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PRESENT POSITIONS

Manny Rotman Professor of Marketing, Rotman School of Management, University of Toronto
Senior Consultant, CRA International

PREVIOUS POSITIONS

Vice President, Education, INFORMS Society for Marketing Science, 2006-2010.
Research Associate, Institute for Policy Analysis, University of Toronto, 2000-2008.
July 1990–June 1998: Associate Professor of Marketing and Area Coordinator, William E. Simon Graduate School of Business Administration, University of Rochester.
July 1984–June 1990: Assistant, then Associate Professor of Marketing, Yale School of Management, Yale University.
January 1982 –June 1984: Assistant Professor of Marketing, Graduate School of Management, University of Rochester.

VISITING APPOINTMENTS

July 2011–June 2012: Leonard N. Stern School of Business, New York University.
August 2005–July 2006: Indian School of Business.
July 1997–June 1998: The Wharton School, University of Pennsylvania.
January–June 1990: The John E. Anderson Graduate School of Management, UCLA.
May–June 1988: INSEAD, France.

EDUCATION

Ph. D., Graduate School of Business, Stanford University, March 1983.
M.S. in Statistics, Department of Statistics, Stanford University, January 1982.
M.B.A., College of Business Administration, Kansas State University, December 1977.
B.Sc. in Mechanical Engineering, University of Delhi, India, February 1974.

HONORS AND AWARDS

Co-Editor-in-Chief, *Quantitative Marketing and Economics* (2010–).

Associate Editor: *Management Science* (2010–)

Area Editor: *Marketing Science* (1997–2010).

Associate Editor: *Quantitative Marketing and Economics* (2002–2009).

Editorial Boards: *Journal of Marketing Research* (1996–2001, 2003–), *Review of Marketing Science* (2001–), *Marketing Science* (1984–1997), *Journal of Marketing Channels* (1995–2000).

RESEARCH

Roger Martin and Nancy Lang Award for Excellence in Research 2006.

Finalist, John D. C. Little Award for Best Marketing Paper published in *Marketing Science* or *Management Science* in 2005.

Finalist, John D. C. Little Award for Best Marketing Paper published in *Marketing Science* or *Management Science* in 1992.

Winner, Marketing Science Institute Competition for Research Proposals in Packaged Goods Pricing 1985.

Winner, George E. Nicholson, Jr. Student Paper Competition, Operations Research Society of America 1982.

TEACHING

Professor of the Year, MBA Class of 1999, Rotman School of Management, University of Toronto.

Nominated: Superior Teaching Award, MBA class of 1984, Graduate School of Management, University of Rochester.

GRANTS

Social Sciences and Humanities Research Council of Canada: “Dynamic Brand Building,” 2011–2014, \$68,872 (joint with Ron Borkovsky and Avi Goldfarb).

Social Sciences and Humanities Research Council of Canada: “Some Marketing Issues in Search-Based Advertising,” 2007–2011, \$106,833 (joint with Avi Goldfarb).

Social Sciences and Humanities Research Council of Canada: “Structural Modeling of Marketing Mix in the Motion Picture Industry,” 2007–2010, \$91,000 (joint with Andrew Ching).

AIC Institute for Corporate Citizenship: “Should Banks Care About Seniors? At What Cost?” 2008–2009, \$8,000 (joint with Botao Yang).

Social Sciences and Humanities Research Council of Canada: “Three Studies in Branding,” 2005–2008, \$62,413.

Social Sciences and Humanities Research Council of Canada, Initiative on the New Economy: “Buyer Seller Interactions on the Internet: Shop Bots, Banner Advertising, and Online Bargaining,” 2002–2005, \$72,000.

Social Sciences and Humanities Research Council of Canada, Initiative on the New Economy, Research Alliance Grant (Project Director: Paul Messenger, University of Alberta): “Harnessing the Web-Interaction Process for Canadian Competitiveness” 2003–2006, \$865,750.

Social Sciences and Humanities Research Council of Canada: “Advertising Spending and Product Quality,” 1999–2002, \$52,500.

