

February 3, 2012

CURRICULUM VITAE

J. Miguel Villas-Boas

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University of California, Berkeley
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Current Position

J.Gary Shansby Professor of Marketing Strategy
Chair, Marketing Group
Professor of Business Administration
Haas School of Business, University of California, Berkeley
2005-present

Academic & Visiting Positions

Director, Ph.D. Program
Haas School of Business, University of California, Berkeley
2006-2009

J.Gary Shansby Professor of Marketing Strategy (2005-present)
Professor of Business Administration (2001-present)
Haas School of Business, University of California, Berkeley

Associate Professor (with tenure)
Haas School of Business, University of California, Berkeley
1997-2001

Assistant Professor
Haas School of Business, University of California, Berkeley
1991-1997

Visiting Assistant Professor
Universidade Católica Portuguesa, Lisbon.
1994-1995

Education

Massachusetts Institute of Technology, Cambridge.
Ph.D. in Management, Applied Economics (1991)

INSEAD, Fontainebleau, France.
Master in Business Administration (1987)
Dean's List in all periods.

New University of Lisbon, Portugal.
M. Sc. in Economics (1987)

Universidade Católica Portuguesa, Lisbon.
Licenciatura in Economics (1984)
1st place in class of 93 students.

Refereed Publications

“Optimal Search for Product Information” (with Fernando Branco and Monic Sun),
Management Science, forthcoming.

“Strategic Entry Before Demand Takes Off” (with Qiaowei Shen), *Management Science*,
2010, 1259-1271.

“When More Alternatives Lead to Less Choice” (with Dmitri Kuksov), *Marketing Science*,
2010, 507-524.

“Product Variety and Endogenous Pricing with Evaluation Costs,” *Management Science*,
2009, 1338-1346.

“Learning, Forgetting, and Sales” (with Sofia B. Villas-Boas), *Management Science*, 2008,
1951-1960.

“Endogeneity and Individual Consumer Choice” (with Dmitri Kuksov), *Journal of
Marketing Research*, 2008, 702-714.

“Competitive Product Lines with Quality Constraints” (with Udo Schmidt-Mohr),
Quantitative Marketing and Economics, 2008, 1-16 (lead article).

“Consumer Stockpiling and Price Competition in Differentiated Markets” (with Liang
Guo), *Journal of Economics and Management Strategy*, 2007, 827-858.

“Dynamic Competition with Experience Goods,” *Journal of Economics and Management*

Strategy, 2006, 15, 37-66.

“The Targeting of Advertising” (with Ganesh Iyer and David Soberman), *Marketing Science*, 2005, 24, 461-476. Finalist for the 2005 John D.C. Little Best Paper Award.

“Bertrand Supertraps” (with Luís Cabral), *Management Science*, 2005, 51, 599-613. Finalist for the 2005 John D.C. Little Best Paper Award.

“Retailer, Manufacturers, and Individual Consumers: Modeling the Supply Side in the Ketchup Marketplace” (with Ying Zhao), *Journal of Marketing Research*, 2005, 42, 83-95.

“Price Cycles in Markets with Customer Recognition”, *RAND Journal of Economics*, 2004, 35, 486-501.

“Communication Strategies and Product Line Design”, *Marketing Science*, 2004, 23, 304-316. Finalist, 2011 ISMS Long Term Impact Award.

“Consumer Learning, Brand Loyalty, and Competition”, *Marketing Science*, 2004, 23, 134-145. Finalist, 2010 ISMS Long Term Impact award.

“A Bargaining Theory of Distribution Channels” (with Ganesh Iyer), *Journal of Marketing Research*, 2003, 40, 80-100.

“Renegotiation and Collusion in Organizations” (with Leonardo Felli), *Journal of Economics and Management Strategy*, 2000, 9, 453-483 (lead article).

“Dynamic Competition with Customer Recognition,” *RAND Journal of Economics*, 1999, 30, 604-631.

