CURRICULUM VITAE

SIDDARTH, Sivaramakrishnan

Office:
HOH 613, Marshall School of Business
University of Southern California
Los Angeles, CA 90089-0443

Phone: (213) 740-5048/Fax: (213) 740-7828

E-Mail: siddarth@usc.edu

EDUCATION

August 1992	Ph.D., University of California, Los Angeles, California.
June 1986	P.G.D.M., Indian Institute of Management, Calcutta, India.
June 1981	B. Technology, Indian Institute of Technology, New Delhi, India.

PROFESSIONAL EMPLOYMENT RECORD

May 2001- Present	University of Southern California, Los Angeles Associate Professor
July 1999- May 2001	University of Southern California, Los Angeles Assistant Professor
July 1997- June 1999	University of California, Los Angeles Visiting Assistant Professor
July 1992- June 1999	University of British Columbia, Vancouver, B.C., Canada Assistant Professor
May 1986- July 1988	National Institute of Information Technology, Madras, India Business Executive/Group Manager
August 1981- May 1984	Madura Coats Limited, Bangalore, India Management Trainee/Finishing Manager

ACADEMIC HONORS

1. Golden Apple Teaching Award for the best MBA Elective in the academic year 20013-2014.
2. Golden Apple Teaching Award for the best MBA Elective in the academic year 2009-2010.

3. 2008 USC Mellon Excellence in Mentoring Award for faculty mentoring graduate students.
4. 2007 William F. O'Dell Award for the outstanding article published in the *Journal of Marketing Research* in 2002.
5. Golden Apple Teaching Award for the best MBA Elective in the academic year 2004-2005.
6. Evan C. Thompson Faculty Teaching and Learning Innovation Award, 2005.
7. 2001 AMA, Advertising Special Interest Group award for the best advertising article published in an AMA journal five years ago.
8. Golden Apple Teaching Award for the best MBA-PM core class in the academic year 2000-2001.
9. AMA Doctoral Consortium Faculty Fellow, 1999.
10. Commerce Undergraduate Society Teaching Excellence Award Nominee, UBC, 1997.
11. Finning Ltd. Junior Professorship in Marketing, Faculty of Commerce, University of British Columbia (UBC), July 1993-June 1997.
12. Olin Fellowship, UCLA, Jan 1992 - Aug 1992
13. C.V. Starr Fellowship, UCLA, Sept 1991 - Dec 1991.
14. Mary and Charles C. Cooper Fellowship, UCLA, Jan 1991 - Aug 1991
15. University Fellowship, UCLA, Sept 1988 - Dec 1990

ARTICLES PUBLISHED IN REFEREED JOURNALS

1. Gilbride Timothy, Imran Currim, Ofer Mintz and S. Siddarth (2016), "A Model of Inferring Market Preferences from Online Retail Product Information Matrices, *Journal of Retailing*, 92(4) 470-485.

2. Kwon, Ohjin, Anthony Dukes , S. Siddarth and Jorge Silva-Risso (2015) "The Informational Role of Product Trade-ins for Retailer Pricing," *The Journal of Industrial Economics*, 63(4), 736-762.

3. Currim, Imran, Ofer Mintz and S. Siddarth (2015), "Information Accessed or Information Available? The Impact on Consumer Preferences Inferred at a Durable Product E-Commerce Website," *Journal of Interactive Marketing*, 29 (February), 11-25.

4. Xu, Linli, Kenneth C. Wilbur, S. Siddarth and Jorge Silva-Risso (2014), "Price Advertising by Different Channel Members," *Management Science*, 60(11):2816-2834.

5. Niraj, Rakesh and S. Siddarth (2013), "Customized Prices and Within-Chain Data Do Not Mix!" *European Journal of Marketing*, Volume 48, Issue 1/2.

6. Chellappa, Ramnath, Raymond Sin and S. Siddarth (2011), "Price-formats as Sources of Price Dispersion: A Study of Online and Offline Prices in the Domestic US Airline Markets," *Information Systems Research*, 22(1).

