

Self-Evaluation: Research, Teaching, Service and Contributions to Diversity

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This memo describes contributions since my most recent promotion application in August 2014.

1. Research

Five papers were accepted and published:

- One paper was accepted and published in *Marketing Science*, a consensus top journal in the field. It was presented as the lead article of its issue and chosen for media release.
- One paper was accepted and published in the *Journal of Marketing*. Most mid-ranked marketing faculties regard this as the best journal in the field.
- One paper, written with two former doctoral students, was accepted and published in the *International Journal of Marketing Research*. Many US schools view this as a “B” journal, but European faculties consider it to be a top outlet.
- A solo-authored paper was accepted and published by the *Handbook for Media Economics*. This is a prestigious handbook published by Elsevier and edited by two of the top active media economists in the field, Simon Anderson and Joel Waldfogel.
- A solo-authored paper was accepted and published by the *Journal of Media Economics*. This paper was written based on data produced by a collaboration at Google and later solicited by an area editor at *Journal of Marketing Research*. Unfortunately, my primary research sponsor left Google, so I had no one to ask for permission to re-analyze the data. JME took an unusual step in publishing the originally approved paper without any revisions to the empirics.

Perhaps the most significant milestones were three research recognitions. A paper published in *Management Science* in 2014 was selected in 2015 for the John D. C. Little Award, given for the “best marketing paper published in *Marketing Science* or *Management Science*.” The article was the sole winner among 151 eligible papers. In 2016, the article published in *Marketing Science* in 2015 was selected as one of five finalists for the Little best paper award among 137 eligible papers. It is unusual for one person to be a Little award winner or finalist in consecutive years; on the [list of past finalists](#), I can find only a few precedents. The third recognition occurred in 2015 when a solo-authored paper that I published in 2008 was named as a finalist for the INFORMS Long-Term Impact Award, given annually to an article “that is viewed to have made a significant long run impact on the field of marketing.” These resulted from votes by members of the editorial review boards of *Marketing Science* and *Management Science*.

I have enjoyed excellent exposure within the field, having presented research at ten conferences, seven universities and two corporate research groups over the past two years.

My research stream remains very active, with two articles in advanced stages of review at *Management Science*. One requested revision, “Temporal Distance and Price Elasticity,” was just resubmitted to the journal for a second evaluation. We are nearly finished rewriting the other article, “Dynamic Quality Ladder Predictions in Nonrandom Holdout Samples,” and expect to resubmit a second revision within the next month.

Finally, I have developed several new collaborations with firms. Together with two coauthors at Cornell, I have run 9 large-scale field experiments with a digital coupon website, with sample sizes ranging from 20,000-100,000 subjects each. This effort has produced one paper that is currently under first review at *Marketing Science*, and three other projects which are nearing mature stages of development. In a separate collaboration, we have nearly finished a new paper based on data from three advertising research firms (Ace Metrix, iSpot and Kantar) which I expect to submit to *Marketing Science* by the end of 2016. I also have two separate collaborations with Ace Metrix and Tvision that have yielded promising preliminary findings which I am working to develop into publishable papers. And I am hopeful that a collaboration with DirectAvenue will produce initial empirical findings within the next few weeks. Working with firms is risky but it is rewarding to see research have a direct influence on practitioners, and the efforts contribute to the Rady school's reputation in the field.

2. Teaching

I continue to teach the core marketing class to all MBA students. Because this is the only marketing class that is required of all MBA students, and because some MBA students are perceived as both demanding and uninterested in studying marketing, the core class is often seen as the most difficult marketing teaching assignment.

I review and update all class material every year. Overall the student response to the material has been quite good. Course evaluations for winter 2016:

Section	Overall Instructor Rating	Overall Course Rating
Full-Time MBA	4.16 out of 5	4.06 out of 5
Weekend MBA	4.94 out of 5	4.94 out of 5
Evening MBA	4.83 out of 5	4.86 out of 5

In addition to my required teaching, I supervised 68 credit-hours of MBA students' independent study projects. This was not required but I found it quite rewarding and fun. I did so much advising that I earned a one-section teaching reduction; I had hoped to take this along with a sabbatical quarter in 2016-2017, but I postponed those plans after learning about the number of unstaffed classes within the school.

Finally, I took on some additional teaching duties in our new Masters of Science in Business Analytics (MSBA) program. I taught one-third of an intensive introductory course to incoming students in August 2016, introducing them to the business function of marketing and marketing analytics. The class went quite well, though we are still waiting on course evaluations. I expect to continue this extra teaching in future years, at least until we are able to hire enough tenure-track faculty to cover all of the school's regular courses.

3. Service

I am a very active service participant within the Rady School. My current activities include:

- Internal Consultant and Faculty Liaison to Marketing Communications and Admissions Teams, since 2013. I regularly meet and talk with the heads of admissions and marketing and give input on their activities, such as measuring advertising effectiveness and coordinating marketing functions at the top and bottom of the enrollment funnel.

- Faculty Compensation Committee, 2015-. I wrote most of the first draft of a pilot proposal to systematize faculty compensation adjustments based on market salary data. This pilot was modeled on a long-standing plan at UC-Berkeley's Haas School.
- Doctoral Program Committee, 2016-
- Curriculum Review Committee, 2016-
- Active participant in Center for Business Analytics activities, 2014-. I frequently meet with colleagues and corporations regarding potential involvement in the Rady School's Center for Business Analytics.
- Active participant supporting the Masters of Science in Business Analytics program, participating in student functions and faculty discussions.
- Extremely active participant in all aspects of marketing area: seminar organizing and hosting, faculty recruiting and doctoral student admissions, 2013-
- Accounting Faculty Recruiting Committee, 2015-2016

I look forward to expanding my service contributions at the university level.

I also invest a great deal of time contributing to the profession. In 2016 I was named to the editorial review boards of *Marketing Science* (with two other Rady faculty) and *Journal of Marketing Research* (the only representative from Rady), reviewing an average of 6 papers for each journal annually. I am a frequent reviewer for other top journals in the field, such as *Management Science*, *Journal of Marketing* and *Quantitative Marketing and Economics*, reviewing an average of about 3 papers per year for each outlet.

I also help to organize several conferences. In the past two years, I served on the scientific committee of the ZEW Workshop on the Economics of Information, Communications and Technology in Mannheim; reviewed submissions as part of the Board of Curators for the Advertising Research Foundation's annual conference; and organized a special session at the 2016 International Choice Symposium in Lake Louise.

Recently I was asked to serve as a co-editor (one of four) for media and advertising papers at an on-the-rise multidisciplinary journal, *Information Economics and Policy*. My three-year term begins in January.

4. Contributions to Diversity

My most significant contribution to diversity in the past two years was an effort to supervise a thesis for an undergraduate student, Brandon Portal. Brandon was part of the UCSD McNair Program, an effort to help low-income, first-generation college students prepare for doctoral study. Brandon's thesis involved understanding the market for commercial enterprises established to support women with substance abuse problems. Brandon conducted a series of interviews mapping the value chain and enrollment funnel, starting from the women's sponsors who pay for the support services, through the referrer churches and consultants who help women find support services, down to the segments of support services available in the market. In so doing he developed a set of recommended best practices for rehab centers which he shared with a number of professionals in the industry. Brandon presented a poster at the FMP Research Symposium. He later told me that he intended to enter a doctoral program to study social work.