

CURRICULUM VITAE

Tülin Erdem

Leonard N. Stern Professor of Business and Professor of Marketing

Leonard N. Stern School of Business
New York University
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EDUCATION

1993 Ph.D. Business Administration (major: Marketing), University of Alberta
1989 ABD Economics, University of Alberta
1987 M.A. Economics, University of Alberta
1986 B.A. Economics (Honors), Boğaziçi University

ACADEMIC POSITIONS

2006-present Leonard N. Stern Professor of Business and Professor of Marketing
Stern School of Business, New York University
Spring 2013 Visiting Professor, Columbia Business School, Columbia University
2003-2006 E.T. Grether Professor of Business Administration and Marketing
Haas School of Business, University of California at Berkeley
1998-2003 Associate Professor (with tenure)
Haas School of Business, University of California at Berkeley
1993-1998 Assistant Professor
Haas School of Business, University of California at Berkeley
1989-1993 Graduate Assistant
Faculty of Business, University of Alberta
1986-1989 Research/ Teaching Assistant
Department of Economics, University of Alberta

AWARDS, HONORS, GRANTS

2017 ISMS Doctoral Consortium Fellow (also from 2007 through 2016)
2017 AMA Sheth Doctoral Consortium Faculty Fellow (also in 1998, 2000,
from 2007 through 2014)
2008 Finalist, John D.C. Little Best Paper Award
2007-8 Outstanding Reviewer Award, Journal of Marketing
2003 Finalist, William O'Dell Best Paper Award
1998-2002 National Science Foundation (NSF) grant, SBR-9812067, \$ 178,000.00
1998 Finalist, Paul Green Best Paper Award
1996 Winner of John D.C. Little Best Paper Award
1996 Winner of Frank M. Bass Best Dissertation Paper Award

1995-7 National Science Foundation (NSF) grant SBR-9511280, \$ 100,000.00
1994-5 Junior Faculty Research Grant, University of California, Berkeley
1994 Regents' Junior Faculty Fellowship, University of California, Berkeley
1993 Co-winner of the AMA John A. Howard Doctoral Dissertation Award
1993 Recipient of the Gold Medal of the Governor General of Canada, awarded for academic excellence at the graduate level at Canadian Universities
1992 AMA Doctoral Consortium Fellow
1990-2 Domtar Ph.D. Fellowship, Faculty of Business, University of Alberta

PROFESSIONAL ACTIVITIES

Affiliations: American Marketing Association, Association for Consumer Research, Institute for Operations Research and the Management Sciences

Member of Board of Trustees: Sabancı University, Istanbul, Turkey (2014-present)

Advisory Board/Council: Journal of Marketing Research (2012-present)
Marketing Science (2015-present)

Senior Editor: International Journal of Research in Marketing (2016-present)

Editor-in-Chief: Journal of Marketing Research (2009-2012)

Area Editor: Journal of Marketing Behavior (2015-present)
Marketing Science (2002-2009)

Associate Editor: Quantitative Marketing and Economics (2003-2009)

Associate Editor: Journal of Consumer Research (2005-2009)

Editorial Board Member: Academy of Marketing Science (2006-present), International Journal of Research in Marketing (1996-2015), Journal of Consumer Research (2011-2014), Journal of Marketing (2003-2009), Journal of Marketing Research (1998-2009), Marketing Letters (1996-present), Marketing Science (1997-2009, 2014-2015)

Ad-hoc Reviewer: ACR, AMA John A. Howard Doctoral Dissertation, American Economic Review, Association for Consumer Research, California Management Review, International Economic Review, Journal of Applied Econometrics, Journal of Business and Economic Statistics, Journal of Econometrics, Journal of Agricultural and Resource Economics, Journal of Economic Psychology, Journal of Retailing and Consumer Services, OMEGA, Management Science, Marketing Science Institute, NSF, Psychometrica, Review of Economics and Statistics

President-Elect, President, Past President: ISMS, INFORMS Society of Marketing Science (2004-2009)

Member, Business Studies Panel of the Research Grants Council of Hong Kong (2014)

Conference Organizations:

Co-Track Chair, 2015: JAMS International Conference
Co-Chair, 2013 ISMS Marketing Science Conference
Co-Chair, 2010 Marketing Dynamics Conference
Co-Chair of Program Committee, Cheung Kong GSB Marketing Research
Forum, Beijing China, June 2009
Co-Chair, 2003 and 2008 QME (Quantitative Marketing and Economics)
Conference
Chair, Marketing Track, 2003 INFORMS International Meetings
Co-Chair, 2001 Tri-Annual Invitational Choice Symposium
Co-Chair, 1997 ISMS Marketing Science Conference

Member of the Steering Committee, 2004, 2007, 2010, 2013, 2016 Tri-Annual
Invitational Choice Symposium

Member of Advisory Committee, 2011, 2015 Marketing Dynamics
Conference

Member of Program Committee, 2006, Marketing Dynamics
Conference

Member of Program Committee, 2004, 2005, 2009, 2016 QME (Quantitative
Marketing and Economics) Conference

Member of Program Committee, 2005 ACR (Association for Consumer
Research) Conference

Workshop Co-Chair, Tri-Annual Invitational Choice Symposium, 1998, 2004,
2013 and 2016

RESEARCH

Interests

Advertising and Pricing, Brand Equity, Branding Strategies, Econometric Modeling,
Individual Decision-Making and Choice, Marketing Science Models of Consumer
Behavior and Marketing Mix Strategy, Product Management and Strategy.