7. Bucklin, Randolph E., S. Siddarth and Jorge Silva-Risso (2008), "Distribution Intensity and New Car Choice," *Journal of Marketing Research*, 45(4), 473-486.

8. Gustafson, Paul and S. Siddarth (2007), "Describing the Dynamics of Attention to TV commercials: A Hierarchial Bayes Model of the Time to Zap an Ad," *Journal of Applied Statistics*, 34(5), 585-609.

9. Dasgupta, Srabana, S. Siddarth and Jorge Silva-Risso (2007), "Lease or Buy: A Structural Model of a Consumer's Vehicle and Contract Choice Decisions," *Journal of Marketing Research*, 44(3), 490-502.

10. Pauwels Koen, Dominique M. Hanssens and S. Siddarth (2002), "The Long-Term Effects of Pricing and Promotions on Category Traffic, Brand Choice and Purchase Quantity," *Journal of Marketing Research*, 39, 421-439.

11. Chang Kwangpil, S. Siddarth and Charles B. Weinberg (1999), "The Impact of Heterogeneity in Purchase Timing and Price Responsiveness on Estimates of Sticker Shock Effects," *Marketing Science*, 18, 178-192.

12. Siddarth, S. and Amitava Chattopadhyay (1998), "To Zap Or Not to Zap: A Study of the Determinants of Channel Switching During Commercials," *Marketing Science*, 17, 124-138.

13. Bucklin, Randolph E., Sunil Gupta and S. Siddarth (1998), "Modeling the Effect of Purchase Quantity on Consumer Choice of Product Assortment," *Journal of Forecasting: Special Issue on Marketing Applications*, 17, 281-301.

14. Bucklin, Randolph E., Sunil Gupta and S. Siddarth (1998), "Determining Segmentation in Sales Response Across Consumer Purchase Behaviors," *Journal of Marketing Research*, 35, 189-197.

15. Hakstian, Ralph A., Linda S. Scratchley, Allison A. MacLeod, Roger G. Tweed and S. Siddarth (1997), "Selection of Telemarketing Employees by Standardized Assessment Procedures," *Psychology and Marketing*, 14, 703-726.

16. Pollay, Richard W., S. Siddarth, Michael Siegel, Anne Haddix, Robert K. Meritt, Gary A. Giovino, & Michael P. Eriksen, (1996) "The Last Straw? Cigarette Advertising and Realized Market Shares among Youths and Adults, 1979-1993," *Journal of Marketing*, 60 (2), 1-16 (*lead article*).

17. Ansari, Asim M., S. Siddarth and Charles Weinberg (1996), "Pricing a Bundle of Products and Services: The Case of Nonprofits," *Journal of Marketing Research*, 33, 86-93.

18. Siddarth, S., Randolph E. Bucklin and Donald G. Morrison, (1995) "Making the Cut: Modeling and Analyzing Choice Set Restrictions in Scanner Panel Data," *Journal of Marketing Research*, 32, 255-266 (*lead article*).

BOOK CHAPTERS

1. Pai, Seema, S. Siddarth and Suresh Divakar, "Advertising Tracking," in *The SAGE Handbook of Advertising*, Gerard J. Tellis and Tim Ambler (eds.), 233-247, Sage Publications, October 2007.

WORKING PAPERS

1. "Changing the Power Equation: A Structural Analysis of the Impact of Used Cars on the Automobile Distribution Channel," (with Dinakar Jayarajan and Jorge Silva-Risso).

2. "Lease for Less: A Price Discrimination Model of Why Auto Manufacturers Subsidize Leases," (with Srabana Dasgupta).

3. "Cannibalization vs Competition: The Impact of Durability on Product Demand," (with Dinakar Jayarajan and Jorge Silva-Risso).

4. "Does a Consumer's Previous Purchase Predict Other Consumers' Choices? A Bayesian Probit Model with Spatial Correlation in Preference and Response" (with Ohjin Kwon and Jorge Silva-Risso), revision invited, *Marketing Science.*

5. "Brand Hazard: A Customer-based Account of a Brand's Prospect," (with Joseph Johnson and Deb Mitra), revision invited, *Journal of Marketing*.