OTHERS

Faculty Fellow: Marketing Science Doctoral Consortium, 2003-2011; American Marketing Association Doctoral Consortium, 1988, 1989, 1996, 2003, 2004.

“Best reviewer of 1984,” *Marketing Science*.

Merit Fellowships: Stanford University, 1979-80; University of Delhi, 1968-70.

TEACHING AND COURSE DEVELOPMENT

MBA

Applied Marketing Projects (Yale).

Branding (Toronto, ISB)

Competitive Strategies (Rochester).

Consumer Behavior (Rochester, Yale).

Distribution Channels, Retailing, and Sales Force Management (Rochester, Toronto).

Marketing Management (Rochester, Yale).

Marketing Strategy (Rochester, Wharton).

Marketing Models (UCLA, Yale).

Pricing (INSEAD, Rochester, UCLA, Yale).

Probability & Statistics (Rochester).

EXECUTIVE

Strategic Market Planning, Executive MBA program, University of Toronto, 2003.

Marketing Management, Air Canada program, University of Toronto, 1999.

Marketing Strategy, Executive MBA program, University of Rochester, 1995, 1997.

Marketing Management, Executive MBA program, Australian Simon University, Sydney, Australia, 1991, 1992.

Marketing Strategy, Nortel, February 1997.

Marketing in the 1990s, Aruba School of Hotel Technology, August 1989.

Competitive Analysis for Marketing Decisions, Bausch and Lomb, September 1983.

PH.D.

Core Marketing Theory (Toronto, Rochester, Yale).

Advanced Topics in Marketing Strategy (Toronto).

RESEARCH & WRITING

BOOK

Marketing Models (with P. Kotler and G. Lilien). Englewood Cliffs, New Jersey: Prentice Hall 1992.

PAPERS IN REFEREED JOURNALS

- “Can Brand Extension Signal Product Quality?” *Marketing Science*, forthcoming.
- “Marketing and Politics: Models, Behavior, and Policy Implications,” (with Brett R. Gordon, Mitchell Lovett, Ron Shachar, Kevin Arceneaux, Michael Peress, Akshay Rao, Subrata Sen, David Soberman, and Oleg Urminsky), *Marketing Letters*, forthcoming.
- “Marketing Modeling Reality, and the Realities of Marketing Modeling,” (with Anne T. Coughlan, S. Chan Choi, Wujin Chu, Charles A. Ingene, V. Padmanabhan, Jagmohan S. Raju, David A. Soberman, Richard Staelin, and Z. John Zhang), *Marketing Letters*, 21 (September 2010), 317--333.
- “Measuring Brand Value in an Equilibrium Framework,” (with A. Goldfarb and Q. Lu). *Marketing Science*, 28 (January-February 2009), 69--86.
- “Coupons versus Rebates,” (with Q. Lu). *Marketing Science*, 26 (January-February 2007), 67-82.
- “Price-Matching Guarantees,” (with R. Winter). *Rand Journal of Economics*, 37 (Summer 2006), 449-465.
- “Price-Matching Guarantees by Vertically Differentiated Retailers: Theory and Evidence” (with X. Zhang). *Journal of Marketing Research*, 43 (May 2006), 156 -167.
- “Price Discrimination After The Purchase: A Note on Rebates as State-Dependent Discounts,” (with Y. Chen and J. Zhang). *Management Science*, 51 (July 2005), 1131-1140.
- “Incorporating Behavioral Anomalies in Strategic Models,” (with C. Narasimhan, C. He, E. Anderson, L. Brenner, P. Desai, D. Kuksov, P. Messinger, J. Nunes, Y. Rottenstreich, R. Staelin, G. Wu, and J. Zhang), *Marketing Letters*, 16 (December 2005), 361 - 373. Special Issue: Sixth Invitational Choice Symposium.
- “A General Theory of Pass-through in Channels with Category Management and Retail Competition” *Marketing Science*, 24 (Winter 2005), 110-122. *Finalist, John D. C. Little Award, 2005.*
- “Advertising Repetition and Quality Perceptions,” (with S. Hawkins), *Journal of Business Research*, 58 (March 2005), 354-360.
- “Advertising Spending and Quality for Services: The Role of Capacity,” (with I. Horstmann). *Quantitative Marketing and Economics*, 1 (2003), 337-365.
- “Effects of Time-Delayed Judgment and Search Attributes on Inferences about Unknown Attributes,” (with M. L. Cronley, F. R. Kardes, and D. C. Houghton), in *Proceedings of the Society for Consumer Psychology*, eds. Julie Edell and Ronald Goodstein, Society for Consumer Psychology (2002), 23-30.
- “Advertising and Perceived Quality” (with H. Zhao), *Marketing Letters*, 11 (August 2000), 221-233.
- “A Model of Price Promotions with Consumer Search,” (with J. Banks). *International Journal of Industrial Organization*, 17 (1999), 371-398.
- “Managing a Distribution Channel under Asymmetric Information with Performance Requirements,” (with R. Desiraju). *Management Science*, 43, No. 12, December 1997. Special Issue: Frontier Research on Information Systems and Economics.
- “Consumer Information Search Revisited: Theory and Empirical Analysis,” (with B. Ratchford and D. Talukdar). *Journal of Consumer Research*, March 1997 (lead article).
- “Signaling Quality with a Money-Back Guarantee: The Role of Transaction Costs,” (with K. Srinivasan), *Marketing Science*, Volume 14, No. 4, 1995.