“Endogeneity in Brand Choice Models,” (with Russell S. Winer) *Management Science*, 1999, 45, 1324-1338. Winner ISMS Long Term Impact Award, 2009.

“Oligopoly with Asymmetric Information: Differentiation in Credit Markets,” (with Udo Schmidt-Mohr) *RAND Journal of Economics*, 1999, 30, 375-396 (lead article).

“Product Line Design for a Distribution Channel,” *Marketing Science*, 1998, 17, 156-169.

“Price Promotions and Trade Deals with Multi-Product Retailers,” (with Rajiv Lal) *Management Science*, 1998, 44, 935-949.

“Comparative Statics of Fixed Points,” *Journal of Economic Theory*, 1997, vol. 73, no. 1 (March), pp. 183-198.

“A Theory of Forward Buying, Merchandising and Trade Deals,” (with Rajiv Lal and John D.C. Little) *Marketing Science*, 1996, 15, 21-37.

“Exclusive Dealing and Price Promotions,” (with Rajiv Lal) *Journal of Business*, 1996, 69, 159-172.

“Models of Competitive Price Promotions: Some Empirical Evidence from the Coffee and Saltine Crackers Markets,” *Journal of Economics and Management Strategy*, 1995, 4, 85-107.

“Sleeping with the Enemy: Should Competitors Share the Same Advertising Agency,” *Marketing Science*, 1994, 13, 190-202.

“Predicting Advertising Pulsing Policies in an Oligopoly: a Model and Empirical Test,” *Marketing Science*, 1993, 12, 88-102. Finalist for the 1993 John D.C. Little Best Paper Award.

“Dynamic Duopolies with Non-Convex Adjustment Costs,” *Economics Letters*, 1992, 39, 391-4.

Other Publications

“A Reflection on Analytical Work in Marketing: Three Points of Consensus” (with Raphael Thomadsen, Robert Zeithammer, Dina Mayzlin, Yesim Orhun, Amit Pazagal, Devavrat Purohit, Ram Rao, Michael Riordan, Jiwoong Shin, and Monic Sun), *Marketing Letters*, 2011, forthcoming.

“Price Discrimination in the Digital Economy” (with Drew Fudenberg), forthcoming in the *Oxford Handbook of the Digital Economy* (M. Peitz and J. Waldfogel, Eds.).

“Behavior-Based Price Discrimination and Customer Recognition” (with Drew Fudenberg), in *Handbook on Economics and Information Systems* (T.J. Hendershott, Ed.) Amsterdam:Elsevier, 2006, pp.377-436.

“Recent Advances in Structural Modeling: Dynamics, Product Positioning and Entry” (with J.P. Dube, K. Sudhir, A. Ching, G.S. Crawford, M. Draganska, J.T. Fox, W. Hartmann, G.J. Hitsch, V.B. Viard, and N. Vilcassim), *Marketing Letters*, 2005, 209-224.

Working Papers

“A Note on Limited versus Full Information Estimation in Non-Linear Models”

“Competitive Vices” (with Fernando Branco)

“Notes on Switching Costs and Dynamic Competition”

Research Interests

Competitive strategy, organization design, industrial organization, customer relationship management, customer recognition and relationship marketing, product line coordination, internet strategies.

Prizes and Grants

Finalist, 2011 ISMS Long Term Impact Award for paper published in the 5-year period 2001-2006, for article “Communication Strategies and Product Line Design” (*Marketing Science*, 2004)

Management Science Meritorious Service Award, 2010.

Finalist, 2010 ISMS Long Term Impact Award for paper published in the 5-year period 2000-2005, for article “Consumer Learning, Brand Loyalty, and Competition” (*Marketing Science*, 2004).

2009 P. José Carlos Belchior Award, Colégio S. João de Brito Alumni Association.

Management Science Meritorious Service Award, 2009.

Winner, 2009 ISMS Long Term Impact Award for paper published in the 5-year period 1999-2004, for article “Endogeneity in Brand Choice Models” (*Management Science*, 1999).

