Alina Ferecatu

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Research Interests

Quantitative Marketing, Digital Marketing, Behavioral Decision Making, Reinforcement Learning, Bayesian Analysis

Appointments

2022–Present	*Associate Professor of Marketing*
	Rotterdam School of Management, Erasmus University, the Netherlands
2015–2022	*Assistant Professor of Marketing*
	Rotterdam School of Management, Erasmus University, the Netherlands
2014–2015	*Visiting Assistant Professor of Marketing*
	University of Texas at Dallas, USA

Education

2009–2014	Ph.D. in Business Administration (*Marketing*), ESSEC Business School, France
2007–2009	M.Sc. in Economics (*Applied Statistics*), Shizuoka University, Japan
2001–2005	B.A. in Marketing, Academy of Economic Studies, Romania

Academic experience

2013	Visiting Scholar (5 months), Laboratory for Behavioral Operations and Economics, University of Texas at Dallas, USA
2012	Visiting Scholar (4 months) SCANCOR Program, Stanford University, USA
2006–2007	Research Assistant, Shizuoka University, Japan

Publications

[1] Da Silva, Ariovado, Alina Ferecatu, Joelle Vanhamme, Stefano Puntoni, and Raphael A. Sousa e Silva."Enhancing B2B sustainability through customer training in product-service systems: A design science approach," 2025, *Industrial Marketing Management*, 125, 355-372.

[2] Ferecatu, Alina, Arnaud De Bruyn, Prithwiraj Mukherjee, 2024, "Silently Killing Your Panelists: The True Cost of Email Solicitations," *Journal of the Academy of Marketing Science*, 52(4): 1216-1239.

[3] Bolton, Gary, Alina Ferecatu, David Kusterer, 2024, "Rate this transaction: Coordinating mappings in market feedback systems," *Management Science*, 70(11): 567-588.

[4] Ferecatu, Alina, Arnaud De Bruyn, 2022, "Understanding Managers' Trade-offs between Exploration and Exploitation," *Marketing Science*, 41(1): 139-165.

[5] Liberali, Gui, Alina Ferecatu, 2022, "Morphing for Consumer Dynamics: Bandits Meet Hidden Markov Models," *Marketing Science*, 41(4): 341-366.

[6] Ferecatu, Alina, Ayse Onculer, 2016, "Heterogeneous Risk and Time Preferences," *Journal of Risk and Uncertainty*, 53(1): 1-28.

Working Papers — Under review or revision

[1] "How Categorization Shapes the Probability Weighting Function," with Dan Schley, Hang-Yee Chan, and Manissa Gunadi, under first-round review at *Psychological Science*.

Work in Progress

[1] "Setting privacy risk budgets in online experiments," with Gilian Ponte.

[2] "Categorization Meets Prospect Theory: Distorted Perceptions of Probabilities and Outcomes Crossing Categorical Boundaries," with Dan Schley.

Invited Talks and Conference Presentations

2025

University of Cologne, Cologne, Germany, November 2025
EMAC conference, Madrid, Spain, May 2025
Behavioral Industrial Organization and Marketing Symposium, University of Michigan, May 2025 (Conference Organizer)

2024

YES Marketing, Basel, Switzerland, August 2024
EMAC conference, Bucharest, Romania, May 2024
University of Groningen, Groningen, the Netherlands, January 2024
Behavioral Industrial Organization and Marketing Symposium, University of Michigan, May 2024 (Conference Organizer)

2023

European Bayesians in Marketing Summit, Cambridge University, UK, April 2023
Behavioral Industrial Organization and Marketing Symposium, University of Michigan, May 2023 (Conference Organizer)

2022

Bocconi University, Milan, Italy, November 2022

eQMW, European Marketing Research Online Workshop (EMAC), November 2022
INFORMS Marketing Science Conference, University of Chicago Booth, June 2022
eQMS, European Marketing Research Online Seminar (EMAC), May 2022

2021

University of Chicago Booth, Marketing Research Workshop, February 2021

2020

Interactive Marketing Research Conference, Cass Business School, City, University of London, November 2020
INFORMS Marketing Science Conference, Duke University, Durham, NC, USA, June 2020
First European Bayesians in Marketing Summit, HEC Paris, France, January 2020

2019

Humboldt University of Berlin, June 2019
INFORMS Marketing Science Conference, Rome, Italy, June 2019
EMAC conference, Hamburg, Germany, May 2019
Behavioral Industrial Organization and Marketing Symposium, University of Michigan, June 2019

