

Kenneth C. Wilbur

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Employment

University of California, San Diego.

Professor of Marketing, 2019-current

Associate Professor of Marketing, 2015-2019

Assistant Professor of Marketing, 2013-2015

Duke University Fuqua School of Business, Assistant Professor, 2009-13

USC Marshall School of Business, Assistant Professor, 2005-09

University of Virginia, Instructor, 2003-04

Accenture, Business Analyst and Software Engineer, 1997-99

Ancillary positions:

- UK Competition and Markets Authority, Advisor, 2019
- EvoNexus start-up accelerator/incubator, Marketing expert, July-Oct 2017
- National University of Singapore, Visiting Associate Professor, Nov-Dec 2015
- Duke University / Nazarbayev University MBA Program, Professor, Sept-Oct 2013
- Amazon, Advertising Effectiveness Research, Jan 2012
- Google, Consultant and Visiting Researcher, Jul-Oct 2011

Peer-reviewed Publications

* Award determined by members of the editorial review board

1. M. McGranaghan, G. Fisher, J. Liaukonyte. Lead Offer Spillovers. 2019. *Marketing Science*, forthcoming.
2. M. Joo, W. Liu, K. C. Wilbur. 2019. Divergent Temporal Courses for Liking Versus Wanting in Response to Persuasion. *Emotion*, forthcoming.
3. R. Du, M. Joo, K. C. Wilbur. 2019. Advertising and Brand Attitudes: Evidence from 575 Brands over Five Years. *Quantitative Marketing and Economics*, forthcoming.
 - Runner up, Marketing Science Institute 2018-2020 Research Priorities Working Paper Competition

4. Du, R. Y., L. Xu, Kenneth C. Wilbur. 2019. Immediate Responses of Online Brand Search and Price Search to TV Ads. *Journal of Marketing*, 83 (4): 81-200.
 - Selected as a “10 best” paper (of 164 submitted) at the 2016 ARF Re!Think Conference
 - Accepted into the MSI Working Paper Series
5. T. Konitzer, D. Rothschild, S. Hill, K. C. Wilbur. 2019. Using Big Data and Algorithms to Determine the Effect of Geographically Targeted Advertising on Voting Intention: Evidence from the 2012 U.S. Presidential Election. *Political Communication*, 36 (1): 1-16.
 - Lead article
6. Xu, L., J. Silva-Risso, K. C. Wilbur. 2018. Dynamic Quality Ladder Model Predictions in Nonrandom Holdout Samples. *Management Science*, 64 (7): 3187-3207.
7. Joo, M., K.C. Wilbur, Y. Zhu. 2016. Effects of TV Advertising on Keyword Search in the AOL Dataset. *International Journal of Research in Marketing*, 33 (2016): 508-523.
 - Highlighted in “What Should Marketers Read? Our Academic Trustees Tell Us” on MSI.org (2017).
8. Wilbur, K.C. 2016. Recent Developments in Mass Media: Digitization and Multitasking. In: Anderson, S., D. Stromberg, J. Waldfogel (Eds.), *Handbook of Media Economics*, vol. 1. North-Holland, Amsterdam.
9. Gao, H., J. Xie, Q. Wang, K.C. Wilbur. 2015. Should Advertising Increase or Decrease Prior to a Product Recall? The Marketing-Finance Interface in Product Crisis Management. *Journal of Marketing*, 79 (2015): 80-99.
 - Previous version released as a *Marketing Science Institute working paper*
10. Wilbur, K.C. 2015. Advertising Content and Television Advertising Avoidance. *Journal of Media Economics*, 29 (2): 51-72.
11. Liaukonyte, J., T. Teixeira, K.C. Wilbur. 2015. Television Advertising and Online Shopping. *Marketing Science*, 34 (3): 311-330.
 - **John D. C. Little Award* for best paper, finalist, 2016**
 - Lead article
 - Findings cited in *Empirical Generalizations about Marketing Impact, 2nd Edition*, ed. by Mike Hanssens, 2015, Marketing Science Institute.
12. Berry, S., A. Khwaja, V. Kumar, A. Musalem, K.C. Wilbur, et al. 2014. Structural Models of Complementary Choices. *Marketing Letters*, 25 (3): 245-256. Invited.
13. Xu, L., K.C. Wilbur, S. Siddarth, J. Silva-Risso. 2014. Price Advertising by Manufacturers and Dealers. *Management Science*, 60 (11): 2816-2834.
14. M. Joo, K.C. Wilbur, B. Cowgill, Y. Zhu. 2014. Television Advertising and Online Search. *Management Science*, 60 (1): 56-73.

