

## Curriculum Vitae of Dmitri Kuksov

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### Employment

<b>2018 – present</b>	Ashbel Smith Professor and Professor of Marketing, Naveen Jindal School of Management, The University of Texas at Dallas
<b>2012 – 2018</b>	Professor of Marketing, Naveen Jindal School of Management, The University of Texas at Dallas
<b>2009 – 2012</b>	Associate Professor of Marketing (with tenure), Olin School of Business, Washington University in St. Louis
<b>2003 – 2009</b>	Assistant Professor of Marketing, Olin School of Business, Washington University in St. Louis

### Education

<b>2003</b>	<b>Ph.D.</b> , UC Berkeley, Haas School of Business, Marketing
<b>1998</b>	<b>Ph.D.</b> , Brigham Young University, Mathematics
<b>1994</b>	<b>B.S.e.</b> , Moscow State University, Mathematics

### Research Interests (*A partial list*)

Pricing Strategies  
Consumer Search Costs and Uncertainty  
Competitive Strategy and Interaction of Pricing with other decisions  
Branding, Brand Image, Social Interaction and Status Goods  
Customer Satisfaction  
Channel Design

### Publications

Kuksov, Dmitri, and Chenxi Liao (2019) “Opinion Leaders and Product Variety,” *Marketing Science*, *forthcoming*.

Kuksov, Dmitri, and J. Miguel Villas-Boas (2019) “The Performance Measurement Trap,” *Marketing Science*, **38** (1), pp. 68-87.

Kuksov, Dmitri, and Chenxi Liao (2018) “When Showrooming Increases Retailer Profit,” *Journal of Marketing Research*, **55** (4), pp. 459-473.

He, Tingting, Dmitri Kuksov, and Chakravarthi Narasminhan (2017) “Free In-Network Pricing as an Entry-Deterrence Strategy,” *Quantitative Marketing and Economics*, **15** (3), pp. 279-303.

Kuksov, Dmitri, Ashutosh Prasad, and Mohammad Zia (2017) “In-Store Advertising by Competitors,” *Marketing Science*, **36** (3), pp. 402-425.

Kuksov, Dmitri, and Yuanfang Lin (2017) “Signaling Low Margin through Assortment,” *Management Science*, **63** (4), pp. 1166-1183.