WORK IN PROGRESS

1. "What Drives the Replacement of Durable Products?"(with Dinakar Jayarajan and Jorge Silva-Risso).

CONFERENCE PRESENTATIONS

1. "Changing the Power Equation: A Structural Analysis of the Impact of Used Cars on the Automobile Distribution Channel," INFORMS Marketing Science Conference, Los Aneles, CA, June 2017 (with Dinakar Jayarajan and Jorge Silva-Risso).

2. "A Model for Inferring Market Preferences from Online Retail Product Information Matrices," Workshop in Management Science, Puerto Varas, Chile, January 2017 (with Tim Gilbride, Imran Currim, and Ofer Mintz).

3. "What to Click, When to Stop, and What to Buy: A Model of Information Processing and Choice at an E-commerce Website," INFORMS Marketing Science Conference, Atlanta, GA, June 2014, (with Tim Gilbride, Imran Currim and Ofer Mintz).

4. "Lease for Less: A Price Discrimination Model of Why Auto Manufacturers Subsidize Leases," INFORMS Marketing Science Conference, Atlanta,GA, June 2014, (with Srabana Dasgupta).

5. "What to Click, When to Stop, and What to Buy: A Model of Information Processing and Choice at an E-commerce Website," INFORMS Marketing Science Conference, Texas A&M University, April 2014, (with Tim Gilbride, Imran Currim and Ofer Mintz).

6. "A Structural Model of Price and Inventory Competition Between Automobile Dealers," INFORMS Marketing Science Conference, Istanbul, Turkey, June 2013, (with Dinakar Jayarajan and Jorge Silva-Risso).

7. "How Does Assortment Size Impact Consumer Choice?" INFORMS Marketing Science Conference, Boston, MA, June 2012, (with Tae-Kyun Kim).

8. "The Informational Role of Product Trade-ins for Retailer Pricing," NASMEI conference, Chennai, India, December 2011.

9. "Information Available or Information Acquired? Implications for Consumer Choice Models," INFORMS Marketing Science Conference, Houston, TX, June 2011, (with Imran Currim and Ofer Mintz).

10. "What Drives the Replacement of Durable Products?" INFORMS Marketing Science Conference, Houston,TX, June 2011 (with Dinakar Jayarajan and Jorge Silva-Risso).

11. "Variation in Retailer Competition in Durable Goods Markets: An Empirical Study", INFORMS Marketing Science Conference, Houston, TX, June 2011, (with Tae-Kyun Kim and Jorge Silva-Risso).

12. "Manufacturer Competition in the Presence of Exclusive Dealers: The Case of the U.S. Automobile Industry," NASMEI conference, Chennai, India, December 2010.

13. "The Informational Role of Product Trade-ins for Retailer Pricing," INFORMS Marketing Science Conference, Cologne, Germany, June 2010, (with Anthony Dukes, Ohjin Kwon and Jorge Silva-Risso).

14. "Manufacturer Competition in the Presence of Exclusive Dealers: The Case of the U.S. Automobile Industry," UTD-FORMS Conference, INFORMS Society for Marketing Science & The Marketing Science Institute, Dallas, Texas, February 2010, (with Tae-Kyun Kim and Jorge Silva-Risso).

15. "The Informational Role of Product Trade-ins for Retailer Pricing," UTD-FORMS Conference, INFORMS Society for Marketing Science & The Marketing Science Institute, Dallas, Texas, February 2010, (with Anthony Dukes, Ohjin Kwon and Jorge Silva-Risso).

16. "Does a Consumer's Previous Purchase Predict Other Consumers' Choices? A Bayesian Probit Model with Spatial Correlation in Preference and Response" NASMEI conference, Chennai, India, December 2009.

17. "Is All Publicity Good Publicity? The Impact of the Content, of News Stories on Corporate Reputation," Marketing Dynamics Conference, New York, August 2009 (with Seema Pai and Natalie Mizik).