- **John D. C. Little Award* for best paper, winner, 2015**
 - **Frank M. Bass Award* for best thesis, finalist, 2015**
 - Findings cited in *Empirical Generalizations about Marketing Impact*, 2nd Edition, ed. by Mike Hanssens, 2015, Marketing Science Institute.
15. K.C. Wilbur, P.W. Farris. 2014. Distribution and Market Share. *Journal of Retailing*, 90 (2): 154-167.
 - Findings cited in *Empirical Generalizations about Marketing Impact*, ed. by Mike Hanssens, 2009, Marketing Science Institute.
 16. A.D. Rennhoff, K.C. Wilbur. 2013. Market-Based Measures of Viewpoint Diversity. *Information Economics and Policy*, 26: 1-11.
 - Lead article
 - Previous version released as “Media Ownership Study 8,” 2010 FCC Media Ownership Studies
 17. K.C. Wilbur, L. Xu, Kempe, D. 2013. Correcting Audience Externalities in Television Advertising. *Marketing Science*, 32 (10): 892-912.
 18. A.D. Rennhoff, K.C. Wilbur. 2012. Local Media Ownership and Media Quality. *Information Economics and Policy*, 24 (3-4): 231-242.
 - Previous version released as “Media Ownership Study 1,” 2010 FCC Media Ownership Studies
 19. Y. Zhu, K.C. Wilbur. 2011. Hybrid Advertising Auctions. *Marketing Science*, 30 (2): 249-273.
 20. A.D. Rennhoff, K.C. Wilbur. 2011. The Effectiveness of Post-Release Movie Advertising. *International Journal of Advertising*, 30 (2): 305-328.
 21. K. Ailawadi, et al., K.C. Wilbur, J. Zhang. 2010. Empirical Models of Manufacturer-Retailer Interaction: A Review and Agenda for Future Research. *Marketing Letters*, 21 (3): 273-285. Invited.
 22. Wilbur, K.C., Y. Zhu. 2009. Click Fraud. *Marketing Science*, 28 (2): 293-308.
 23. K.C. Wilbur. 2008. How the Digital Video Recorder Changes Traditional Television Advertising. *Journal of Advertising*, 37 (1): 143-149.
 24. K.C. Wilbur. 2008. A Two-Sided, Empirical Model of Television Advertising and Viewing Markets. *Marketing Science*, 27 (3): 356-378.
 - **Frank M. Bass Award* for best thesis, winner, 2009**
 - **John D. C. Little Award* for best paper, finalist, 2009**
 - **Long-Term Impact Award* four-time finalist, 2015-2018**

Working papers

Temporal Distance and Price Elasticity, with M. Joo and D. K. Gauri. *3rd revision resubmitted*

Digital Advertising Inefficiencies, with B. Gordon, K. Jerath, Z. Katona, S. Narayanan, J. Shin.
Revision requested

Watching People Watch TV, with M. McGranaghan, J. Liaukonyte, T. Teixeira. *Nearing completion*

Saving ‘For Your Baby’: Framing and Priming in Print-at-Home Coupons, with G. Fisher, J. Liaukonyte, M. McGranaghan. *Nearing completion*

What happened after Massachusetts Banned More Assault Weapons, with M. Balakrishna.
Nearing completion

Gun Sales and Crime, with J. J. Kim. *Nearing completion*

Recent Teaching

Rady MBA All-class Average is 4.1/5

MSBA, Introduction to Marketing Analytics, 2019: rating TBD

All Rady Masters programs, E-Commerce, 2019, rating TBD

Undergraduate, E-Commerce, 2019, rating TBD

MSBA, Introduction to Marketing Analytics, 2018: 4.4/5 instructor rating

Ph.D., Doctoral Studies in Management, 2018: 5.0/5 instructor rating

MSBA, Introduction to Marketing Analytics, 2017: 4.3/5 instructor rating

Fulltime MBA, Core Marketing, 2017: 4.3/5 instructor rating

Evening MBA, Core Marketing, 2017: 4.4/5 instructor rating

Executive MBA, Core Marketing, 2017: 4.7/5 instructor rating

MSBA, Introduction to Marketing Analytics, 2016: 4.1/5 instructor rating

Fulltime MBA, Core Marketing, 2016: 4.2/5 instructor rating

Evening MBA, Core Marketing, 2016: 4.9/5 instructor rating

Executive MBA, Core Marketing, 2016: 4.9/5 instructor rating

Fulltime MBA, Core Marketing, 2015: 3.9/5 instructor rating

Evening MBA, Core Marketing, 2015: 4.3/5 instructor rating

Executive MBA, Core Marketing, 2015: 4.8/5 instructor rating

Education

Ph.D. 2005, M.A. 2001, University of Virginia, Economics

B.S.C. 1997, University of Miami, Communication and Economics, *magna cum laude*

Doctoral Student Advising

Advisor or Co-advisor:

