

KENNETH C. WILBUR

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Education

M.A. 2001, Ph.D. 2005, Economics, University of Virginia
B.S.C. 1997, Communications and Economics, *magna cum laude*, University of Miami

Positions

2009- Assistant Professor, Duke University Fuqua School of Business
2005-2009 Assistant Professor, USC Marshall School of Business
2007- , Fellow, USC Center for Communication Law & Policy
2003-2004 Instructor, University of Virginia
1997-1999 Business Analyst, Accenture

Publications

Ailawadi, K., et al., Wilbur, K.C., J. Zhang (2009), "Empirical Models of Manufacturer-Retailer Interaction: A Review and Agenda for Future Research," *Marketing Letters*, forthcoming.
Wilbur, K. C., Y. Zhu (2009), "Click Fraud," *Marketing Science*, 28 (2).
Wilbur, K. C. (2008), "A Two-Sided, Empirical Model of Television Advertising and Viewing Markets," *Marketing Science*, 27 (3), 356-378.
Finalist, John D. C. Little Award for best marketing paper published in *Marketing Science* or *Management Science*
Wilbur, K. C. (2008), "How the Digital Video Recorder Changes Traditional Television Advertising," *Journal of Advertising*, 37 (1), 143-149.

Working Papers

Gauri, D., Joo, M., K. C. Wilbur (2009), "Marketing on the High Seas: a Structural Model of Cruise Supply and Demand."
Zhu, Y., K. C. Wilbur (2009), "Hybrid Advertising Auctions."
"What can Television Networks Learn from Search Engines? How to Select, Price and Order Television Commercials to Maximize Advertiser Welfare," with David Kempe.
Wilbur, K. C., M. S. Goeree, G. Ridder (2008), "Effects of Advertising and Product Placement on Television Audiences."
Wilbur, K. C., P. W. Farris (2008), "A Technique to Assess Managers' Pre-Launch Distribution Assumptions for New SKUs."
A. D. Rennhoff, K. C. Wilbur (2008), "The Effectiveness of Post-Release Movie Advertising."

Works in Progress

- “Manufacturer and Dealership Association Advertising of Full-size Trucks” with Linli Xu, S. Siddarth, Jorge Silva-Risso.
“Are There Too Many Ads on TV?” with Xinlei (Jack) Chen.
“The ‘Dark Matter’ of Advertising” with Paul Farris and Gerry Tellis.
“Offline/Online” with Yi Zhu.

Conference Participation and Invited Seminars

- 2009 ARF Audience Measurement 4.0, NYC
 INFORMS Marketing Science Conference, Ann Arbor
 NET Institute Conference, NYU (discussant)
 CEMFI, CERGE-EI, Facebook, Google, Harvard, MIT, Tilburg, UC3M, UCLA, UCSD, Warwick
- 2008: Erin Anderson Memorial Conference, Wharton
 QME Conference, NYU (discussant)
 Research Frontiers in Marketing Sciences Conference at UT-Dallas
 University of Mannheim (Economics)
 uxTV Video Conference, Microsoft Research
 Workshop on the Economics of Advertising and Marketing, Bad Homburg
 Yale SOM CCI Collaborative & Multidisciplinary Conference 2008
 Duke, Mannheim, Northwestern, UBC
- 2007: 2nd Workshop on Game Theory in Marketing, Montreal
 Canadian Competition Bureau
 European Association for Research in Industrial Economics Conference, Valencia
 INFORMS Annual Meeting, Seattle
 INFORMS Marketing Science Conference, Singapore
 International Industrial Organization Conference, Georgia
 Marketing Executives Networking Group, Los Angeles
 Marketing Executives Networking Group, National Webinar
 Southern California Marketing Colloquium
 Claremont McKenna, Melbourne, Stanford, UC-Berkeley, UC-Irvine, UCLA QME working group, USC Annenberg
- 2003-6: 2nd Annual Workshop in Media Economics, 2004
 4th Annual Workshop in Media Economics, 2006
 Federal Communications Commission
 IDEI/ZEI Conference on Regulation of Media Markets
 Southern Economic Association Conference, 2004
 Chicago, CSU-Northridge, Georgia, NYU, Toronto, UBC, USC, WUSTL

Other Activities

NET Institute Summer Research Grant (with Yi Zhu), June 2008, \$3,000

National Student Advertising Competition, American Advertising Federation, USC Chapter

-Faculty Advisor, 2006-2007. Won district and placed 3rd overall of 255 universities nationwide. Coke implemented elements of our campaign at *cokebubbles.com*

-Faculty co-Advisor, 2007-2008. Won district and finished 13th overall nationwide

Ad hoc referee: *Economica*, *Economics Letters*, *Information Economics and Policy*,

International Journal of Industrial Organization, *Journal of Advertising*, *Journal of the*

Academy of Marketing Science, *Journal of Industrial Economics*, *Journal of Marketing*,

Journal of Marketing Research, *Journal of Media Economics*, *Management Science*,

Managerial and Decision Economics, *Marketing Science*, *Southern Economic Journal*,

2007 FCC Media Cross-Ownership Studies

President, UVA Graduate Student Council, 2002-2003

President, UVA Economics Graduate Student Association, 2001-2002

National Media Exposure: *All Things Considered* on National Public Radio, *CNN*, *Fox Business*

News (3x), *Los Angeles Times* (2x), *Marketplace* on National Public Radio (14x), *Media*

Briefing, *Media Daily News*, *Media Life Magazine*

Last Updated

September 2009