18. "Does a Consumer's Previous Purchase Predict Other Consumers' Choices? A Bayesian Probit Model with Spatial Correlation in Preference and Response," INFORMS Marketing Science Conference, Ann Arbor, Michigan, June 2009 (with Ohjin Kwon and Jorge Silva-Risso).

19. "Manufacturer Advertising and Dealers Association Advertising," Marketing Dynamics Conference, New York, August 2009 (with Linli Xu, Kenneth C. Wilbur and Jorge Silva-Risso).

20. "Manufacturer Competition in the Presence of Exclusive Dealers: The Case of the U.S. Automobile Industry," INFORMS Marketing Science Conference, Ann Arbor, Michigan, June 2009 (with Tae-Kyun Kim and Jorge Silva-Risso).

21. "An Automobile Choice Model with Spatial Correlation in Preferences and Response," INFORMS Marketing Science Conference, Vancouver, British Columbia, Canada, June 2008, (with Ohjin Kwon and Jorge Silva-Risso).

22. "Does Brand Level Assortment Affect SKU Choice? An Empirical Analysis of the Impact of the Information Structure of a Product Assortment," INFORMS Marketing Science Conference, Vancouver, British Columbia, Canada, June 2008, (with Tae-Kyun Kim).

23. "Vanishing Profits: The Consequences of Using Store Loyalty Data to Develop Target Marketing Programs for a Grocery Retailer", UTD-FORMS Conference, INFORMS Society for Marketing Science & The Marketing Science Institute, Dallas, Texas, February 2008, (with Rakesh Niraj).

24. "Consumer Characteristics, Consumer Needs and Product Attributes: Identifying the Drivers of Product Preferences and Substitution Patterns," INFORMS Marketing Science Conference, Singapore, June 2007, (with Jorge Silva-Risso and Irinia Ionova).

25. "The Role of the Communication Mix in the Formation and Maintenance of Corporate Esteem", INFORMS Marketing Science Conference, Singapore, June 2007, (with Seema Pai).

26. A Price Discrimination Model of Firm Leasing Behavior: Why Do Manufacturers Subsidize Leases?" QME Conference, Stanford University, October 2006, (with Srabana Dasgupta).

27. Everyday, Low Prices? An Investigation of the Practice of EDLP in Electronic Markets, INFORMS International Conference, Hong Kong, China, June 2006 (with Raymond Sin and Ramnath Chellappa).

28. "Impact of Word of Mouth on Purchase Decisions: The Case of Motion Pictures," INFORMS Marketing Science Conference, Pittsburgh, June 2006, (with Seema Pai).

29. "The Relative Roles of Consideration, Attitudinal Variables and Heterogeneity in Identifying Competitive Substitution Patterns in the Automobile Market," INFORMS Marketing Science Conference, Pittsburgh, June 2006, (with Jorge Silva-Risso, Irina Ionova, and Alexei Khavaev).

30. "Vanishing Profits: The Consequences of Using Store Loyalty Data to Develop Target Marketing Programs for a Grocery Retailer", International Conference on Return on Marketing Investment, Indian Institute of Management, Ahmedabad, India, January 2006, (with Rakesh Niraj).

31. "Price-formats as Sources of Price Dispersion: A Study of Online and Offline Prices in the Domestic US Airline Markets," Workshop on Information Systems and Economics, Irvine, CA, December 2005 (with Ramnath Chellappa and Raymond Sin).

32. "Vanishing Profits: The Consequences of Using Store Loyalty Data to Develop Target Marketing Programs for a Grocery Retailer", Conference on Strategic and Tactical Decision Making in

Supermarket Retailing, Center for Relationship Marketing, School of Management, University at Buffalo, August 2005, (with Rakesh Niraj).

33. "How Strategic are Firms When Deciding on How Much to Lease?" INFORMS Marketing Science Conference, Emory University, Atlanta, June 2005, (with Srabana Dasgupta).

34. "The Role of Mass Media in Determining Corporate Reputation," INFORMS Marketing Science Conference, Emory University, Atlanta, June 2005, (with Seema Pai and Craig Carroll).