1. Linli Xu, USC, 2012. First job: University of Minnesota. Awarded MSI Young Scholar, 2019
2. Mingyu (“Max”) Joo, Syracuse, 2012. First job: Ohio State
3. Yi Zhu, USC, 2013. First job: University of Minnesota. Awarded MSI Young Scholar, 2017
4. Yiting Deng, Duke, 2015. First job: Notre Dame
5. Jessica Jume Kim, UCSD, expected 2021
6. Seung Hyun Kim, UCSD, in progress

Reader:

1. Guillaume Roger, USC, 2007. First job: UNSW
2. Woochoel Shin, Duke, 2010. First job: University of Florida
3. Jason Roos, Duke, 2012. First job: Rotterdam
4. Matthew Goldman, UCSD, 2015. First job: Microsoft Research
5. Onyi Lam, UCSD, 2017. First job: Pew Research
6. Matt McGranaghan, Cornell, in progress.

Service

Editorial Review Boards

Marketing Science, 2016-current

- Identified as a “Top 25 Reviewer” by Sudhir (2017), ranked 7th of 303

Journal of Marketing Research, 2016-current

Marketing Letters, 2017-current

Journal of Marketing, 2018-current

Applied Marketing Analytics, 2018-2019

Co-editor, *Information Economics and Policy*, 2017-2019

Frequent reviewer for *Management Science*

- *Management Science* Meritorious Reviewer in 2010

Ad hoc reviewer for *Economic Inquiry*, *Economica*, *Economics Letters*, *European Journal of Marketing*, European Research Council, FCC Media Ownership Studies, Harvard Business School Press, *IEEE Access*, *Information Economics and Policy*, *Information Systems Research*, *International Journal of Forecasting*, *International Journal of Industrial Organization*, *Information Systems Research*, *International Journal of Research in Marketing*, *Journal of Advertising*, *Journal of the Academy of Marketing Science*, *Journal of Industrial Economics*, *Journal of Industry Competition and Trade*, *Journal of Interactive Marketing*, *Journal of Mass Communications and Journalism*, *Journal of Media Economics*, *Managerial and Decision Economics*, MSI Clayton Dissertation Proposals, *Quantitative Marketing and Economics*, *RAND Journal of*

Economics, Review of Industrial Organization, Southern Economic Journal, Swiss National Science Foundation

Conference organizing:

- ZEW Workshop on Economics of Information, Communications and Technology, Scientific Committee, 2013-2018
- Session co-chair, Workshop on “Estimating Demand for Complements and Substitutes,” 9th Invitational Choice Symposium, 2013, Noordwijk
- Applying Field Experimentation to Behavior Research Conference, Scientific Committee, 2014
- Session co-chair, Workshop on “Advertising and Choice,” 2016 Invitational Choice Symposium, Lake Louise

Service at UCSD:

- Co-Chair, Undergraduate Curriculum Committee, 2019-current
- Board of Advisors, UCSD Extension Marketing Programs, 2014-current
- Seventh College Planning Workgroup, 2018-2019
- Doctoral Program Committee, 2016-2019
- Faculty Liaison to Marketing Communications and Admissions Teams, 2013-2017
- Faculty Compensation Committee, 2015-2017
- Curriculum Review Committee, 2016-2017
- Rankings Committee, 2016
- Numerous promotion and recruiting committees
- Active in all aspects of marketing area seminar organizing, faculty recruiting and doctoral student admissions, 2013-current
- Active in Center for Business Analytics activities, 2014-current
- Active in Masters of Science in Business Analytics activities, 2015-current

National Media Exposure: *All Things Considered* on National Public Radio, CNN, Fox Business News (3x), *Los Angeles Times*, *Marketplace* on National Public Radio (20+), *Media Briefing*, *Media Daily News*, *Media Life Magazine*, *New York Times*, *Yahoo! Finance*

National Student Advertising Competition, American Advertising Federation, USC Chapter