Refereed Publications

Che, Hai, Tülin Erdem and T. Sabri Öncü (2015), “Consumer Learning and Evolution of
Consumer Brand Preferences.” *Quantitative Marketing and Economic*, Volume 13,
Issue 3, 173-202. (Lead Article.)

Cutright, Keisha, Tülin Erdem, Gavan Fitzsimmons and Ron Shachar (2014), “Finding
Brands and Losing your Religion?” *Journal of Experimental Psychology*, Vol 143
(6, December), 2209-2222.

- Ching, Andrew T., Tülin Erdem and Michael P. Keane (2014), “A Simple Method to Estimate the Roles of Learning, Inventories and Category Consideration in Consumer Choice”, *Journal of Choice Modeling*, vol.13, 60-72.
- Swait, Joffre, Tülin Erdem and Tom Peters (2014), “Shocks to Brand Equity: An Information Economics Perspective on the US Auto Industry 2006-2010.” *Customer Needs and Solutions*, 1 (3), 317-332.
- Ching, Andrew, Tülin Erdem and Michael Keane (2013), “Learning Models: An Assessment of Progress, Challenges and New Developments,” *Marketing Science* (32), 6, 913-938.
- Erdem, Tülin and Sue Ryung Chang (2012), “A Cross-Category and Cross-Country Analysis of Umbrella Branding for National and Store Brands,” Special 40th Anniversary issue of *Journal of the Academy of Marketing Science* 40 (1), 86-101.
- Shachar, Ron, Tülin Erdem, Gavan Fitzsimons, Keisha Wells (2011), “Brands: The Opiate of the Non-Religious Masses?” *Marketing Science* 30, 92-110.
- Erdem, Tülin, Michael Katz and Baohong Sun (2010) “A Simple Test for Distinguishing between Internal Reference Price Theories,” *Quantitative Marketing and Economics* 8, 303-332.
- Yang, Sha, Yi Zhao, Tülin Erdem, Ying Zhao (2010), “Modeling the Intra-Household Behavioral Interaction,” *Journal of Marketing Research*, 47 (3), 470-484.
- Ching, Andrew, Tülin Erdem and Michael Keane (2009), “The Price Consideration Model of Brand Choice,” *Journal of Applied Econometrics* 24, 3 (March-April), 393-420.
- Erdem, Tülin, Michael Keane and Baohong Sun (2008), “A Dynamic Model of Brand Choice When Price and Advertising Signal Product Quality,” *Marketing Science*, 27 (6), 1111-1125. (Finalist for the Little Best Paper award).
- Erdem, Tülin, Michael Keane and Baohong Sun (2008), “Advertising and Consumer Price Sensitivity in Experience Goods Markets,” *Quantitative Marketing and Economics*, 6 (2), 139-176.
- Bronnenberg, Bart, Jean Pierre Dubé, Carl Mela, Paulo Albuquerque, Tülin Erdem, Brett Gordon, Dominique Hanssens, Guenter Hitsch, Han Hong, Baohong Sun (2008), “Measuring Long Run Marketing Effects and their Implications for Long Run Marketing Decisions,” *Marketing Letters*, 19(3), 367-82.
- Swait, Joffre and Tülin Erdem (2007) “Characterizing Brand Effects on Choice Set Formation and Preference Discrimination under Uncertainty,” *Marketing Science* 26 (5), 679-697.