- Erdem, Tulin, Kevin Lane Keller, Dmitri Kuksov, and Rik Pieters (2016) "Understanding Branding in a digitally empowered world," *International Journal of Research in Marketing*, **33** (1), pp. 3-10.
- Kuksov, Dmitri, and Kangkang Wang (2014) "The Bright Side of Loss Aversion in Dynamic and Competitive Markets," *Marketing Science*, **33** (5), pp. 693-711.
- Kuksov, Dmitri, Ron Shachar, and Kangkang Wang (2013) "Advertising and Consumers' Communication," *Marketing Science*, **32** (2), pp. 294-309.
- Kuksov, Dmitri and Kangkang Wang (2013) "A Model of the 'It' Products in Fashion," *Marketing Science*, **32** (1), pp. 51-69.  
Finalist for 2014 **John D.C. Little** Award
- Iyer, Ganesh, and Dmitri Kuksov (2012) "Competition in Shopping Experience," *Marketing Science*, **31** (6), pp. 913-933.  
Finalist for 2012 **John D.C. Little** Award
- Kuksov, Dmitri, and Ying Xie (2012) "Competition in a Status Goods Market," *Journal of Marketing Research*, **49** (5), pp. 609-623.
- He, Tingting, Dmitri Kuksov and Chakravarthi Narasimhan (2012) "Intraconnectivity and Interconnectivity: When Value Creation May Reduce Profits," *Marketing Science*, **31** (4), pp. 587-602.
- Kuksov, Dmitri, and Ying Xie (2010) "Pricing, Frills, and Customer Ratings," *Marketing Science*, **29** (5), pp. 925-943.
- Kuksov, Dmitri, and J. Miguel Villas-Boas (2010) "When More Alternatives Lead to Less Choice," *Marketing Science*, **29** (3), pp. 507-524.
- Iyer, Ganesh, and Dmitri Kuksov (2010) "Consumer Feelings and Equilibrium Product Quality," *Journal of Economics and Management Strategy*, **19**(1), pp. 137-168.
- Kuksov, Dmitri, and Yuanfang Lin (2010) "Information Provision in a Vertically Differentiated Competitive Marketplace," *Marketing Science*, **29** (1), pp. 122-138.
- Kuksov, Dmitri (2009) "Communication Strategy in Partnership Selection," *Quantitative Marketing and Economics*, **7** (3), pp. 267-288.
- Kuksov, Dmitri, and J. Miguel Villas-Boas (2008) "Endogeneity and Individual Consumer Choice," *Journal of Marketing Research*, **45** (6), pp. 702-714.
- Kuksov, Dmitri (2007) "Brand Value in Social Interaction," *Management Science*, **53** (10), pp. 1634-1644.  
Finalist for 2007 **John D.C. Little** Award
- Kuksov, Dmitri, and Amit Pazgal (2007) "The Effects of Costs and Competition on Slotting Allowances," *Marketing Science*, **26** (2), pp. 259-267.  
Finalist for 2007 **John D.C. Little** Award
- Kuksov, Dmitri (2006) "Search, Common Knowledge, and Competition," *Journal of Economic Theory*, **130**, pp. 95-108.
- Chakravarthi Narasimhan, Chuan He, Eric Anderson, Lyle Brenner, Preyas Desai, Dmitri Kuksov, Paul Messinger, Sridhar Moorthy, Joseph Nunes, Yuval Rottenstreich, Rick

- Staelin, George Wu, Z. John Zhang (2005) "Incorporating Behavioral Anomalies in Strategic Models," *Marketing Letters*, **16** (3), pp.361-373.
- Kuksov, Dmitri (2004) "Buyer Search Costs and Endogenous Product Design," *Marketing Science*, **23** (4), pp. 490-499.  
 Winner of the 2005 **Frank M. Bass** Outstanding Dissertation Award  
 Finalist for the 2012 INFORMS **Long Term Impact** Award
- Kuksov, Dmitri (1999) "Cogrowth Series of Free Products of Finite and Free Groups," *Glasgow Mathematical Journal*, **41**, pp. 19-31.
- Kuksov, Dmitri (1998) "On Rationality of the Cogrowth Series," *Proceedings of the American Mathematical Society*, **126**(10), pp. 2845-2847.
- Kuksov, Dmitri (1993) "Generalized Boole Transforms," *Russian Mathematical Surveys*, **48**(6), pp. 161-163.

### **Working Papers & Work in Progress**

- "Benefits of Customer Loyalty in Markets with Endogenous Search Costs" (with Mohammad Zia)
- "Market Power vs. Service as a Driver of Retail Profitability" (with Chenxi Liao)

### **Academic Honors and Awards:**

- Management Science Distinguished Service Award: AE: 2012, 2011; Reviewer: 2010
- Management Science Meritorious Service Award (AE) 2013, 2010, (Reviewer) 2009.
- Marketing Science Institute's Young Scholars Program, March 2009.
- Finalist for the John D.C. Little Best Paper Award for 2014, for the paper "A Model of the 'It' Products in Fashion" published in *Marketing Science* (with K. Wang).
- Finalist for the John D.C. Little Best Paper Award for 2012, for the paper "Competition in Consumer Shopping Experience" published in *Marketing Science* (with G. Iyer).
- Finalist for the INFORMS Society for Marketing Science 2012 Long Term Impact Award, for the paper "Buyer Search Costs and Endogenous Product Design" published in *Marketing Science*.
- Finalist for the John D.C. Little Best Paper Award for 2007, for the paper "Brand Value in Social Interaction" published in *Management Science*.
- Finalist for the John D.C. Little Best Paper Award for 2007, for the paper "The Effects of Costs and Competition on Slotting Allowances" published in *Marketing Science*.
- Winner of the Frank M. Bass Best Paper Based on Dissertation Award for 2005, for the paper "Buyer Search Costs and Endogenous Product Design" published in *Marketing Science*.
- AMA-Sheth Doctoral Consortium, Aug 2000 (Student), June 2017 (Faculty).
- Phi Kappa Phi, member.