- “Theoretical Modeling in Marketing,” *Journal of Marketing*, April 1993.
- “Market Segmentation, Cannibalization, and the Timing of Product Introductions,” (with I. P. L. P'ng), *Management Science*, March 1992. *Finalist, John D. C. Little Award, 1992.*
- “Strategic Decentralization in Channels,” *Marketing Science*, 7 (Fall 1988), 335–355.
- “Product and Price Competition in a Duopoly,” *Marketing Science*, 7 (Spring 1988), 141–168.
- “Product Line Competition,” *Annales des Télécommunications*, 42 (November–December 1987), 655–663.
- “Managing Channel Profits: Comment,” *Marketing Science*, 6 (Fall 1987), 375–379.
- “Using Game Theory to Model Competition,” *Journal of Marketing Research*, 22 (August 1985), 262–282.
- “Cournot Competition in a Differentiated Oligopoly,” *Journal of Economic Theory*, 36 (June 1985), 86–109.
- Reprinted in *Game Theory in the Tradition of Bob Wilson*, Bengt Holmstrom, Paul Milgrom, and Alvin Roth (Eds.), Berkeley: BEPress, 2002.
- “Market Segmentation, Self-Selection, and Product Line Design,” *Marketing Science*, 3 (Fall 1984), 288–307.
- “Comments on ‘Firm Specific Differentiation and Competition Among Multi-Product Firms’,” *Journal of Business*, 57 (January 1984), S167–S171.

BOOK CHAPTERS

- “Brand Extension Strategy: An Integrative Framework,” in *Flux: What Marketing Managers Need to Know to Navigate the New Environment*, David Soberman and Dilip Soman (editors). Toronto: University of Toronto Press, forthcoming, 2012.
- “Competitive Marketing Strategies: Game-Theoretic Models,” in *Handbooks in Operations Research and Management Science: Marketing*, J. Eliashberg and G. Lilien (editors). Amsterdam: North-Holland, 1993.
- “Strategic Interaction within a Channel,” (with P. Fader) in *Retail and Marketing Channels*, L. Pellegrini and S. Reddy (editors), London: Routledge (1988).
- “Consumer Expectations and the Pricing of Durables,” in *Issues in Pricing: Theory and Research*, T. Devinney (editor), Lexington: Lexington Books (1988).

OTHER WRITING

- Case: *Crown Plastic Corporation of Toronto* (with T. Black).
- “Advertising Repetition and Quality Perceptions,” in *Rotman Magazine*, March 2008 (The All-Consuming issue).
- “The Emerging Consumer,” *isbinsight*, March 2006.
- “Has Brand Leveraging Gone Too Far?” *Rotman Management* (Spring 2001). Special Branding issue. Cited in *Marketing Magazine*, June 18, 2001.
- “Marketing at the Speed of the Internet,” *Rotman Management* (Spring-Summer 2000). Special E-Commerce issue.