- Chintagunta, Pradeep, Tülin Erdem, Peter Rossi and Michel Wedel (2006), "Structural Modeling In Marketing: Review and Assessment," *Marketing Science*, 25 (6) 604-616.
- Erdem, Tülin, Joffre Swait and Ana Valenzuela (2006), "Brands as Signals: A Cross-Country Validation Study," *Journal of Marketing*, 70 (1), 34-49.
- Erdem, Tülin, Kannan Srinivasan, Wilfred Amaldoss, Patrick Bajari, Hai Che, Teck Ho, Wes Hutchinson, Michael Katz, Michael Keane, Bob Meyer and Peter Reiss (2005), "Theory Driven Choice Models," *Marketing Letters*, 16 (3), 225-237.
- Erdem, Tülin, Michael P. Keane, T. Sabri Öncü and Judi Strebler (2005), "Learning About Computers: An Analysis of Information Search and Technology Choice," *Quantitative Marketing and Economics* 3 (3), 207-246.
- Strebler, Judi, Tülin Erdem and Joffre Swait (2004), "Consumer Search in High Technology Markets: Exploring the Use of Traditional Information Channels," *Journal of Consumer Psychology* 14, 96-103.
- Erdem, Tülin and Joffre Swait (2004), "Brand Credibility and its Role in Brand Choice and Consideration," *Journal of Consumer Research* 31 (1), 191-199.
- Erdem, Tülin, Ying Zhao and Ana Valenzuela (2004), "Performance of Store Brands: A Cross-Country Analysis of Consumer Store Brand Preferences, Perceptions and Risk," *Journal of Marketing Research*, 41 (1), 86-100.
- Erdem, Tülin, Susumu Imai and Michael Keane (2003), "A Model of Consumer Brand and Quantity Choice Dynamics under Price Uncertainty," *Quantitative Marketing and Economics*, 1 (1), 5-64. (Lead article.)
- Erdem, Tülin and Baohong Sun (2002), "An Empirical Investigation of Spillover Effects of Marketing Mix Strategy in Umbrella Branding," *Journal of Marketing Research*, 39 (4), 408-420.
- Swait, Joffre and Tülin Erdem (2002), "The Effects of Temporal Consistency of Sales Promotions and Availability on Consumer Choice Behavior," *Journal of Marketing Research*, 34 (3), 304-320.
- Erdem, Tülin, Joffre Swait and Jordan Louviere (2002), "The Impact of Brand Credibility on Consumer Price Sensitivities across Multiple Product Categories," *International Journal of Research in Marketing*, 19 (1), 1-19 (lead article).
- Erdem, Tülin, Glenn Mayhew and Baohong Sun (2001), "Understanding the Reference Price Sensitive Shopper: A Within and Cross-Category Analysis," *Journal of Marketing Research*, 38 (4), 445-457.

- Erdem, Tülin and Baohong Sun (2001), "Testing for Choice Dynamics in Panel Data," *Journal of Business and Economic Statistics*, 19 (2), 142-152.
- Erdem, Tülin, Joffre Swait, Susan Broniarczyk, Dipankar Chakravarti, Jean-Noel Kapferer, Michael Keane, John Roberts, Jan-Benedict Steenkamp and Florian Zettelmeyer (1999), "Brand Equity, Consumer Learning and Choice," *Marketing Letters*, 10 (3) 301-318.
- Erdem, Tülin and Russell Winer (1999), "Econometric Modeling of Competition: A Multi-Category Choice-Based Mapping Approach," *Journal of Econometrics*, 89, 159-175.
- Erdem, Tülin, Michael P. Keane and Baohong Sun (1999), "Missing Price and Coupon Availability Data in Scanner Panels: Correcting for the Self-Selection Bias in the Choice Model Parameters," *Journal of Econometrics*, 89, 177-196.
- Erdem, Tülin (1998), "An Empirical Analysis of Umbrella Branding," *Journal of Marketing Research*, 35 (3), 339-351 (finalist for Paul Green best paper award).
- Erdem, Tülin and Joffre Swait (1998), "Brand Equity as a Signaling Phenomenon," *Journal of Consumer Psychology*, 7 (2), 131-157.
- Meyer, Bob, Tülin Erdem, Fred Feinberg, Itzhak Gilboa, Wes Hutchinson, Aradhna Krishna, Steve Lippman, Carl Mela, Amit Pazgal, Drazen Prelec and Joel Steckel (1997), "Dynamic Influences on Individual Choice Behavior," *Marketing Letters*, 8 (3), 349-360.
- Erdem, Tülin (1996), "A Dynamic Analysis of Market Structure based on Panel Data," *Marketing Science*, 15 (4), 359-378.
- Erdem, Tülin and Michael P. Keane (1996), "Decision-Making under Uncertainty: Capturing Dynamic Choice Processes in Turbulent Consumer Goods Markets," *Marketing Science*, 15 (1), 1-20 (lead article).
- Finn, Adam and Tülin Erdem (1995), "Economic Impact of Tourists Visiting a Mega-Multi Mall," *Tourism Management*, 16 (5), 367-373.
- Winer, Russell, Randolph E. Bucklin, John Deighton, Tülin Erdem, Peter Fader, J. Jeffrey Inman, Hotaka Katahira, Katherine N. Lemon and Andrew Mitchell (1994), "When Worlds Collide: The Implications of Panel Data-based Choice Models for Consumer Behavior," *Marketing Letters*, 5 (4), 383-394.
- Swait, Joffre, Tülin Erdem, Jordan J. Louviere and Chris Dubelaar (1993), "The Equalization Price: A Measure of Consumer-perceived Brand Equity," *International Journal of Research in Marketing*, 10 (special issue on Brand Equity), 23-45.