- USC Faculty Advisor, 2006-07. Won district, finished 3rd of 255 universities nationwide. Coke implemented elements from our campaign at *cokebubbles.com*
- USC Faculty Co-advisor, 2007-08. Won district and finished 13th nationwide

President, UVA Graduate Student Council, 2002-2003

President, UVA Economics Graduate Student Association, 2001-2002

Grants

1. NET Institute Summer Research Grant, co-PI with Yi Zhu, 2008, \$3,000

2. Google/WPP Research Award, 2009, \$68,000
3. MSI/WIMI grant, co-PI with Mingyu Joo and Yi Zhu, 2010, \$12,000
4. FCC Media Ownership Studies, co-PI with Adam Rennhoff, 2011, \$100,800
5. MSI Seed Grant, 2011, \$3,000
6. Yahoo! Faculty Research and Engagement Program, 2011, \$4,000
7. Google Visiting Researcher, 2011, \$30,000
8. MSI Research Grant, co-PI with Bart Bronnenberg, JP Dube and Carl Mela, 2012, \$15,000

Research Presentations at Conferences

2019: MSI Conference: Marketing Analytics for the Transforming Media Landscape, NYC; USDOJ Public Workshop on Competition in Television and Digital Advertising

2018: 11th Workshop on the Economics of Advertising and Marketing, NYC; MSI Scholars, Boulder

2017: MSI Conference: Harnessing Marketing Analytics for Impact, LA; Advertising Research Foundation Annual Conference, NYC; Summer Institute in Competitive Strategy, Berkeley; Economics of ICT at ZEW, Mannheim; NYU-Temple Conference on Digital, Mobile, and Social Media Analytics, NYC

2016: AMA Winter Educators Conference, Las Vegas; Advertising Research Foundation Re!Think, New York; 2016 Invitational Choice Symposium, Lake Louise; Behavioral Decision Research in Management, Toronto; Summer Institute in Competitive Strategy, Berkeley (discussant); AMA Summer Educators Conference, Atlanta; Conference on Digital Experimentation (CODE@MIT), Cambridge; SDAMA Art of Marketing Conference, Del Mar; Stanford Digital Marketing Conference, Palo Alto

2015: 26th Advanced Research Techniques (ART) Forum, San Diego; INFORMS Marketing Science Conference, Baltimore; Media Economics Workshop XV, Cape Town (discussant)

2014: Economics of ICT at ZEW, Mannheim; Summer Institute in Competitive Strategy, Berkeley (discussant); Workshop on Economics of Advertising, Vienna

2013: 9th Invitational Choice Symposium, Noordwijk; Economics of ICT at ZEW, Mannheim 2013; Frontiers of Research in Marketing Science, Dallas; Marketing Dynamics Conference, Chapel Hill; Retail Analytics Workshop, Santiago; Summer Institute in Competitive Strategy, Berkeley (discussant)

2012: UNC Next Generation Branding Conference, Chapel Hill; LBS Global Leadership Summit, London; ZEW Conference on Information and Communication Technologies, Mannheim; INFORMS Annual Meeting, Phoenix

2011: AMA Winter Educators' Conference, Austin; Marketing in Israel Conference, Tel Aviv; Summer Institute in Competitive Strategy, Berkeley; UTD Frontiers of Research in Marketing

Science, Dallas (discussant); ZEW Conference on Information and Communication Technologies, Mannheim

2010: Cross-Platform and Multi-Channel Customer Behavior Conference, Philadelphia; III Conference on the Economics of Advertising and Marketing, Barcelona; INFORMS Marketing Science Conference, Cologne

2009: Advertising Research Foundation Audience Measurement 4.0, New York; INFORMS Marketing Science Conference, Ann Arbor; NET Institute Conference, New York (discussant)

2008: Erin Anderson Memorial Conference, Philadelphia; Quantitative Marketing and Economics Conference, New York (discussant); Research Frontiers in Marketing Sciences Conference, Dallas; uxTV Video Conference, San Francisco; Workshop on the Economics of Advertising and Marketing, Bad Homburg; Yale SOM CCI Collaborative & Multidisciplinary Conference, New Haven

2007: 2nd Workshop on Game Theory in Marketing, Montreal; European Association for Research in Industrial Economics Conference, Valencia; INFORMS Annual Meeting, Seattle; INFORMS Marketing Science Conference, Singapore; International Industrial Organization Conference, Atlanta; Southern California Marketing Colloquium, Los Angeles