WORKING PAPERS

- “Channel Strategy When Consumers Comparison Shop,” (with Yongmin Chen).

“Selling Through a Vertically Integrated Retailer: Brand versus Store Loyalty,” (with Yongmin Chen).

“Second Mover Strategies,” (with Botao Yang).

“On the Speed of the Product Life Cycle: Movies and Their Sequels” (with Avery Haviv & Dipak Jain).

CURRENT RESEARCH

“Branding and Franchising.”

“Brand versus Product Experience” (with Pankaj Aggarwal).

“Price-Based Value Judgments” (with A. V. Muthukrishnan and Robin Chark).

“Public versus Private Opinions on Public versus Private Goods,” (with Min Zhao).

CONSULTING

LEGAL CASES/EXPERT OPINION

The Commissioner of Competition v. Chatr Wireless Inc. and Rogers Communications Inc.
Fairview Donut Inc. and Brule Foods Ltd. v. The TDL Group Corp., The TDL Group Ltd., Tim Donut Limited and Tim Hortons Inc.

State of Wisconsin v. KoolView Co., Inc

Thaddeus Griffin v. Dell Canada

Marketology v. Sears Canada

Jaguar Canada Inc. and Jaguar Cars Limited v. Remo Imports Ltd.

British Columbia Light Cigarette Class Action

Competition Bureau of Canada v. Sears Canada

Norigen Communications v. Ontario Hydro Energy

Abbott v. Mead Johnson

MARKETING STRATEGY

Mobil Chemical Company

Eastman Kodak Company

Procter & Gamble Company

Science Park Associates

LECTURES

“Manufacturer-Retailer Relations in CPG: Where do we go from here?” at the 2010 FCPC CEO Executive Conference, Ontario, September 30, 2010.

JTI-MacDonald

PRESENTATIONS

QME CONFERENCE

“Can Brand Extension Signal Product Quality?” UCLA, October 22, 2010.

INFORMS MARKETING SCIENCE CONFERENCES

“Search Advertising,” Vancouver, June 13, 2008.

- “Second Mover Strategies.” Emory University, June 17, 2005.
- “Coupons versus Rebates,” and “When is Umbrella Branding a Signal of Product Quality?” University of Maryland, June 13, 2003.
- “Advertising-Based Learning versus Experiential Learning,” Edmonton, June 29, 2002.
- “A New Theory of Rebates,” Wiesbaden, July 6, 2001.
- “Advertising and Quality for Services,” Syracuse, May 1999.
- “Advertising Repetition and Quality Perceptions,” Berkeley, March 1997.
- “On the Speed of the Product Life Cycle” and “Quality and Advertising: An Empirical Analysis,” Tucson, March 18–19, 1994.
- Discussant: “Bilateral Bargaining: Review of Experimental Studies,” by Amnon Rapaport, Tucson, March 19, 1994.
- “A Model of Price Promotions with Consumer Search,” St. Louis, March 12, 1993.
- “Money-Back Guarantees,” London, July 13, 1992.
- “The Effects of Advertising Repetition,” Wilmington, March 21, 1991.
- “The Timing of Product Introductions,” Duke University, March 16, 1989.
- Discussant for “A Game-Theoretic Model of Quantity Discounts,” by Rajeev Kohli, University of Washington, Seattle, March 26, 1988.
- “On Vertical Integration in Channels,” Jouy-en-Josas (France), June 25–27, 1987.
- “Consumer Expectations and the Pricing of Durables,” Vanderbilt University, March 6–9, 1985.
- “Sequential Competition in Products and Prices,” University of Chicago, March 11–14, 1984.
- INFORMS JOINT NATIONAL CONFERENCES
- “Advertising and Quality,” San Francisco, November 3, 1992.
- “Measuring Overall Judgments and Attribute Evaluations: The Order of Items in a Questionnaire,” Denver, October 24, 1988 and Miami Beach, November 2, 1986.
- “Competitive Product Positioning,” Atlanta, November 4, 1985.
- “The Role of Information Asymmetries in Determining Channel Structure,” and “On Using Game Theory to Model Competition,” Dallas, November 26, 1984.
- “On the Theory of Conjoint Measurement,” Orlando, November 7, 1983.
- “Product Line Competition in an Oligopoly,” San Diego, October 25, 1982.
- “On the Foundations of the Theory of Market Segmentation,” Detroit, April 20, 1982.
- “Market Segmentation in an Oligopoly,” Houston, October 14, 1981.
- INVITED SEMINARS
- “Can Brand Extension Signal Product Quality?” at Indian Statistical Institute, Delhi January 6, 2012, UC-Irvine, February 19, 2010, University of Toronto, May 28, 2010, and London Business School, July 2, 2010.
- “On the Dynamics of Brand Extensions: The Case of Movies,” at Indian Institute of Management, Bangalore, December 26, 2011.
- “Selling Through a Competitor’s Retail Outlets” at Yale University, April 10, 2008; ISB, June 16, 2006