**Department Editor**

Management Science

**Guest Co-editor**

International Journal of Marketing Research, Special issue on Branding in a Digitally Empowered World (2016)

**Co-Editor**

Quantitative Marketing and Economics, 2014 – 2017

**Senior Editor**

Production and Operations Management, 2017 – present

**Associate Editor**

Marketing Science, 2012 – present

Management Science, 2011 – 2019

Quantitative Marketing and Economics, 2010 – 2013

**Editorial Board**

Review of Marketing Science, 2006 – 2018

**Ad-hoc referee for**

American Economic Journal: Microeconomics, American Economic Review, Customer Needs and Solutions, Economic Journal, Economic Theory, Information Systems Research, International Journal of Research in Marketing, Journal of Business Research, Journal of Economics and Management Science, Journal of the European Economic Association, Journal of Industrial Economics, Journal of Marketing, Journal of Marketing Research, Journal of Political Economy, Marketing Letters, Managerial and Decision Economics, Operations Research, Quantitative Marketing and Economics, RAND Journal of Economics, Review of Industrial Organization, Southern Economic Journal

**PhD students**

Chair/co-chair of:

Chenxi Liao (first appointment: Chinese University of Hong Kong, 2019)

Kangkang Wang (first appointment: University of Alberta, 2013)

Tingting He (first appointment: University of Wisconsin at Milwaukee, 2009)

**Other professional service**

Co-Chair of SICS 2016 (with Zsolt Katona)

Co-coordinator (with Ganesh Iyer) of SICS 2015 Special Session on Behavioral and Social Phenomena in Markets

Frank M. Bass UTD-FORMS 2013 Conference Organizing Committee

Co-Chair of SICS 2011 (with Kannan Srinivasan)

Conference Committee member of QME Conference 2011

## **Teaching**

*The University of Texas at Dallas:*

MECO 7311 (Advanced Game Theory): Spring 2016-18

MAS 6V05 (Special Topics in Marketing Management): Fall 2013, 2015, 2018

MKT 6301 (Marketing Management, MBA/PMBA): Fall 2012-2017

MKT 3300 (Principles of Marketing, undergrad): Fall 2012, 2013

*Washington University in St. Louis:*

MKT 558B (Pricing Decision Making and Implementation), Spring 2011-2012

MKT 558 (Pricing Strategy/MBA&PMBA), Spring 2009-2012

MKT 470E (Pricing/undergrad), Spring 2007-2012

MKT 370 (Principles of Marketing/undergrad), Fall 2004 & Spring 2004-2009

MKT 673 (Analytical Modeling in Marketing/PhD), Spring 2005, '06, '09, '10, '12

## **Conference Presentations**

ISMS Doctoral Consortium 2019, Rome, Italy

Zero Decade Marketing Theory Symposium 2019, Palm Springs, CA

*“Opinion Leaders and Product Variety”*

Workshop in Management Science 2019, Santa Cruz, Chile

*“Opinion Leaders and Product Variety”*

ISMS Doctoral Consortium 2018, Philadelphia, PA

*Consumer Learning and Expectation Formation (w/ Tulin Erdem and Carl Mela)*

ISMS Doctoral Consortium 2017, Los Angeles, CA

*Consumer Search (with Olivier Toubia and J. Miguel Villas-Boas)*

Informa International Conference 2016, Waikoloa Village, Hawaii

*“When Showrooming Increases Retailer Profit”*

Frank Bass - UTD FORMS Conference 2016, UT Dallas

*Discussant*

ISMS Doctoral Consortium 2015, Baltimore, MD

*Frontiers in Analytical Marketing (with Ganesh Iyer and Sridhar Moorthy)*

Marketing Science Conference 2015, Baltimore, MD

*“Signaling Low Margin through Assortment”*

Frank Bass - UTD FORMS Conference 2015, UT Dallas

*Discussant*

QME 2014, USC,

*“Signaling Value through Assortment”*

SICS 2013, UC Berkeley,

*Discussant*

SICS 2012, UC Berkeley,  
*“A Model of the ‘It’ Products in Fashion”*

Marketing Science Conference 2012, Boston, MA,  
*“Competition in Shopping Experience”*

