adhoc Reviewer for Marketing Science, Management Science, JMR, Journal of Retailing, Production and Operations Management, Decision Sciences.

Student Thesis/Committees

PhD

- Ashok Kaliyamurthy, 2023 (Oregon State University)
- Tianyu Gu, 2020 (University of Utah).
- Ignacio Luri, 2020 (DePaul University)
- Peng Wang, 2019 (Tianjin University, China)
- Helena Allman, 2013 (University of West Florida)
- Nicholas Pendarvis, 2016 (California State, Los Angeles).
- Guangzhi Shang, Management Science, 2014 (Florida State University)
- Supratim Dasgupta, Economics, 2013.

Service to the University of Arizona

- Chair, EEE Custom Modules on Artificial Intelligence.
- Integrated Taskforce on Integrated Business Engineering Program, 2023-
- Director of Eller MBA technology Innovation committee
- Chair of Master of Business Analytics Hiring committee,
- Member of Eller Undergraduate technology innovation team, 2019
- Co-developed the MSBA Plan of Study, 2019, 2020
- Member of doctoral committee
- Member of MSBA committee, 2022
- Graduate Professional Services Committee, 2022-
- Chair, Career track Promotion committee 2022-23

Service to the University of South Carolina

- Committee member, EIMBA and GMBA (2013-2015)
- Faculty coordinator for University of South Carolina and SAP University Alliances Program (2011-2015)
- Moore School PMBA committee member (2010-2011)
- Member of Moore School Business Analytics taskforce (2013-2015)