35. "The Consequences of Using Store Loyalty Data for Target Marketing: The Impact of Limited Purchase Information," INFORMS Marketing Science Conference, Erasmus University, Rotterdam, June 2004, (with Rakesh Niraj).

36. "Why Do Manufacturer's Subsidize Leases? A Price Discrimination Model of Firm Leasing Behavior," INFORMS Marketing Science Conference, Erasmus University, Rotterdam, June 2004, (with Srabana Dasgupta).

37. "Distribution Intensity and New Car Choice," University of Washington Research Camp, Seattle, January 2004 (with R. Bucklin and J. Silva-Risso).

38. "Distribution Intensity and New Car Choice," UC Irvine Research Colloquium, February 2003 (with R. Bucklin and J. Silva-Risso).

39. "How Strategic are Firms in Deciding on How Much to Lease? A Structural Model of Firm Leasing Behavior," INFORMS Marketing Science Conference, University of Maryland, June 2003, (with S. Dasgupta and S. Dutta).

40. "Developing Regional Promotional Programs in the Automotive Industry Based on Transaction Data: A Disaggregate Hierarchical Bayes Approach," Marketing Science Conference, University of Maryland, June 2003, (with K. Chang and J. Silva-Risso).

41. "Biased Inferences in Demand Estimation in the presence of Limited Information," INFORMS Marketing Science Conference, University of Alberta, June 2002, (with R. Niraj).

42. "Lease or Buy? An Empirical Analysis of the Choice of Payment Options in the Purchase of New Automobiles," INFORMS Marketing Science Conference, University of Alberta, June 2002, (with S. Dasgupta and J. Silva-Risso).

43. "Developing Regional Promotional Programs in the Automotive Industry Based on Transaction Data: A Disaggregate Hierarchical Bayes Approach," INFORMS Marketing Science Conference, UCLA, June 2000, (with Jorge-Silva Risso).

44. "The Long-Term Effects of Pricing and Promotions on Category Traffic, Consumer Share and Purchase Quantity," INFORMS Marketing Science Conference, Syracuse University, May 1999 (with Koen Pauwels and Dominique M. Hanssens)

45. "Using Fuzzy Choice Sets to Sharpen the Focus on Brand Competition: An Application to New Car Purchases," INFORMS Marketing Science Conference, Syracuse University, May 1999 (with Randolph Bucklin and Jorge Silva-Risso)

46. "Interaction Effects of Preference and Advertising on Choice Set Formation and Price Sensitivity: A Fuzzy Set Approach," (with Kwangpil Chang and Charles B. Weinberg), INFORMS Marketing Conference, Berkeley, CA, March 1997.

47. "An Analysis of the Robustness of the Sticker Shock Definition of Reference Price" (with Kwangpil Chang and Charles B. Weinberg), INFORMS Marketing Conference, Berkeley, CA, March 1997.

48. "Choice Set Based Reference Prices: A Model and Empirical Results," (with Kwangpil Chang and Charles B. Weinberg), American Statistical Association Meeting, Chicago, IL, August 1996.

49. "Cigarette Advertising and Realized Market Shares among Mature and Immature Smokers," (with Richard W. Pollay) Marketing and Public Policy Conference, Washington, DC, May 1996.

50. "Realized Market Shares among Old and New Smokers and Advertising Share of Voice," (with Richard Pollay and Michael Siegel), American Academy of Advertising, Vancouver, BC, March 1996.

51. "To Zap or Not to Zap: A Model of Channel Surfing During Commercials," (with Amitava Chattopadhyay) INFORMS Marketing Science Conference, Gainesville, Florida, March 1996.

52. "Whether or Not Choice Sets Matter: Modeling the Impact of Choice Sets on Purchase Incidence Behavior," (with Kwangpil Chang), INFORMS Spring Conference, Los Angeles, California, April 1995.

53. "The Impact of Cigarette Advertising on Brand Market Shares Among Adults and Adolescents," (Poster). Epidemic Intelligence Service Conference, Centers for Disease Control and Prevention, (with Richard Pollay, Michael Siegel et al) Atlanta, Georgia, April 1995.

