Adam N. Smith

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UCL School of Management
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Academic Positions

University College London, UCL School of Management
Assistant Professor of Marketing, 2017 - present

Education

Ph.D. in Marketing, The Ohio State University, 2013 - 2017

M.S. in Statistics, The Ohio State University, 2012 - 2014

B.A. in Economics, *magna cum laude*, The Ohio State University, 2008 - 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
R&R at *Marketing Science*, with S. Seiler and I. Aggarwal

Shrinkage Priors for High-Dimensional Demand Estimation
R&R at *Quantitative Marketing and Economics*, with J. Griffin

Integrated Factor Models of Variety Seeking Dynamics
with Y. Li, S. Hasegawa, N. Terui, 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[†], Marketing Science Conference[†], 26th International Panel Data Conference[†], NBER-NSF SBIES Conference[†] (Wash U), KDD '21 Workshop on Machine Learning for Consumers and Markets[†]

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[†] (Johns Hopkins), 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 Bass 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, † Online conference

Professional Service

Ad-hoc reviewer for: *Journal of Business & Economic Statistics, Management Science, 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

Honors and Awards

Runner-up, BSc Management Science Best Teacher Award, UCL School of Management, 2021

AMA Sheth Consortium Fellow, University of Notre Dame, 2016

Honorable Mention, Best Presentation Award, Haring Symposium (Indiana University), 2016

P&G Marketing Analysis Fellowship, Fisher College of Business, 2015 - 2016

Department of Statistics Corporate Fellowship, The Ohio State University, 2012 - 2013

Personal

Born April 1990, American citizen, married