“Measuring Brand Value in an Equilibrium Framework,” University of Colorado November 3, 2006; University of Kansas October 27, 2006; Hong Kong Polytechnic University, April 25, 2006; HKUST, April 24, 2006; INSEAD, April 21, 2006; ISI, October 27, 2005; Dartmouth College, April 15, 2005; Columbia University April 12, 2005.

“Coupons versus Rebates,” University of British Columbia February 24, 2005; Indian School of Business, December 21, 2004; University of Toronto, November 10, 2004; University of Rochester, October 14, 2003; Northwestern University, April 30, 2004.

“Price-Matching Guarantees” at UCSD, January 29, 2004; ISI (Delhi), December 23, 2002; HKUST, December 4, 2002; University of California, Berkeley, May 16, 2002; University of Texas at Dallas, April 5, 2002 and (with R. Winter) at the Business Economics/Strategy Workshop, Rotman School of Management, University of Toronto, December 12, 2001.

“On the Marketing of Rebates: Having Your Cake and Eating It Too?” at University of Central Florida, February 17, 2003

“Advertising and Quality for Services” at the Columbia University Summer Camp, University of Alberta, University of California at Berkeley, Washington University at St. Louis, and others, 1999-2000.

“Trade Promotion Design,” at The Wharton School, University of Toronto, Yale University, and others, 1998.

“Advertising Repetition and Perceived Quality,” at The Wharton School, November 1997.

“Comparative Advertisements Are Processed More Centrally than Non-Comparative Advertisements,” at The Hong Kong University of Science & Technology, February 1996.

“A Model of Price Promotions with Consumer Search,” at University of Chicago, Stanford University, Indian Statistical Institute, and others, 1996-98.

“Advertising and Quality: An Empirical Analysis,” at The University of Chicago, The University of Rochester, London Business School, and others, 1996.

“Theoretical Modeling in Marketing,” at the University of Toronto 1992.

“Information Asymmetries and the Incentives for Cooperation in Distribution Channels,” at the Indian Statistical Institute, New Delhi, 1991.

“The Effects of Advertising Repetition,” at the Indian Statistical Institute, New Delhi, 1991.

“Strategic Interaction within a Channel,” at INSEAD on June 3, 1988.

“On Vertical Integration in Channels,” at University of Illinois (Urbana-Champaign) 1986, and others.

“Consumer Expectations and the Pricing of Durables,” at The University of Chicago, 1985.

“Market Segmentation, Self-Selection, and Product Line Design,” at Cornell University and Vanderbilt University 1983.

“Product and Price Competition in Oligopolies,” at Yale University 1983.

“Cournot Competition in a Differentiated Oligopoly,” at the Economic Theory Workshop, Department of Economics, University of Rochester, 1983.

OTHER CONFERENCES/MEETINGS

“On the Dynamics of Brand Extensions: The Case of Movies,” at the NASMEI Conference, Great Lakes Institute of Management, India, December 29, 2011.