54. "Whether or Not Choice Sets Matter: Modeling the Impact of Choice Sets on Purchase Incidence Behavior," (with Kwangpil Chang), INFORMS Spring Conference, Los Angeles, California, April 1995.

55. "The Impact of Cigarette Advertising on Brand Market Shares Among Adults and Adolescents," (Poster). Epidemic Intelligence Service Conference, Centers for Disease Control and Prevention, (with Richard Pollay, Michael Siegel et al) Atlanta, Georgia, April 1995.

56. "Determining Response Segments Across Consumer Purchase Behaviors," (with Randolph Bucklin and Sunil Gupta), TIMS International Conference, Anchorage, Alaska 1994.

57. "Investigating the Impact of Estimating Aggregate Data Models in the Presence of Choice Set Misspecification," TIMS Marketing Sciences Conference, Tucson, Arizona, March 1994.

58. "Determining Response Segments Across Consumer Purchase Behaviors," (with Randolph Bucklin and Sunil Gupta), TIMS Special Interest Conference on New Directions and Current Issues in the Analysis and Use of Scanner Data, Toronto, Ontario, September 1993.

59. "Modeling Consumer Preference for Assortment: How Quantity Impacts Variety Selection," (with Randolph Bucklin and Sunil Gupta), TIMS Special Interest Conference on New Directions and Current Issues in the Analysis and Use of Scanner Data, Toronto, Ontario, September 1993.

60. "Determining Response Segments Across Consumer Purchase Behaviors," (with Randolph Bucklin and Sunil Gupta), TIMS Marketing Science Conference, St. Louis, Missouri, March 1993

61. "Modeling Consumer Preference for Assortment: How Quantity Impacts Variety Selection," (with Randolph Bucklin and Sunil Gupta), TIMS Marketing Science Conference, St. Louis, Missouri, March 1993.

62. "A Model of Choice Set Composition Applied to Scanner Data," ORSA/TIMS Conference, San Francisco, California, November 1992.

63. "A Model of Choice Set Composition Applied to Scanner Data," University of Houston Doctoral Symposium, Houston, Texas, March 1992.

64. "Understanding Stockpiling: A Poisson Regression Approach," TIMS Marketing Science Conference, Wilmington, Delaware, March 1991.

INVITED PRESENTATIONS

1. "A Model for Inferring Market Preferences from Online Retail Product Information Matrices," HEC, Paris, France, June 2016.
2. "A Model for Inferring Market Preferences from Online Retail Product Information Matrices," INSEAD, Fontainebleau, France, May 2016.
3. "What to Click, When to Stop, and What to Buy: A Model of Information Processing and Choice at an E-commerce Website," Texas A&M University, College Station, Texas, April 2014.
4. "Manufacturer Competition in the Presence of Exclusive Dealers: The Case of the U.S. Automobile Industry," University of Central Florida, Orlando, Florida, November 2010.
5. "The Long-Term Effects of Price Promotions on Category Incidence, Brand Choice, and Purchase Quantity", AMA Winter Educators Conference, American Marketing Association, San Diego January 2007 (with Koen Pauwels and Dominique Hanssens).
6. "The Impact of Buzz on Purchase Decisions: The Case of Motion Pictures", DeSantis Center for the Study and Development of the Motion Picture and Entertainment Industry, Ninth Business and Economics Scholars Workshop in Motion Picture Industry Studies, Los Angeles, November 2007, (with Seema Pai).
7. University of British Columbia, Vancouver, Canada, September 2005.
8. University of Washington, Seattle, January 2004.
9. University of California, Irvine, February 2003.
10. University of Washington, Seattle, Washington December 1998.
11. University of Florida, Gainesville, Florida, October 1999

12. Rutgers University, Camden, New Jersey, November 1998.
13. York University, Toronto, Canada, October 1998.
14. Catholic University, Leuven, Belgium, July 1997
15. University of Washington, Seattle, April 1997.