Other Publications

- Erdem, Tülin, Kevin L. Keller, Dmitri Kuksov and Rik Pieters (2016), "Understanding Branding in a Digitally Empowered World," *International Journal of Research in Marketing*, Special Issue *Marketing on Branding in a Digitally Empowered World*, 33 (1), 3-10.
- Huber, Joel and Tülin Erdem, (2014), "JMR in Transition: Reflections on the 2006-2012 Period," 50th Anniversary Special Issue of *Journal of Marketing Research*, 51, February, 133-35.
- Erdem, Tülin (2010), "State of the Journal", *Editorial in Journal of Marketing Research*, 47 (6), 997.
- Erdem, Tülin (2010), "Spanning the Boundaries", *Editorial in Journal of Marketing Research*, 47 (1), 1-2.
- Rangaswamy, Arvind, James J. Cochran, Tülin Erdem, John R. Hauser, Robert J. Meyer (2008), "Editor-in-Chief Search Committee Report: The Digital Future is Now," *Marketing Science*, Editorial, 27,1, 1-3.
- Erdem, Tülin and Russell Winer (2002), "A Brief History of Choice Modeling in Marketing," *Marketing Letters*, 13 (3), 157-162 (special issue based on the 5th Invitational Choice Symposium, guest editors T. Erdem and R. Winer).

Book Chapters and Books (Refereed)

- Erdem, Tülin and Joffre Swait (2016), "The Information-Economics Perspective on Brand Equity", *Foundations and Trends® in Marketing: Vol. 10: No. 1*, pp 1-59. <http://dx.doi.org/10.1561/17000000041>
- Ching, Andrew, Tülin Erdem and Michael Keane (2016), "Models for Marketing Dynamics and Learning: A Survey of Recent Developments." *Handbook of Marketing Decision Models*. Eds.: Berend Wierenga and Ralf van der Lans. New York: Springer.
- Erdem, Tülin and Joffre Swait (2014), "Branding and Brand Equity Models," in *The History of Marketing Science*, eds. Scott Neslin and Russell Winer. Now Publishers Series in Business, Volume 3, 237-261.
- Erdem, Tülin and Joffre Swait (2010), "Utility-Based Models of Brand Equity," in *Brands and Brand Management: Contemporary Research*, 207-229, eds. Rohini Ahluwalia, Mike Houston and Barbara Loken. Routledge, New York.

Working Papers

- Pieters, Rik, Tülin Erdem, Ana Martinovici, Nino Srichitava and Anajali Oza (2017), "Attention Trajectories and Brand Choice: An Eye-Movement Analysis."
- Siham, El Kihal, Tülin Erdem, Christian Schulze and Bernd Skiera (2017), "Is it How You Start How You Finish? Customer Return Rate Evolution in Online Retailing?"
- Ching, Andrew, Tülin Erdem and Michael Keane (2017), "How Much Do Consumers Know About the Quality of Products? Evidence from the Diaper Market."
- Yang, Sha, Yi Zhao, Tülin Erdem, and Daeyoung Koh (2014), "Modeling Consumer Choice with Dyadic Learning and Information Sharing: An Intra-household Analysis."
- Erdem, Tülin, Joffre Swait and Ana Valenzuela (2010), "Economic Development and Brand Credibility."
- Guo, Liang and Tülin Erdem (2005), "Measuring Usage Flexibility in Wireless Tariff Choice."

Invited Research Presentations

- AMA Sheth Doctoral Consortium*, University of Iowa, June 2017.
- ISMS Doctoral Consortium*, University of Southern California, June 2017.
- Research Seminar*, Northwestern University, February 2017.
- Invitational Choice Symposium*, hosted by University of Alberta, May 2016.
- Research Seminar*, Temple University, April 2016.
- Research Seminar*, Koç University, March 2016.
- Research Seminar*, University of Delaware, February 2016.
- ISMS Doctoral Consortium*, John Hopkins University, June 2015.
- Economics Seminar Series*, Rice University, Department of Economics, April 2015.
- Research Seminar*, University of Toronto, April 2015.
- Marketing Workshop*, Queen's University, April 2015.
- IO & Marketing Joint Seminar Series*, University of Zurich, March 2015.
- Keynote Speaker, *Marketing Dynamics Conference*, hosted by Stanford University, Las Vegas, Nevada, August 2014.
- AMA Sheth Doctoral Consortium*, Northwestern University, June 2014.
- EMAC Conference*, Valencia, Spain, June 2014.
- Research Seminar*, Goethe University, June 2014
- ISMS Doctoral Consortium*, Özyeğin University, Istanbul, Turkey, July 2013.
- Measuring & Managing Brands in a Digital World*, NYU Stern Center for Measurable Marketing, May 2013.
- Marketing Research Camp*, Jones School of Management, Rice University, May 2013.