Best Paper Analytical in Frontiers of Research in Marketing Science Conference, University of Texas, Dallas, 2009.

Nomination and Honorable Mention for The Earl F. Cheit Outstanding Teaching Award, 2007.

Finalist for the 2005 John D.C. Little Best Paper Award for paper “Bertrand Supertraps,” 2006.

Finalist for the 2005 John D.C. Little Best Paper Award for paper “The Targeting of Advertising,” 2006.

The Earl F. Cheit Outstanding Teaching Award, 2003.

Nomination and Honorable Mention for The Earl F. Cheit Outstanding Teaching Award, 2002.

Grant from the Teradata Center for Customer Relationship Management at Duke University, 2002.

Grant from the Instituto de Formação Bancária, Lisbon, Portugal, 1994.

Finalist for the 1993 John D.C. Little Best Paper Award for paper “Predicting Advertising Pulsing Policies in an Oligopoly: A Model and Empirical Test”, 1994.

National Science Foundation grant for project "Endogeneity in Brand Choice Models," 1993.

Prize Robert Schuman for the dissertation “On Promotions and Advertising Policies: A Strategic Approach,” presented at M.I.T., 1991.

M.I.T. Ph.D. student fellowship, 1987-1991.

Ph.D. program Scholarship from the Calouste Gulbenkian Foundation, 1987.

Prize awarded by the Portuguese Association of Automobile Dealerships for the M.Sc. dissertation on the automobile trade regulation in Portugal, 1987.

Prize awarded by the Banco Português do Atlântico to the best student graduating in Economics in the Universidade Católica Portuguesa in 1984.

Presentations at Conferences

Marketing Science Conference, Rice University, 2011.

INFORMS Doctoral Consortium, Rice University, 2011.

Marketing Science Conference, University of Cologne, Germany, 2010

INFORMS Doctoral Consortium, University of Cologne, Germany, 2010

Choice Symposium, Key Largo, Florida, 2010.

Northwestern/Duke/Texas Industrial Organization Theory Conference, Northwestern University, 2009

AMA-Sheth Doctoral Consortium, Georgia State University, Georgia, 2009

Marketing Science Conference, University of Michigan, 2009

INFORMS Doctoral Consortium, University of Michigan, 2009 (plenary session speaker)

Workshop on Information and Quality, Hong Kong University of Science and Technology, 2009

UTD-FORMS Conference, University of Texas at Dallas, 2009

Product & Service Innovation Conference, University of Utah, 2009

Marketing Science Conference, University of British Columbia, Vancouver, Canada, 2008.

INFORMS Doctoral Consortium, University of British Columbia, Vancouver, Canada, 2008.

Marketing in Israel, Hebrew University, Jerusalem, Interdisciplinary Center, Herzlia, and Tel Aviv University, 2007