MAJOR RESEARCH GRANTS

1. "Investigating the Impact of Estimating Aggregate Data Models in the Presence of Choice Set Mis-specification," Social Sciences and Humanities Research Council of Canada, $48,000, 1994-1997.

2. "Consequences of Making the Cut: Two Studies of The Role of Choice Set Restriction in Consumer Purchase Decisions using Scanner Panel Data, Social Sciences and Humanities Research Council of Canada, $50,200, 1997-2000.

3. "Consequences of Making the Cut: Two Studies of The Role of Choice Set Restriction in Consumer Purchase Decisions using Scanner Panel Data, Social Sciences and Humanities Research Council of Canada, $50,200, 1997-2000.

TEACHING

Courses taught

UBC

•Introduction to Marketing (Undergraduate core), *1992,1993,1995,1996*
•Marketing Models (Ph.D. seminar), *1994, 1996*
•Marketing Analysis (Undergraduate marketing strategy course) *1994*

UCLA

•Marketing Management (MBA core), *1997, 1998*
•Advanced Marketing Research (MBA elective), *1997*

USC

•Demand Analysis and Sales Forecasting (MBA Elective): *2002, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016*
•Marketing Management (MBA PM core): *2000,2001,2002,2003*
•Marketing Management (MBA full-time, core): *2003*
•Marketing Research (Undergraduate Elective): *1999, 2000*
•Pricing Strategies (MBA elective): *2004*
•Problem Solving & Decision Making: An Integrative Approach (MBA core, co-taught): *2015*
•Quantitative Models seminar (Ph.D), *2002, 2004, 2005, 2007, 2009, 2011, 2013, 2015*

Doctoral committees

1. Co-chair of the dissertation committee and primary supervisor of Kwangpil Chang, University of British Columbia, 1995-1998 (currently at University at Seoul).

2. Member of the dissertation committee of Joseph Johnson, University of Southern California, 1999-2000.

3. Member of the dissertation committee of Eden Yin, University of Southern California, 1999-2001.

4. Member of the dissertation committee of Prokriti Mukherji, University of Southern California, 1999-2002.

5. Chair of the dissertation committee and primary supervisor of Srabana Dasgupta, University of Southern California, 2001-2003 (first appointment, Assistant Professor, University of British Columbia).

6. Member of the dissertation committee of Ashish Sood, University of Southern California, 2003-2005.

7. Member of the dissertation committee of Raymond Sin, University of Southern California, 2003-2005.

8. Chair of the dissertation committee and primary supervisor of Seema Pai, University of Southern California, 2005-2008 (first appointment, Assistant Professor, Boston University).

9. Chair of the dissertation committee and primary supervisor of Tae-Kyun Kim, University of Southern California, 2006-2010 (first appointment, Assistant Professor, Rutgers University).

10. Chair of the dissertation committee and primary supervisor of Ohjin Kwon, University of Southern California, 2007-2010 (first appointment, Assistant Professor, Concordia University).

11. Chair of the dissertation committee and primary supervisor of Linli Xu, University of Southern California, 2010-2012 (first appointment, Assistant Professor, University of Minnesota).

12. Chair of the dissertation committee and primary supervisor of Dinakar Jayarajan, University of Southern California, 2012-2014 (first appointment, Assistant Professor, Illinois Institute of Technology).

13. Member of the dissertation committee of Shijie Lu, University of Southern California, 2012-2015.

PROFESSIONAL ACTIVITIES

Member of the Editorial Board: *Marketing Letters*, *Marketing Science* (2012-2015).

Ad-hoc Reviewer for *Journal of Business, Journal of Marketing Research, Marketing Science, Management Science, International Journal of Research in Marketing, Journal of Retailing* and *European Journal of Operational Research, Tourism and Management, QME.*
Guest Area Editor *Marketing Science*
Reviewer for research grants applications to the *Social Sciences and Humanities Research Council of Canada*.

Memberships

American Marketing Association
Institute for Management Science and Operations Research

Positions Held

Treasurer, INFORMS Society for Marketing Science, January 1, 2013 – December 31, 2016.