- Discussant: "Seeking an Aggressive Competitor: How Product Line Expansion Can Increase All Firms' Profits" by Raphael Thomadsen, 2011 Summer Institute in Competitive Strategy, University of California, Berkeley, July 12, 2011.
- "Channel Strategy When Consumers Comparison Shop," at the Retail Operations and Marketing Workshop, Koc University, January 7, 2011.
- "Strategic Considerations in Political Marketing," Choice Theory Conference, Key Largo, May 13, 2010.
- Discussant: "How Rivalry Diminishes with the Number of Rivals: A Psychological Perspective on Competitive Strategy" by Stephen M. Garcia, Avishalom Tor, and Mitchell Meyle. 2009 Summer Institute in Competitive Strategy, University of California, Berkeley, July 23, 2009.
- "On Advertising," at the Marketing Camp, HKUST, December 9, 2008.
- "Selling Through a Competitor's Retail Outlets," at The Erin Anderson Invitational B2B Research Conference, The Wharton School, October 17, 2008.
- Discussant: "The Race for Sponsored Links: A Model of Competition for Search Advertising," by Zsolt Katona. 2008 Summer Institute in Competitive Strategy, University of California, Berkeley, July 17, 2008.
- Discussant: "The Message Supports the Medium," by Bharat Anand and Ron Shachar. 2005 Summer Institute in Competitive Strategy, University of California, Berkeley, June 28, 2005.
- "Pricing and Promotions," 2008 Marketing Science Doctoral Consortium, Vancouver, June 11, 2008.
- "Research Issues in Search Advertising," at AIMS Conference, Hyderabad, India, December 28, 2007.
- Panelist: "49 Ways to Write a Paper," 2006 Marketing Science Doctoral Consortium, Pittsburgh, June 8, 2006.
- Panelist, Marketing Round-Table, Singapore Management University, December 2, 2005.
- Discussant: "The Message Supports the Medium," by Bharat Anand and Ron Shachar. 2005 Summer Institute in Competitive Strategy, University of California, Berkeley, June 28, 2005.
- Panelist: "From Problem to Paper: 50 Ways to Write a Paper," 2005 Marketing Science Doctoral Consortium, Atlanta, June 16, 2005.
- Keynote address: "Price Matching Guarantees," Conference on Game Theory in Marketing, HEC Montreal, June 2, 2005.
- "Issues in Analytical and Empirical Modeling: Taking Theory to Data," 2004 AMA-Sheth Doctoral Consortium at Texas A&M University, June 17, 2004.
- Panelist: "Issues in Analytical and Empirical Modeling: Taking Theory to Data," 2004 AMA-Sheth Doctoral Consortium at Texas A&M University, June 17, 2004.
- Panelist: "Game-Theoretic Models in Marketing," 2003 AMA-Sheth Doctoral Consortium at The University of Minnesota, June 28, 2003.
- "A General Theory of Pass-Through in Channels with Category Management and Retail Competition": Summer Institute in Competitive Strategy, University of California, Berkeley, June 27, 2003.
- "Retail Pass-through of Trade Promotions: Intrabrand and Interbrand Competition Effects": MSI Conference on Competitive Responsiveness, Boston, May 17, 2001.

