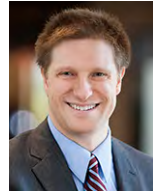




“The success of our marketing PhD program comes from its size and top-notch faculty. The small size ensures that each student gets individual attention throughout the program, while the premier Olin faculty allow students to apply the newest techniques to projects that match their interests.”

—Raphael Thomadsen, Associate Professor of Marketing



At Olin, the Marketing discipline is distinguished by a demand for innovative ideas, critical thinking, and a strong emphasis on quantitative abilities. The program has two areas of study: Marketing Science and Consumer Behavior.

Marketing Science focuses on economic fundamentals, including microeconomic theory and econometrics. Using this methodology, you'll examine mathematical modeling of buyer/seller interactions, consumer choices, purchase behavior, resource allocation, components of the marketing mix, and new-product development.

As a Consumer Behavior student, you'll concentrate on psychology fundamentals, including cognitive psychology, social psychology, and behavioral decision theory. These areas provide a strong foundation for you to study and research consumer judgment and decision making, cognition, culture, emotions, motivation, individual differences, perception, and social influence.

Some PhD Marketing students analyze the intersection of Marketing Science and Consumer Behavior, exploring how the interplay of these two broad areas can improve understanding and predict marketing phenomena.

## Collaborative Research—Marketing Faculty and PhD Students

### Working Papers:

- Chan, T.Y., Thomadsen, R., Yang, B.\* A Salesforce-Driven Model of Consumer Choice.
- Chan, T.Y., Narasimhan C., Yoon Y.\* Advertising and Price Competition in a Manufacturer-Retailer Channel.
- Jiang, B., Sudhir, K., Zou, T.\* Cost-Information Transparency and Intertemporal Pricing. Under revision, *Management Science*.
- Stephenson, B.\*, Cryder, C., LeBoeuf, R., Nowlis, S. Why Garlic Ice Cream? Peculiar Line Extensions Increase Choice of a Brand's Pre-Existing Products.
- Gershon, R.\*, Cryder, C. It's Both Who You Are and What You Give: The Implications of Donor Warmth and Donation Type for Charitable Credit. Under revision, *Journal of Consumer Research*.
- Jiang, Z.\*, Nevskaya, Y., Thomadsen, R. Can Non-Tiered Frequency Rewards Programs Be Profitable? Under revision, *Marketing Science*.
- Yang, B.\*, Seetharaman, P.B. Prelaunch Advertising for Movies: An Econometric Analysis of Demand and Supply. Under review, *Journal of Marketing Research*.

### Published Papers:

- Chan T.Y., Xie Y., Zhang X.\* (in press). Price Search and Periodic Price Discounts. *Management Science*, forthcoming.
- Wu, C., Che, H., Chan, T. Y., Lu, X. (2015). The Economic Value of Online Reviews. *Marketing Science*, 34(5), 739-754.
- Guo, X.\*, Jiang, B. (2016). Signaling through Price and Quality to Consumers with Fairness Concerns. *Journal of Marketing Research*, Vol. 53, No. 6, pp. 988-1000.
- Cosguner, K.\*, Chan, T. Y., Seetharaman, P. B. (2017). Behavioral Price Discrimination in the Presence of Switching Costs. *Marketing Science*, 36(3), 426-435.

\*Indicates current or former student



**CHAIR: Tat Y. Chan**  
Professor of Marketing  
PhD, Yale University  
Research interests: industrial organization, applied econometrics, applied microeconomics, marketing

**Cynthia Cryder**  
Associate Professor of Marketing  
PhD, Carnegie Mellon University  
Research interests: judgment and decision making, prosocial behavior, incentives, field and Internet research methodology

**Arun Gopalakrishnan**  
Assistant Professor of Marketing  
PhD, University of Pennsylvania  
Research interests: Bayesian analysis, customer analytics, consumer risk and time preferences, customer lifetime value, digital marketing campaigns

**Baojun Jiang**  
Associate Professor of Marketing  
PhD, Carnegie Mellon University  
Research interests: competitive strategy, behavioral economics, the sharing economy, platform-based business models, pricing, distribution channels, innovation, operations/marketing interface, game theory

**Robyn LeBoeuf**  
Associate Professor of Marketing  
PhD, Princeton University  
Research interests: consumer behavior, judgment and decision making, behavioral decision theory, intertemporal choice, gift giving

**Chakravarthi Narasimhan**  
Philip L. Siteman Professor of Marketing  
PhD, University of Rochester  
Research interests: supply chain strategies, e-strategies, modeling customer profitability, choice modeling

**Yulia Nevskaya**  
Assistant Professor of Marketing  
PhD, University of Rochester  
Research interests: consumer tastes evolution and habit formation, dynamic structural choice models, rewards programs, digital marketing

**Steve Nowlis**  
August A. Busch Jr. Distinguished Professor of Marketing  
PhD, University of California-Berkeley  
Research interests: consumer behavior, decision making, consumption

**Hannah Perfecto**  
Assistant Professor of Marketing  
PhD, University of California, Berkeley  
Research interests: consumer behavior, behavioral decision theory, metacognition, field experiments, research replicability and reliability

**Sydney Scott**  
Assistant Professor of Marketing  
PhD, University of Pennsylvania  
Research interests: morality and consumption, judgment and decision making, preferences for natural products

**Seethu Seetharaman**  
W. Patrick McGinnis Professor of Marketing and Director of the Center for Customer Analytics and Big Data  
PhD, Cornell University  
Research interests: dynamic choice behavior of households using econometric models

**Raphael Thomadsen**  
Associate Professor of Marketing  
PhD, Stanford University  
Research interests: pricing, product design, game theory, point-of-sale, marketing