Frank M. Bass UTD-FORMS conference 2011,  
*Discussant*

QME Conference 2010, Los Angeles,  
*Discussant*

SICS 2010, UC Berkeley,  
*Discussant*

QME Conference 2009, Chicago,  
*Discussant*

ISMS Doctoral Consortium 2009, U of Michigan,  
*Modeling Behavioral Effects in Marketing* (with Wilfred Amaldoss and Aradhna Krishna)

QME Conference 2008, New York,  
*Discussant*

SICS 2008, UC Berkeley,  
*“Pre- and Post-Purchase Management of Customer Satisfaction”*

SICS 2008, UC Berkeley,  
*Discussant*

ISMS Doctoral Consortium 2008, Vancouver, BC,  
*Modeling Behavioral Effects in Marketing* (with James Hess and Rick Staelin)

Marketing Science Conference 2008, Vancouver, BC,  
*“Pre- and Post-Purchase Management of Customer Satisfaction”*

Frank M. Bass UTD-FORMS conference 2008,  
*“Pre- and Post-Purchase Management of Customer Satisfaction”*

SICS 2007, UC Berkeley,  
*“Consumer Feelings and Equilibrium Product Quality”*

SICS 2006, UC Berkeley,  
*Discussant*

QME Conference 2005, Chicago,  
*“Effects of Costs and Competition on Slotting Allowances”*

SICS 2005, UC Berkeley,  
*Discussant*

Marketing Science Conference 2005, Emory University,  
*“Feelings about Quality and Thinking about Feelings”*

SICS 2004, UC Berkeley,  
*“Consumer Use of Brands for Communication”*

Marketing Science Conference 2004, Erasmus University,

*“Effects of Costs and Competition on Slotting Allowances”*

SICS 2003, UC Berkeley,

*Discussant*

Marketing Science Conference 2003, University of Maryland,

*“Value of Brand Image in Social Interaction”*

INFORMS conference, San Antonio, 2000,

*“Endogeneity and Individual Consumer Choice”*

Marketing Science Conference 2000, UCLA,

*“Endogeneity and Individual Consumer Choice”*

### **Invited Seminar Presentations**

- Fall 2002: Carnegie Mellon University  
Columbia University  
Hong Kong University of Science and Technology  
Massachusetts Institute of Technology  
New York University  
Northwestern University  
Stanford University  
University of Chicago  
University of Michigan  
University of Pennsylvania  
University of Rochester  
University of Toronto  
Washington University in St. Louis  
Yale University
- Fall 2005: University of Toronto
- Spring 2005: University of California at Berkeley
- Spring 2006: University of Texas at Dallas  
Duke University
- Spring 2007: University of California in Los Angeles  
University of Chicago  
INSEAD
- Fall 2008: University of Alberta
- Fall 2010: University of Southern California  
University of California at Davis
- Fall 2011: University of Texas at Dallas
- Spring 2013: Hong Kong University of Science and Technology  
National University of Singapore  
University of Washington
- Spring 2014: University of Rochester  
University of California at Berkeley
- Spring 2015: University of Pittsburgh’s Sheth Camp

University of Houston  
Yale University

Spring 2016: Temple University

Fall 2016: University of Texas, Austin  
Massachusetts Institute of Technology

Spring 2017: London Business School  
University College London

Spring 2018: University of Toronto  
University of Minnesota

Spring 2019: Washington University in St. Louis