Marketing Workshop, Columbia Business School, Columbia University, April 2013.
Research Seminar, CUNY Graduate Center, April 2013.
Marketing Workshop, The Wharton School, University of Pennsylvania, April 2013.
Research Seminar, Graduate School of Management, UC Davis, March 2013
Research Seminar, City College of New York, March 2013.
Research Seminar, Oxford University, Saïd School of Business, Oxford,
 February 2013.
Özyeğin University Public Lecture Series, July 2012.
ISMS Doctoral Consortium and Marketing Science Conference, Boston, MA,
 June 2012.
Research Seminar, School of Business, Rutgers, Newark, April 2012.
Distinguished Speaker Series, Isenberg School of Management, UMASS, Amherst,
 March 2012.
Distinguished Speaker Series, School of Business, George Washington University,
 March 2012.
Marketing Workshop, Foster School of Business, University of Washington,
 November 2011.
Marketing Seminar Series, Marshall School of Business, USC, August 2011.
Keynote Speaker, Marketing Dynamics Conference, Jaipur, India, July 2011.
ISMS Doctoral Consortium and Marketing Science Conference, Houston, TX,
 June 2011.
AMA Sheth Doctoral Consortium, Oklahoma State University, June 2011.
Research Seminar, Department of Economics, McGill University, May, 2011.
Research Seminar, Koç University, Istanbul, Turkey, March 2011.
Speaker Series, Carey School of Business, John Hopkins University, January
 2011.
Marketing Workshop, School of Business, University of Alberta, November 2010.
Research Seminar, School of Management, Yale University, November 2010.
Marketing Speaker Series, Georgia Institute of Technology, October 2010.
London Business School Marketing Research Camp, London, England, July 2010.
ISMS Doctoral Consortium and Marketing Science Conference, Cologne, Germany,
 June 2010.
AMA Sheth Doctoral Consortium, Texas Christian University, June 2010
Invitational Choice Symposium, hosted by University of Miami and University of
 Technology Sydney, May 2010.
Marketing Workshop, Fordham University, May 2010.
Marketing Seminar Series
 HBS, March 2010.
Marketing Workshop, Baruch College, December 2009.
 Keynote Speaker, *Marketing Dynamics Conference*, NY, NY, August 2009.
AMA Summer Educators' Conference, Chicago, IL, August 2009.
Research Seminar, Universidad Autónoma de Madrid, Madrid, Spain, July 2009.
Cheung Kong GSB Marketing Research Forum, Beijing, China, June 2009.
Marketing Science Conference, University of Michigan, June 2009.
AMA Sheth Doctoral Consortium, Georgia State University, June 2009.
ISMS Doctoral Consortium and Marketing Science Conference, University of Michigan,

June 2009.

Research Seminar, University of Rochester, April 2009.

Marketing Research Camp, Pennsylvania State University, April 2009.

Advertising Research Foundation, Marketing Modelers' Seminar Series, NY, NY, March 2009.

AMA Winter Educators Conference, Tampa, Florida, February 2009.

Özyeğin University Public Lecture Series, Istanbul, Turkey, December 2008.

Bilkent Research Camp, Bilkent University, Ankara, Turkey, June 2008.

ISMS Doctoral Consortium, University British Columbia, June 2008.

AMA Sheth Doctoral Consortium, University of Missouri, June 2008.

Marketing Research Camp, Texas A&M University, April 2008.

Marketing Seminar Series, Duke University, December 2007.

Marketing Seminar Series, Columbia University, November 2007.

5th QME Conference, discussant, Chicago, IL, October 2007.

ISMS Doctoral Consortium, Singapore Management University, Singapore, June 2007.

Invitational Choice Symposium, hosted by Wharton School, May 2007.

AMA Sheth Doctoral Consortium, Arizona State University, May 2007.

Advertising Research Foundation, Marketing Modelers' Seminar Series, NY, NY, May 2007.

4-School Colloquium, Columbia, NYU, Wharton, Yale hosted by Wharton, April 2007.

Marketing Research Camp, University of Pittsburgh, February 2007.

Marketing Science Doctoral Consortium, University of Pittsburgh, June 2006.

Marketing Workshop, University of California, Riverside, June 2006.

Research Seminar, Yale University, December 2005.

Distinguished Lectureship Series, University of Michigan, October 2005.

Marketing Workshop, New York University, September 2005.

Graduate School of Management Seminar, Sabancı University, Istanbul, Turkey, July 2005.

Faculty of Business Administration Seminar, Bilkent University, Ankara, Turkey, July 2005.

Marketing Science Doctoral Consortium, Emory University, June 2005.

Hightower Distinguished Lectureship Series, Emory University, December 2004.

IO Workshop, Duke University, October 2004.

