

# Adam N. Smith

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UCL School of Management  
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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.

## Working Papers

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

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

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

## **Work in Progress**

Learned Complementarity, with D. Ershov

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

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

## **Presentations**

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

## **Teaching**

*University College London*

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**

AMA Sheth Consortium Fellow, University of Notre Dame, 2016

Honorable Mention for Best Presentation Award, Haring Symposium, 2016

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

Workshop on Quantitative Marketing and Structural Econometrics Student Fellow, Duke University, 2013

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

**Professional Service**

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

**Personal**

Born 04/02/1990, American citizen, married