Theory Rich Marketing Modeling Workshop, Duke University, 2007

Product & Service Innovation Conference, University of Utah, 2007

SICS-Summer Institute in Competitive Strategy, University of California, Berkeley, 2006.
Marketing Science Conference, University of Pittsburgh, Pittsburgh, 2006.
INFORMS Doctoral Consortium, University of Pittsburgh, Pittsburgh, 2006. (plenary session speaker)
The Future of Distribution Channels Modeling Conference, The Wharton School, Philadelphia, 2006
Quantitative Marketing and Economics Conference, University of Chicago, Illinois, 2005
AMA-Sheth Doctoral Consortium, University of Connecticut, Connecticut, 2005
SICS-Summer Institute in Competitive Strategy, University of California, Berkeley, 2005
Marketing Science Conference, Emory University, Atlanta, 2005.
INFORMS Doctoral Consortium, Emory University, Atlanta, 2005.
Workshop on Energy and Sustainable Growth in California: New Horizons for Innovation and Adoption, University of California, Berkeley, 2005.
Choice Symposium (discussion on “Structural Models of Strategic Choice”), Estes Park, Colorado, 2004.
Marketing Science Conference, University of Maryland, Maryland, 2003.
INFORMS Doctoral Consortium, University of Maryland, Maryland, 2003.
INFORMS Conference, San Jose, California, 2002
Conference on Pricing Research, Ithaca, New York, 2002.
Marketing Science Conference, Edmonton, Canada, 2002.
Winter Meetings of the Econometric Society, ASSA, Atlanta, Georgia, 2002.
Marketing Science Conference, Wiesbaden, Germany, 2001.
MSI Competitive Responsiveness Conference, Cambridge, Massachusetts, 2001.
Winter Meetings of the Econometric Society, ASSA, New Orleans, Louisiana, 2001.
8th World Congress of the Econometric Society, Seattle, Washington, 2000.
Marketing Science Conference, Los Angeles, California, 2000.
Winter Meetings of the Econometric Society, ASSA, Boston, Massachusetts, 2000.
North American Summer Meetings of the Econometric Society, Madison, Wisconsin, 1999.
Marketing Science Conference, Syracuse, New York, 1999.
INFORMS Conference, Dallas, Texas, 1997.
Joint Statistics Meetings, American Statistical Association, Anaheim, California, 1997.
Marketing Science Conference, Berkeley, California, 1997.
INFORMS Conference, Atlanta, Georgia, 1996.
Marketing Science Conference, Gainesville, Florida, 1996.
“International Workshop on Dynamic Competitive Analysis in Marketing” (guest speaker), Montreal, Canada, 1995.
Marketing Science Conference, Sidney, Australia, 1995.
Marketing Science Conference, Tucson, Arizona, 1994.
ASSET (Southern European Association of Economic Theory), Lisbon, Portugal, 1994.
European Meetings of the Econometric Society, 1993.
Marketing Science Conference, St. Louis, Missouri, 1993.
ORSA/TIMS conference, San Francisco, California, 1992.
Marketing Science Conference, London, UK, 1992.
6th World Congress of The Econometric Society, Barcelona, Spain, 1990.
Conference of the European Economic Association, Lisbon, Portugal, 1990.
Conference of the European Association for Research in Industrial Economics, Lisbon,

Portugal, 1990.
ORSA/TIMS Conference, Philadelphia, Pennsylvania, 1990.
European Meetings of The Econometric Society, Bologna, Italy, 1988.
Conference of the European Economic Association, Bologna, Italy, 1988.

Invited Presentations at Universities

Carnegie-Mellon University, GSIA: 1990, 2009
Columbia University, Graduate School of Business: 1990, 1997, 2010
Cornell University, Johnson Graduate School of Management: 1990, 2004
Duke University, Fuqua School of Business: 1999, 2010
ESMT Berlin, Germany: 2010
Harvard University, Department of Economics: 2001
Harvard University, Harvard Business School: 2001
Hong Kong University of Science and Technology: 2002, 2007.
IESE, University of Navarra: 2006.
INSEAD: 1991, 2005
London School of Economics: 1995
Massachusetts Institute of Technology, Department of Economics: 1990
Massachusetts Institute of Technology, Sloan School of Management: 1990, 2001
McGill University, Department of Economics: 2010
New University of Lisbon, Department of Economics: 1991, 1994
New York University, Stern School of Business/Department of Economics: 1990, 2001, 2002
Northwestern University, Kellogg Graduate School of Management: 1990, 2001
Ohio State University, College of Business: 1998
Pennsylvania State University, Department of Economics: 1996
Purdue University, Economics Group: 1996
Stanford University, Graduate School of Business: 1991, 1999, 2005
Universidad Torcuato Di Tella: 2000
University of Alberta: 2010
University of Arizona, Department of Economics: 2010
Universidade Autònoma de Barcelona, Institut d'Anàlisi Econòmica: 1995
University of British Columbia, Sauder School of Business: 2009
Universidade da Coruña, Departamento de Análise Económica: 2002
University of California, Berkeley, Department of Economics: 1991, 1993, 1994, 1997
University of California, Berkeley, Haas School of Business: 1990, 1993(2), 1999
University of California, Davis: 2009
University of California at Irvine, Graduate School of Management: 1997
University of California at Los Angeles, Graduate School of Management: 1990, 1998
University of California, San Diego: 2004
Universidade Católica Portuguesa, Department of Economics and Business: 1991, 1994, 2004
University of Chicago, Graduate School of Business: 1990, 1994, 2006
University of Colorado, Boulder: 2005.