- “Information Sequence and Decision Quality”: Society for Consumer Psychology Conference, Scottsdale, February 17, 2001.
- “Economic Perspectives in Consumer Analysis”: 1996 AMA Doctoral Consortium at The University of Colorado, August 2, 1996.
- “Performance-based Trade Promotions”: EIRASS Conference, Telfs-Buchen, Austria, June 24, 1996.
- “The Economics and Psychology of Consumer Behavior”: Association of Consumer Research Conference, Minneapolis, October 21, 1995.
- “Is There a Presence Effect?”: University of Washington Marketing Camp, Seattle, September 30, 1995.
- “A Model of Price Promotions with Consumer Search”: International Workshop on Dynamic Competitive Analysis in Marketing, September 2, 1995, Ecole des Hautes Etudes Commerciales, Montreal, Canada.
- “A Model of Price Promotions with Consumer Search”: Marketing Science Institute Conference on Pricing Decision Models, Boston, April 23, 1994.
- Invited plenary talk: “Empirical research on channel issues using scanner data”: TIMS College of Marketing Special Interest Conference on New Directions & Current Issues in the Analysis & Use of Scanner Data, Toronto, September 17-19, 1993.
- “How Advertising Works on Repetition”: EURO XII/TIMS XXXI International Conference in Helsinki, June 29, 1992.
- “Information and Channel Structure”: TIMS XXX-Sobrapo XXIII Joint International Meeting in Rio de Janeiro, July 16, 1991.
- “Market Segmentation, Self-Selection, and the Timing of Product Introductions,” at the Columbia/NYU/Yale Marketing Workshop 1989.
- “Measuring Overall Evaluations and Attribute Evaluations: An Application of Information-Processing Theory,” at the Third Northeast Marketing Consortium at Cornell University 1989.
- Panelist: “Creation of Innovative Marketing Knowledge: An Interdisciplinary Perspective”: American Marketing Association Summer Marketing Educators’ Conference, Chicago, August 8, 1989.
- Panelist: “Channels of Distribution”: 1989 Doctoral Consortium, Harvard University, Cambridge, August 3, 1989.
- Panelist: “Channels of Distribution”: 1988 Doctoral Consortium, University of California, Berkeley, August 6, 1988.
- “The Long-Term Effects of Dealing,” at the Columbia-NYU Marketing Workshop, New York University, 1985.
- Discussion Leader: MSI Conference on “Competing in a Deregulated or Volatile Market,” Dedham, Massachusetts on December 2, 1987.
- “On Vertical Integration in Channels,” at the Fourth International Conference on Distribution organized by CESCO-NYU at the Universita L. Bocconi, Milan (Italy), July 3-4, 1987.
- “Product Line Competition,” at the Conference on Telecommunications Services Marketing at INSEAD (France), June 22-24, 1987.
- “On Vertical Integration in Channels,” at: Fourth International Conference on Distribution organized by CESCO-NYU at the Universita L. Bocconi, Milan (Italy), July 3-4, 1987; First

Northeast Marketing Consortium at Dartmouth College 1987; Columbia/NYU/Yale Marketing Workshop 1986.

“The Long-Term Effects of Deal Retraction,” at the 1985 Association of Consumer Research Conference in Atlanta, October 19, 1985.

“The Long-Term Effects of Dealing,” at the Packaged Goods Steering Group Meeting, Marketing Science Institute, Cambridge, February 8, 1985.

“Dynamic Games,” at the Cornell-Rochester Marketing Workshop, University of Rochester 1983.

Discussant: “Firm Specific Differentiation and Competition Among Multi-Product Firms,” by Michael Katz: Pricing Strategy Conference, Graduate School of Management, University of Rochester, September 25, 1982.

“Market Segmentation in an Oligopoly: Single-Product Firms,” at the Cornell-Rochester Marketing Workshop, Cornell University, 1982.

ACADEMIC MEETINGS CHAIRED

2010 Marketing Science Doctoral Consortium, University of Cologne, June 2010.

2009 Marketing Science Doctoral Consortium, University of Michigan, June 2009.

2008 Marketing Science Doctoral Consortium, UBC, Vancouver, June 11, 2008.

2007 Marketing Science Doctoral Consortium, SMU, Singapore, June 27, 2007.

2005 Summer Institute in Competitive Strategy, University of California, Berkeley, June 27–July 1, 2005 (with G. Iyer).

Panel: “Theoretical Models in Marketing”: Marketing Science Doctoral Consortium, University of Maryland, June 14, 2003.

Panel: “Analytical Models”: Marketing Science Doctoral Consortium, Edmonton, June 27, 2002.

International Workshop on “Consumer and Firm Choices on the Internet”: 2001 UC Berkeley Invitational Choice Symposium, Asilomar, California, June 1-5, 2001 (with Florian Zettelmeyer).

Buffalo-Cornell-Rochester-Syracuse-Toronto Marketing Workshop: Rotman School of Management, University of Toronto, April 27, 2001.

Session entitled “Price/Promotion Models”: Marketing Science Conference, St. Louis, March 13, 1993.

