Adam N. Smith

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UCL School of Management
University College London
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Academic Positions

Assistant Professor of Marketing, UCL School of Management, 2017 - present

Education

Ph.D., Marketing, The Ohio State University, 2017

M.S., Statistics, The Ohio State University, 2014

B.A., Economics, *magna cum laude*, The Ohio State University, 2012

Research Interests

Demand Estimation, Targeted Marketing, Pricing, Bayesian Statistics

Publications

A. Smith, P. Rossi, and G. Allenby (2019) "Inference for Product Competition and Separable Demand," *Marketing Science*, 38(4): 690-710.

A. Smith and G. Allenby (2020) "Demand Models with Random Partitions," *Journal of the American Statistical Association*, 115(529): 47-65.

A. Smith (2021) "Invited Discussion – Centered Partition Processes: Informative Priors for Clustering," *Bayesian Analysis*, 16(1): 339-345.

Working Papers

Optimal Price Targeting, with S. Seiler and I. Aggarwal

Shrinkage Priors for High-Dimensional Demand Estimation, with J. Griffin

Integrated Factor Models of Variety Seeking Dynamics, with N. Terui, Y. Li, S. Hasegawa, and G. Allenby

Capturing Flexible Price Elasticities in Direct Utility Models, with C. Kim, J. Kim, and G. Allenby

Work in Progress

Learned Complementarity, with D. Ershov

Boundaries of Differentiated Product Markets and Retailer Pricing, with G. Compiani

Constrained Heterogeneity, with T. Kosyakova, T. Otter, and M. Pachali

Presentations

2021* UC Riverside, Penn State University, EMAC Conference (Virtual), Marketing Science Conference (Virtual)

2020 University of Kent (Statistics), Virtual Quantitative Marketing Seminar, 16th Symposium on Statistical Challenges in E-Commerce Research, 1st Science of Digital Business Development Conference, European Quant Marketing Seminar, University of Rochester

2019 Marketing Science Conference (Rome), Brigham Young University (Marketing and Statistics)

2018 Goethe University Frankfurt, EMAC Conference (Glasgow), Bayesian Young Statisticians Meeting (University of Warwick)

2017 Joint Statistical Meetings (Baltimore), Stanford University

2016 UT Dallas FORMS Conference, Haring Symposium (Indiana University), University of Delaware, University of British Columbia, University of Chicago, University of Pennsylvania, University College London, INSEAD, UCLA, Northwestern University, UT Dallas

* Including scheduled

Professional Service

Ad-hoc reviewer for: *Journal of Business & Economic Statistics, Marketing Science, Quantitative Marketing and Economics, Review of Economics and Statistics*

Teaching

UCL School of Management

Data Analytics I (undergraduate) Autumn 2017 - present
Marketing Science (undergraduate) Autumn 2018 - present

London School of Economics

Marketing Analytics I (master's) Autumn 2018

The Ohio State University

Marketing Research (undergraduate) Summer 2015, 2016

Personal

Born 04/02/1990, American citizen, married