2006: 4th Workshop in Media Economics, Frankfurt

2005: IDEI/ZEI Conference on Regulation of Media Markets, Toulouse

2004: 2nd Workshop in Media Economics, Bergen; Southern Economic Association Conference, Atlanta

Invited Research Presentations at Universities

2017: Cornell University, University of California, Berkeley, Emory University

2016: University of Arizona, Payne Symposium, University of Oklahoma, University of Minnesota, Marketing Camp, University of Iowa, Marketing Camp, Northwestern University, Boston University

2015: University of Alberta, University of Southern California

2014: Stanford University, Dartmouth University, Marketing Camp, University of Pennsylvania. Marketing Camp

2013: Ohio State University, Universidad de Chile, University of Houston, University of Rochester, University of Virginia

2012: Hong Kong University of Science and Technology, University of Washington, University of California, San Diego

2011: London Business School, Marketing Camp, University of Michigan, Santa Clara University, University of California, Berkeley, University of California, San Diego, University of North Carolina, Chapel Hill, University of Zurich

2010: Emory University, University of Florida, Marketing Camp, Universidad Carlos III de Madrid

2009: Massachusetts Institute of Technology, University of Texas, Tilburg University, Universidad Carlos III de Madrid, University of California, San Diego, University of Warwick

2008: Duke University, University of Mannheim, Northwestern University, University of British Columbia, Harvard University

2005: California State University, Northridge, Claremont McKenna College, University of Melbourne, Stanford University, University of California at Berkeley, University of California at Irvine, University of California at Los Angeles, University of Southern California (Annenberg)

2004: University of Chicago, New York University, University of Georgia, University of British Columbia, University of Southern California, Washington University in St. Louis, University of Toronto

Invited Presentations at Companies and Non-Profits

2017: Google, Kaiser Permanente, San Diego County Bar Association

2016: RevTrax

2015: Innovation Protocol, RevTrax

2011: Yahoo! Labs (twice), Google (three times)

2009: Facebook, Google

2007: P&G, Marketing Executives Networking Group, Los Angeles; Marketing Executives Networking Group, National Webinar

2005: J&J

Invited Presentations at Government Agencies and Research Institutes

2019: UK Competition and Markets Authority

2010: US Federal Communications Commission

2009: Centro de Estudios Monetarios y Financieros, Madrid; Center for Economic Research and Graduate Education, Prague

2007: Canadian Competition Bureau

2004: US Federal Communications Commission

Litigation Consulting

- Ford v. Sinclair Broadcast Group, et al., Case No. 1:18-cv-02372-TDC, US District Court for the District of Maryland (2018)
 - References available upon request
- United States of America v. AT&T Inc., DirecTV Group Holdings, LLC, and Time Warner, Inc., Case No. 1:17-cv-02511 United States District Court for the District of Columbia (2017)
 - Contributed to expert reports and rebuttals
 - Reference: Jeff Marowits, Keystone Strategy
- Quicken Loans Inc. v. RE/MAX, LLC, Case No. 2:16-cv-13233-DML-RSW U.S. District Court, Eastern District of Michigan (2016)
 - Named expert witness, wrote expert report. Case settled prior to deposition.
 - Reference: Ben Strawn, Davis Graham & Stubbs LLP
- Oral testimony provided to Consumer Financial Protection Bureau investigation hearing (2014)
 - Reference: Jay Varon, Foley & Lardner LLP
- Patty Tomlinson v. FitnessIQ, LLC, Case No. CV-11-239-7, Washington County, AK (2012)
 - Named expert witness, wrote expert report. Case settled prior to deposition.
 - Reference: Tamany Vinson Bentz, Venable LLP
- Mark Berger v. Property ID Corporation et al., Case No. 2:2005cv05373, US District Court for the Central District of California (2008)
 - Named expert witness, wrote expert report. Case settled prior to deposition.
 - Reference: Ken O'Brien, Sheppard Mullin LLP

Industry Activities

Advertising Research Foundation (ARF) Board of Curators, 2016-2017

Selected corporate research partners: Ace Metrix, comScore, DirectAvenue, FirstImpression.io, Google, GunBroker.com, Kantar, Kimberly-Clark, Microsoft, Nielsen, P&G, Rentrak, Revtrax, TVision Insights

Selected consulting clients: Citi, Davis Graham & Stubbs, Fitness IQ, Google, Kaiser
Permanente, LendingTree, New Century, PropertyID, Prudential, RE/MAX, Sheppard
Mullin, US Department of Justice, US Federal Communications Commission, Venable

Last Update June 2019