Session entitled “Applications of Game Theory in Marketing”: 1992 Fall ORSA/TIMS Meetings, San Francisco, November 2, 1992.

Session entitled “Modelling Retail Dynamics”: 1992 ORSA/TIMS Marketing Science Conference, July 13, 1992.

First Buffalo-Cornell-Rochester-Syracuse-Toronto Marketing Workshop: William E. Simon Graduate School of Business Administration, University of Rochester, May 8, 1992.

Session entitled “Issues Relating to the Managerial Use of Coupons”: 1988 ORSA/TIMS Marketing Science Conference, March 24, 1988.

Columbia/NYU/Yale Marketing Workshop: Yale University, May 16, 1986.

Session entitled “Models of Technological Goods”: 1985 ORSA/TIMS Marketing Science Conference, March 6–9, 1985.

Conference on “Managing Marketing Channel Relationships”: Sponsored by Marketing Science Institute and Duke University, Duke University, September 13–14, 1984.

Session entitled “Dynamic Pricing”: ORSA/TIMS Marketing Science Conference, University of Chicago, March 11–14, 1984.

Session entitled “Models of Individual Decisions”: Joint Conference of the Operations Research Society of America and The Institute of Management Sciences, Orlando, Florida, November 7, 1983.

Ph.D. ACTIVITIES

Chair, Dissertations: Masakazu Ishihara (NYU), Botao Yang (USC), Liyuan Wei (City University of Hong Kong); Xubing Zhang (The Hong Kong Polytechnic University), Qiang Lu (University of Sydney), Hao Zhao (Cheung Kong Graduate School of Business, China), Debabrata Talukdar (University at Buffalo).

External examiner: Khai Lee, Ph.D. candidate in Marketing, University of Toronto, 1992.

Reader: William Blozan (1983), Val Lambson (1983), and Mark Hertzendorf (1991).

PROFESSIONAL ACTIVITIES

Reviewer for *American Economic Review*, *International Journal for Research in Marketing*, *International Journal of Industrial Organization*, *Journal of Business*, *Journal of Consumer Research*, *Journal of Economic Theory*, *Journal of Economics and Management Strategy*, *Journal of Industrial Economics*, *Journal of Marketing*, *Journal of Retailing*, *Management Science*, *Marketing Letters*, *Operations Research*, *The Rand Journal of Economics*, American Marketing Association, Marketing Science Institute, National Science Foundation, Israel Science Foundation, Research Grants Council (Hong Kong), Social Science and Humanities Research Council (Canada).

Editorial Advisory Group, special *Journal of Marketing Research* issue on “Innovation in New Product Development,” 1995.

CORPORATE

Moderator: Rotman Marketing Association Panel Discussion on “Branding 2.0” with Peter Aceto (CEO of ING Direct Canada) and Bruce Philp (CEO of GWP Brand Engineering), November 2, 2010.

Moderator: Panel discussion on “Innovation in the field of Marketing,” October 14, 2004.

Moderator: Rotman Marketing Association Panel on “Marketing 2.0”. September 2000.

Moderator: Panel on “Marketing's Evolving Role in a Downsized Corporate Environment,” sponsored by the Rochester Chapter of the American Marketing Association, January 19, 1995.

Member, Board of Directors: Rochester Chapter of the American Marketing Association, 1994–1997.

ADMINISTRATIVE

Director, Ph.D. programme, Rotman School of Management, University of Toronto, 2006–2007.

Chair, Ph.D. Committee Rotman School of Management, University of Toronto 2003–2005.

Coordinator, Ph.D. Program in Marketing, Rotman School of Management, University of Toronto 2001–2005.

Chair, Connaught Committee Social Sciences Review Panel, University of Toronto, 2001–2003.

Member: 2000–2003.

Marketing Area Coordinator, William E. Simon Graduate School of Business Administration, 1991-1997.

ALUMNI

Spoke on “Integrative Thinking in Brand Management,” at the Rotman Life-Long Learning Lectures: A Focus on Integrative Thinking, Rotman School of Management, June 2, 2000.

MEMBER OF

American Marketing Association, INFORMS, Marketing Science Institute.