ACR Doctoral Consortium, Portland, Oregon, October 2004.

Marketing Science Doctoral Consortium, Erasmus University, Netherlands, June 2004.

Invitational Choice Symposium, hosted by University of Colorado, June 2004.

Marketing Seminar Series, Stanford University, February 2004.

Business School Seminar Series, San Francisco State University, October 2003.

Marketing Science Doctoral Consortium, University of Maryland, June 2003.

Marketing Seminar Series, Northwestern University, April 2003.

Marketing Research Camp, Washington University, March 2003.

Cowles Conference on Estimation of Dynamic Demand Models, Economics Department, Yale University, November 2002.

ACR Doctoral Consortium, Atlanta, Georgia, October 2002.

Research Seminar, Yale University, May 2002.

Marketing Seminar Series, University of Colorado, April 2002.
Marketing Seminar Series, Washington University, St. Louis, May 2001.
Marketing Seminar Series, MIT, April 2001.
Marketing Seminar Series, Harvard Business School, April 2001.
Marketing Seminar Series, University of Houston, March 2001.
AMA Summer Educators Conference Special Session on Brand Equity honoring David Aaker, Chicago, August 2000.
AMA Sheth Doctoral Consortium, University of Western Ontario, August 2000.
Research Seminar, University of Toronto, March 2000.
Marketing Workshop, University of California, Davis, December 1999.
Econometrics in Tel Aviv, Dept. of Economics, Tel Aviv University, Israel, June 1999.
Marketing Seminar Series, UC Irvine, March 1999.
Marketing Seminar Series, Cornell University, February 1999.
Marketing Research Camp, UCLA, January 1999.
Marketing Seminar Series, University of Pennsylvania, December 1998.
Marketing Seminar Series, New York University, December 1998.
AMA Doctoral Consortium, University of Georgia, August 1998.
Marketing Seminar Series, GSIA, Carnegie Mellon University, May 1998.
CEDA (Committee on Economic Development of Australia) Conference on Building Brands in the Knowledge Economy, Sydney and Melbourne, Australia, September 1998.
Invitational Symposium on Choice Modeling and Behavior, hosted by HEC, Jouy-en-Josas, France, July 1998.
Research Seminar, Koç University, Istanbul, Turkey, June 1998.
Applied Econometrics and Quantitative Methods Summer Workshop, Koc University, Istanbul, Turkey, August 1997.
Marketing Seminar Series, University of Texas at Dallas, May 1997.
Marketing Workshop, MIT, April 1997.
5th Annual Winter Research Retreat, University of Florida, March 1997.
Invitational Symposium on Choice Modeling and Behavior, hosted by Columbia University, June 1996.
Marketing Seminar Series, MIT, November 1995.
Marketing Seminar Series, Ohio State University, May 1995.
AMA Advanced Research Techniques Forum, Beaver Creek, Colorado, June 1994.
Marketing Seminar Series, Stanford University, November 1993.
Invitational Symposium on Choice Modeling and Behavior, hosted by Duke University, July 1993.

Conference Presentations

EIRASS Conference, Edinburgh, Scotland, July 2016.
Academy of Marketing Science, World Congress, Bari, Italy, July 2015.
Marketing Science Conference, Marketing Science Conference, Özyeğin University, Istanbul, Turkey, July 2013.
EIRASS Conference, Zagreb, Croatia, July 2008.
Marketing Science Conference, UBC, Vancouver, Canada, June 2008.

Marketing Science Conference, SMU, Singapore, June 2007.
EIRASS Conference, Budapest, Hungary, July 2006.
Marketing Science Conference, Pittsburgh, PA, June 2006.
Marketing Dynamics Conference, Sacramento, CA, September 2005
Marketing Science Conference, Atlanta, GA, June 2005.
EIRASS Conference, Prague, Czech Republic, July 2004.
Marketing Science Conference, Rotterdam, Netherlands, June 2004.
Quantitative Marketing and Economics Conference, Chicago, IL, October 2003.
EURO/INFORMS Joint International Meeting, Istanbul, Turkey, July 2003.
Marketing Science Conference, Washington D.C., June 2003.
AMA Advanced Research Techniques (ART) Forum, Monterey, CA, June 2003.
Bayes Conference, Columbus, Ohio, November 2002.
Marketing Science Conference, Edmonton, AB, Canada, June 2002.
Marketing Science Conference, Wiesbaden, Germany, July 2001.
EIRASS Conference, Sintra, Portugal, July 2000.
Marketing Science Conference, LA, CA, June 2000.
Marketing Science Conference, Syracuse, NY, May 1999.
Marketing Science Conference, Fontainebleau, France, July 1998.
INFORMS Fall Meetings, Dallas, Texas, October 1997.
Association for Consumer Research Conference, Denver, CO, October 1997.
Marketing Science Conference, Berkeley, CA, March 1997.
Marketing Science Conference, Gainesville, FL, March 1996.
INFORMS Spring Meetings, Los Angeles, CA, April 1995.
Marketing Science Conference, Tucson, AZ, March 1994.
Marketing Science Conference, St. Louis, MI, March 1993.
Marketing Science Conference, London, England, July 1992.
Marketing Science Conference, Delaware, March 1991.
MSI Conference on Managing Brand Equity, Austin, TX, November 1990.
Marketing Science Conference, Urbana, IL, March 1990.