University of Florida: 2008.
University of Minnesota: 2007.
University of North Carolina: 2011.
University of Pennsylvania, Wharton School: 1990, 1997
University of Pittsburgh: 2011.
University of Rochester, Simon Graduate School of Business Administration: 1992, 2011
University of Southern California, Marshall School of Business: 2002
University of Texas at Dallas, School of Management and Administration: 1996, 2008
University of Toronto, Rotman School of Management: 2002
Washington University, St. Louis, Olin School of Business: 1996, 1999, 2008
Yale University, School of Management: 1990, 2003

Courses Taught

Marketing Management (MBA core and undergraduate, Haas Club 6)
Multivariate Statistics (PhD)
Marketing Channels (MBA and undergraduate, Haas Club 6)
Microeconomics of Business (PhD, Haas Club 6)
Marketing Strategy (PhD, MBA, and undergraduate, Haas Club 6).

Ph.D. Student Advising

Chair (or co-Chair), Dissertation Committee:

Pedro Gardete (2011): "On the Roles of Information in the Interaction of Agents in Markets," Stanford University.
James Sawhill (2010): "Three Essays on Strategic Considerations for Product Development," Rutgers University.
Qiaowei Shen (2008): "Industry Dynamics with Strategic Entry and Exit," The Wharton School, University of Pennsylvania.
Yesim Orhun (2006): "Product Positioning Strategies," University of Chicago
Juanjuan Zhang (2006): "History, Expectation, and Market Outcome," Massachusetts Institute of Technology
Liang Guo (2004): "Essays on Consumption Flexibility, Stockpiling and Market Interactions," Hong Kong University of Science and Technology
Dmitri Kuksov (2003): "The Role of Search, Information and Strategic Decision-Making in a Competitive Marketplace," Washington University, St. Louis
Muruvvet Celikbas (Industrial Engineering and Operations Research, 2002): "The Effects of Demand Uncertainty on Equilibrium of Price and Quantities in a Competitive Market," industry
Ying Zhao (2001): "Price Dispersion and Retailer Behavior," Hong Kong University of Science and Technology

Committee member:

Jennifer Ifft (ARE, 2011): "The Economics of Animal Health: The Case of Avian Influenza in Vietnam," USDA.

Kensuke Kubo (ARE, 2011): “Vertical Integration and Market Entry in the Generic Pharmaceutical Industry,” Indian Statistical Institute.

Farhan Zaidi (Economics, 2010): “Top of Mind in Task-Based Environments and Choice Under Risk,” Oakland Athletics

Hwa Ryung Lee (Economics, 2010): “Essays on Competition and Firm Behavior,” University of Zurich.

Mark Rodini (Economics, 2009): “A Discrete/Continuous Model of Mobile Telephone Demand Using Household Data”

Rui Huang (ARE, 2008): “Essays on Retailer Assortment Decisions and Consumers’ Choices,” University of Connecticut

Kristin Kiesel (ARE, 2008): “What Do I Buy Now? Essays on Consumer Response to Food Labeling,” post-doc, Stanford University.