2018

ESSEC Business School, December 2018
Dutch Stan Meetup, PointLogic, Brainpark, Rotterdam, November 2018
INFORMS Marketing Science Conference, Philadelphia, USA, June 2018
EMAC Special Interest Group on Quantitative Marketing, EMAC conference, Glasgow, UK, May 2018

2017

Rotterdam School of Management, Erasmus University, Frontiers in Marketing Continued Education Seminar Series, February 2017

2016

Behavioral Industrial Organization and Marketing Symposium, University of Michigan, August 2016
INFORMS Marketing Science Conference, Shanghai, China, June 2016

2015

Rotterdam School of Management, Erasmus University, Laboratory for Optimization of Digital Experiments, Research Fridays Seminar Series, October 2015
University of Texas at Dallas, Center and Laboratory for Behavioral Operations and Economics Seminar Series, April 2015

2014

Rotterdam School of Management, Erasmus University, October 2014

University of Texas at Dallas, Marketing Ph.D. Seminar, September 2014
McGill University, March 2014

2013

Complexity in Business Conference, Washington DC, USA, November 2013
University of Cologne, October 2013
National University of Singapore, October 2013
University of Maryland, USA, September 2013
AMA Summer Educators' Conference, Boston, USA, August 2013
INFORMS Marketing Science Conference, Istanbul, Turkey, July 2013
Carnegie School of Organizational Learning Conference, Monterey, USA, March 2013

2012 and earlier

Marketing Dynamics Conference, Tilburg, The Netherlands, August 2012
INFORMS Marketing Science Conference, Boston, USA, June 2012
EMAC Conference, Ljubljana, Slovenia, May 2011

Teaching
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2022—Present Digital Marketing Strategy (M.Sc. elective), Rotterdam School of Management, Erasmus University

2021—Present Current Topics in Marketing Research (Ph.D. seminar), Rotterdam School of Management, Erasmus University

2019–2022 Survey Methods (Ph.D. elective), Rotterdam School of Management, Erasmus University

2017, 2019 Advanced Decision Models in Marketing (Ph.D. seminar), Rotterdam School of Management, Erasmus University

2016–Present Pricing: Creating and Capturing Value (M.Sc. elective), Rotterdam School of Management, Erasmus University

2015–2020 Consumer Marketing Research (M.Sc. core course), Rotterdam School of Management, Erasmus University

2015 Social Media Intelligence (M.Sc. elective), University of Texas at Dallas

2014–2015 Principles of Marketing (Undergraduate core course), University of Texas at Dallas

2014 International Marketing (Undergraduate core course), ESSEC Business School

2013 Marketing Management (M.Sc. core course), ESSEC Business School

2012–2013 Statistical Analysis for Business Using R (M.Sc., Ph.D. elective), ESSEC Business School

Awards, Honours and Grants

2015	Design and Behavior, German DFG Research Unit grant (FOR 1371), External Investigator
2012–2013	Doctoral Fellow, INFORMS Marketing Science Doctoral Consortium
2013	Doctoral Fellow, AMA-Sheth Foundation Doctoral Consortium
2012	Selected Participant, Asia Summer Institute in Behavioral Economics, National University of Singapore
2011	Doctoral Fellow, EMAC Doctoral Consortium
2009–2013	Research Scholarship, ESSEC Business School
2006-2009	MEXT Scholarship, Japanese Ministry of Education

Review

Ad-hoc reviewer	Marketing Science
	Management Science
	International Journal of Research in Marketing
	Quantitative Marketing and Economics
	Experimental Economics
	Production and Operations Management
	Journal of Risk and Uncertainty
	Economics Letters
	Journal of Interactive Marketing
	Southern Economic Journal

Non-academic Work Experience

2009	*Trainee*
	European Commission, Brussels, Belgium
2005	*Interpreter at Aichi World Expo, Japan*
	Romanian Ministry of Foreign Affairs
2005–2006	*Sales Executive, Group Incoming Department, Japan Section*
	Atlantic Tour, Bucharest, Romania
2003–2005	*PR Specialist, Marketing Assistant*
	Biofarm Bucharest, Bucharest, Romania

Computer skills

Stan, R, Matlab, C

Language skills

Romanian Native, Proficient in English, French, and Japanese, Dutch and Spanish Intermediate