Selected Other Presentations

“Brands in Motion,” BBI (BAU Branding Innovation) Launch Conference, Istanbul, Turkey, January 2016.
“Power of Images in Branding,” *Summer International University*, Aladdin Project by Unesco/Erasmus+, Bahcesehir University, Cappadocia, Turkey, July 2015.

TEACHING

Interests

Brand Management and Strategy, Marketing Management, Marketing Planning, Marketing Strategy, Marketing Models

Experience

Teaching:

Undergraduate: Marketing Management, Branding, Brand Management and Strategy, Marketing Strategy and Planning, Economic Development and International Trade

MBA: Marketing Concepts, Marketing Management, Branding/ Brand Management and Strategy

Ph.D.: Empirical Modeling, Marketing Models, Choice Models, Individual Topics in Marketing

Executive Education: Brand Equity, Brand Strategy, International Marketing, Marketing Management and Strategy

Graduate and Post-Graduate Mentorship:

Post-Doctoral Mentorship:

Baohong Sun (1995-1997). Carnegie Mellon University.

Chair of Ph.D. thesis committee:

Sue Chang (2012) "Learning Dynamics in Product Relaunch," University of Georgia.

Rachel Shacham (2011) "Econometric Methods for Modeling the Difficult-to-Observe Phenomena," University of Minnesota.

Johanna Sussman Ilfeld (2004) "Investigating Social Learning Effects in the Consumer Choice of Health Care Plan Adoption." Go-Strolling Inc.

Judi Strebel (1997) "Modeling consumer choice processes for high-tech durable goods: An investigation of consumer learning under uncertainty." University of Arizona.

Member of Ph.D. thesis committee:

Marketing

Yuzhou Liu (2015), Airbnb

Tingting Fan (2014), Chinese University of Hong Kong

Wenbo Wang (2012), HKUST

Mantian Hu (2012), Chinese University of Hong Kong

Rachel Shacham (2009), University of Minnesota

Sherif Naser (2008), Washington University, St. Louis

Yeşim Orhun (2006), University of Chicago

Liang Guo (2003), HKUST

Ying Zhao (2001), HKUST

Mark Stiving (1996), OSU

Other

Mürüvvet Çelikbas (2002, Industrial Eng. and OR)

Timothy Beatty (2001, Agricultural Economics)

Craig Mohn (1999, Agricultural Economics)
Panupol Lerssrisuriya (1998, Industrial Eng. and OR)
Alan Cooke (1997, Psychology)

External Examiner (Dissertation Defense)

Avery Haviv (2014, University of Toronto)

Member of several Oral Examination Committees

Effectiveness

At Haas: Member of Club 6.0 (median 6.0 and above on a 7-point scale in regard to teaching effectiveness) in the majority of the courses taught during 1993-2006.

At Stern: a mean of 6.0 and above on a 7-point scale in regard to teaching effectiveness in several courses.

ADMINISTRATIVE SERVICE

Stern School of Business

2017-present Chair, Marketing Department
2015-2017 Member of Advisory Council to the Department Chair
2014-2017 Member of NYU Faculty Advisory Committee on Academic Priorities
2012-2017 Member of Promotion and Tenure Committee
2008-2009 Director, Stern Center for Measurable Marketing
2007-2008 Co-Director, Center for Digital Economy Research (CeDER)
2007-2009 Member of MBA Core Curriculum Committee
2007-2009 Member of Senior Faculty Review Committee
2007-2008 Member of *Ad Hoc* Search Committee in Environmental Studies
2006-2007 Research Director, Center for Digital Economy Research (CeDER)
2006-2007 Member of Global Task Force

Haas School of Business

2005-2006 Ph.D. Program Director, Haas School of Business
2005-2006 Chair, Committee on Research (Academic Senate Committee)
2005-2006 Member of DIVCO (UC Berkeley Divisional Council)
2004-2005 Member of UCORP (University Committee on Research Policy).
UC system-wide committee, UC Berkeley Representative
2004-2005 Vice-Chair, Committee on Research (Academic Senate Committee)
2004-2005 Chair, Policy and Planning (P²) Committee
2003-2004 Member of Policy and Planning (P²) Committee
2003-2004 Member of Academic Affairs Advisory Council
2003-2004 Chair, Marketing Group