Felipe Vásquez Lavín (ARE, 2007): “Discrete/Continuous Choice Models and Consumer Heterogeneity”

Alejandro Moreno (Economics, 2007): “Essays in Behavioral Economics,” Universidad de Guanajuato, Mexico

James Hilger (ARE, 2006): “The Impact of Water Quality on Southern California Beach Recreation: A Finite Mixture Model Approach,” Federal Trade Commission

Yanhong Jin (ARE, 2004): “The Economics of a Money-Back Guarantee in Retailing,” Texas A&M University

Justine Hastings (Economics, 2001): “Essays on Vertical Relationships, Competition and Regulation in the Gasoline Industry,” Yale University

Erik Heitfield (Economics, 1998): “Who’s Calling Whom? Modeling Social Networks and Long Distance Telephone Demand Using a Truncated Panel Data Methodology,” Federal Reserve Board

Mario Bergara (Economics, 1998): “Essays on Regulation, Institutions, and Industrial Organization,” University of Uruguay

Mark Stiving (1996): “An Economic Theory of Price Endings,” Ohio State University

Katherine Lemon (1994): “An Econometric and Behavioral Investigation of the Customer Disadoption Decision,” Boston College

Torgeir Vaage (1993): “Contract Length in Franchising: A Theoretical and Empirical Investigation,” consulting

Consulting Experience

Banking
Telecommunications

Professional Affiliations

Member of American Economic Association
Member of American Marketing Association
Member of Econometric Society
Member of INFORMS

Other Academic Experience

Department Editor

Management Science (2010-present)

Associate Editor:

Marketing Science (2003-present)

Management Science (2008-present)

Quantitative Marketing and Economics (2002-present)

Editorial Boards:

Marketing Science (1995-present)

Journal of Marketing Research (1998-present)

International Journal of Marketing Education (2002-present)

International Journal of Research in Marketing (1998-present)

Foundations and Trends in Marketing (2005-present)

Reviewer:

National Science Foundation

JNICT

Israel Science Foundation

American Economic Review

American Journal of Agricultural Economics

Annals of Finance

B.E. Journals in Economic Analysis & Policy

Econometrica

Economia

Economic Theory

European Economic Review

European Journal of Operational Research

Games and Economic Behavior

International Economic Review

International Journal of Industrial Organization

California Management Review

Journal of Business

Journal of Business and Economic Statistics

Journal of Development Economics

Journal of Economic Psychology

Journal of Economic Theory

Journal of Economics and Management Strategy

Journal of the European Economic Association

Journal of Industrial Economics

Journal of Money, Credit, and Banking

Journal of Political Economy

Journal of Product Innovation Management
Journal of Retailing
Management Science
Managerial and Decision Economics
Marketing Letters
Portugaliae Mathematica
RAND Journal of Economics
Review of Economic Studies
Review of Marketing Science

Co-Chair, Marketing Science Conference, Berkeley (1997).

Organizing Committee, Summer Institute in Competitive Strategy, Berkeley (2003-2011, co-Chair 2003-2004).

Organizing Committee, The Future of Distribution Channels Modeling Conference, The Wharton School (2006)

Coordinator of evaluation panel of research centers in Portugal (economics/business; 1999, 2003)

VP Meetings, INFORMS Society for Marketing Science (2005-2006)

EMAC 2007 Track Chair

Service at University of California, Berkeley:

Campus:

Committee on Research (2000-2009)

Chair, Portuguese Studies Program (1998-1999)

Committee on Student Conduct (2001-2003)

Chair, Committee on Research (2006-2008)

Divisional Council (2006-2008)

Campus Technology Council (2007-2008)

Co-Chair, Task Force on University-Industry Partnerships (2008)

Search Committee for Vice-Chancellor for Research (2008)

Haas School of Business:

Chair, Marketing Group (2011-present)

Policy and Planning Committee, P² (1998-2000)

Marketing Recruiting Committee (1991-present; Chair: 1999-2000)

Evening MBA Committee (1998-2000)

Space Allocation Committee (1999-2000)

Marketing Ph.D. Program Field Advisor (1996-2004, 2011-present)

Ph.D. Program Committee (1996-2004, 2006-2009, 2011-present)

Director, Ph.D. Program (2006-2009)

Hiring Committee (2008-2010)