2002-2003	Associate Dean for Academic Affairs and Faculty Chair
2001-2004	Member of Haas School Hiring Committee
2001-2004	Member of Committee on Research (Academic Senate Committee)
2001-2002	Co-Associate Dean for Academic Affairs and Chair of Haas School Hiring Committee
2001-2002	Acting Chair, Marketing Group
1999-2001	Member of Policy and Planning (P ²) Committee
1999-2000	Member of Faculty and Ph.D. Computer Committee (FPCC)
1999-2000	Member of Space Allocation Committee
1996	Member of <i>ad hoc</i> Marketing Ph.D. Program Evaluation Committee

SELECTED INDUSTRY EXPERIENCE

- Founding Advisory Board Chair, BBI (BAU Branding Innovation), 2016, BBI is a Global Think-and-Do Tank about Branding based in Istanbul, Turkey.
- Academic Partner of Prophet (2008-2012). Prophet is a Strategic Brand and Marketing Consultancy.

LITIGATION EXPERIENCE INVOLVING EXPERT TESTIMONY BY DEPOSITION OR/AND IN COURT

- *Federal Trade Commission v. DirecTV Corporation and DirecTV, LLC*. Case No: 3:15cv-01129 (2016-2017). Testified twice by deposition and in court on consumer comprehension of marketing and advertising materials.
- *Church and Dwight Co., Inc. vs. SPD Swiss Precision Diagnostics, GMBH*, Civil Action No.: 14 CV 585 (AJN) (2015, 2017). Retained by Proskauer Rose LLP. Testified twice by deposition and in court on consumer demand, decision-making & behavior and competitive strategy in home pregnancy test kits markets.
- *Triumph International, Inc. and John Branca and John McClain v. GourmetGiftBaskets.com*. Case No. 2:16-cv-001315 (2016). Testified by deposition on consumer trademark confusion with respect to food products.
- *YETI Coolers, LLC., v. RTIC Coolers, LLC*. Civil Action Case No. 1:15-cv-00597 (2016). Testified by deposition on the impact of trade dress and trademark use on consumer choice in the high-end cooler market.
- *Mobilemedia Ideas LLC v. Apple Inc.* Civil Action No. 10-258-SLR (2016). Retained by Proskauer Rose LLP. Testified by deposition and in court on consumer usage, satisfaction and importance of smartphone features.

- *Liberty Theaters LLC v. The Stomp Company Limited Partnership* (2015). Retained by Quinn Emanuel Urquhart & Sullivan, LLP. Testified by deposition and at the arbitration panel on branding and co-branding in arts and entertainment industry.
- AAA No. 13 122 Y 02448 13 (*OLAV BERGHEIM and MORTEZA GHARIB, Claimants v. SIRONA DENTAL SYSTEMS, INC., and ARGES IMAGING INC*). (2015). Retained by Arnold & Porter. Testified by deposition and at the arbitration panel on the impact of marketing strategy on the development of new markets and sales of the individual products in B2B high-tech markets.
- *Apple Inc. vs. Samsung Electronics Co, Ltd: Samsung Electronics America; Samsung Telecommunications America, LLC*. Case No: 12-cv-00630-LHK (2013-2014). Retained by Samsung. Testified by deposition and in court on consumer demand in smartphone and tablet markets.
- *Apple Inc. vs. Samsung Electronics Co, Ltd: Samsung Electronics America; Samsung Telecommunications America, LLC*. Case No: 11-cv-01846-LHK (2012-2013). Retained by Quinn Emanuel Urquhart & Sullivan, LLP. Testified by deposition on consumer demand in smartphone and tablet markets.
- *Viacom International Inc., MTV Networks and Harmonix Music Systems Inc. v. Activision Inc., Activision Publishing Inc. and RedOctane Inc.*, before JAMS Arbitration Panel, JAMS Reference No.: 1220038389 (2008-9). Retained by Kirkland & Ellis, LLP. Testified by deposition on brand equity, brand positioning, communication strategies and likelihood of consumer confusion in video-games industry.
- Co-authored White Paper on economic theory and empirical & econometric research on national cable ownership limits (2007). Filed in FCC cable ownership proceeding. Retained by Comcast.
- *VISA U.S.A. v. First Data Corporation, First Data Resources Inc., First Data Merchants Services Corporation*, Case No. C02-1786 (PJH) (2005-6), Northern District of California. Retained by Bingham McCutchen, LLP. Testified by deposition on brand promise, brand equity, branding strategy, trademark infringement, consumer behavior and decisionmaking in credit-card industry.
- *Barbara's Sales Inc. v. Intel Corporation, et. al.*, Case No. 02-L-788 (2004), Third Judicial Circuit, Madison County, Illinois. Retained by Korein Tillery. Testified by deposition on misleading positioning and advertising claims, branding strategy, consumer behavior and decision-making in high-tech product categories.