

# Kenneth C. Wilbur

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## Current Position

University of California, San Diego. Associate Professor of Marketing, 2015-current

## Publications

1. 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**
2. K.C. Wilbur. 2008. How the Digital Video Recorder Changes Traditional Television Advertising. *Journal of Advertising*, 37 (1): 143-149.
3. Wilbur, K.C., Y. Zhu. 2009. Click Fraud. *Marketing Science*, 28 (2): 293-308.
4. 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.
5. A.D. Rennhoff, K.C. Wilbur. 2011. The Effectiveness of Post-Release Movie Advertising. *International Journal of Advertising*, 30 (2): 305-328.
6. Y. Zhu, K.C. Wilbur. 2011. Hybrid Advertising Auctions. *Marketing Science*, 30 (2): 249-273.
7. 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*
8. K.C. Wilbur, L. Xu, Kempe, D. 2013. Correcting Audience Externalities in Television Advertising. *Marketing Science*, 32 (10): 892-912.

9. 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*
10. 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.
11. 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, 2<sup>nd</sup> Edition*, ed. by Mike Hanssens, 2015, Marketing Science Institute.
12. Xu, L., K.C. Wilbur, S. Siddarth, J. Silva-Risso. 2014. Price Advertising by Manufacturers and Dealers. *Management Science*, 60 (11): 2816-2834.
13. 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.
14. 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, 2<sup>nd</sup> Edition*, ed. by Mike Hanssens, 2015, Marketing Science Institute.
15. Wilbur, K.C. 2015. Advertising Content and Television Advertising Avoidance. *Journal of Media Economics*, 29 (2): 51-72.
16. 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*
17. 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.
18. 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).
19. Xu, L., J. Silva-Risso, K. C. Wilbur. 2017. Dynamic Quality Ladder Model Predictions in Nonrandom Holdout Samples. *Management Science*, forthcoming.
  20. T. Konitzer, D. Rothschild, S. Hill, K. C. Wilbur. 2018. 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*, forthcoming.
- \* Selected by members of the editorial review board

### **Working papers**

21. Temporal Distance and Price Elasticity, with M. Joo and D. K. Gauri. *3<sup>rd</sup> revision requested*
22. Should TV Advertisers Maximize Immediate Online Response? with R. Du and L. Xu.  
*Revision requested*
  - Selected as a “10 best” paper (of 164 submitted) at the 2016 ARF Re!Think Conference
  - Accepted into the MSI Working Paper Series
23. Advertising and Brand Image, with R. Du. *Revision resubmitted*
24. Lead Offer Spillovers, with M. McGranaghan, G. Fisher, J. Liaukonyte. *Revision requested*
25. Liking the First Message but Wanting the Last Item: Divergent Serial Position Effects in Persuasion, with Wendy Liu and M. Joo. *Revision requested*
26. Saving ‘For Your Baby’: Framing and Priming in Print-at-Home Coupons, with J. Liaukonyte and M. McGranaghan. *Under revision*
27. Watching People Watch TV, with M. McGranaghan, J. Liaukonyte, T. Teixeira. *Nearing completion*
28. Assault Weapons Ban Effects on Firearm Sales. *Nearing completion*
29. Compliance with Grass-Roots Standards in Two-Sided Markets: the Case of Ads.txt, with Tsung-Yiou Hsieh. *Nearing completion*

## Employment History and Teaching

UCSD Rady School of Management, Assistant Professor, 2013-2015. Associate w/ tenure, 2015-  
Business Analytics in Marketing, Finance and Operations (MSBA), 2016-  
Doctoral Studies in Management (PhD), 2017-  
Core Marketing, 2013-2017. Course evaluations in 2017 (Rady all-class avg is 4.1 of 5):

	Recommend course	Recommend instructor	Response rate
Part-time MBA	4.2 of 5	4.2 of 5	83%
Full-time MBA	4.4 of 5	4.4 of 5	76%
Executive MBA	4.6 of 5	4.7 of 5	89%

Duke University Fuqua School of Business, Assistant Professor, 2009-13  
Core Marketing, 2009-13. FT MBA instructor rating 6.1/7

USC Marshall School of Business, Assistant Professor, 2005-09  
Advertising Management (Undergraduate, rated 4.6/5)  
Advanced Quantitative Methods in Marketing (Ph.D., rated 5/5)

University of Virginia, Instructor, 2003-04

Accenture, Business Analyst and Software Engineer, 1997-99

Visiting positions:

- Google, Consultant and Visiting Researcher, Jul-Oct 2011
- Amazon, Advertising Effectiveness Research, Jan 2012
- Duke University / Nazarbayev University MBA Program in Astana, Sept-Oct 2013
- National University of Singapore, Visiting Associate Professor, Nov-Dec 2015
- EvoNexus (start-up accelerator and incubator), July-Oct 2017

## 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
2. Mingyu (“Max”) Joo, Syracuse, 2012. First job: Ohio State
3. Yi Zhu, USC, 2013. First job: University of Minnesota
4. Yiting Deng, Duke, 2015. First job: Notre Dame
5. Jessica Jume Kim, UCSD, in progress.
6. Seung Hyun Kim, UCSD, in progress

Reader:

7. Guillaume Roger, USC, 2007. First job: UNSW
8. Woochoel Shin, Duke, 2010. First job: University of Florida
9. Jason Roos, Duke, 2012. First job: Rotterdam
10. Matthew Goldman, UCSD, 2015. First job: Microsoft Research
11. Onyi Lam, UCSD, 2017. First job: Pew Research
12. Matt McGranaghan, Cornell, in progress.

## Service

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

Editorial Review Boards

*Journal of Marketing*, 2018-current

*Journal of Marketing Research*, 2016-current

*Marketing Letters*, 2017-current

*Marketing Science*, 2016-current

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

*Applied Marketing Analytics*, 2018-current

Frequent reviewer for *Management Science*

- *Management Science* Meritorious Reviewer in 2010

Ad hoc reviewer for *Economic Inquiry*, *Economica*, *Economics Letters*, European Research Council, *European Journal of Marketing*, Harvard Business School Press, *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*, *Quantitative Marketing and Economics*, *RAND Journal of Economics*, *Review of Industrial Organization*, *Southern Economic Journal*, 2007 FCC Media Ownership Studies, MSI Clayton Dissertation Proposals

Conference organizing:

- ZEW Workshop on Economics of Information, Communications and Technology, Scientific Committee, 2013-current
- 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:

- Faculty Liaison to Marketing Communications and Admissions Teams, 2013-2017
- Board of Advisors, UCSD Extension Marketing Programs, 2014-2017
- Faculty Compensation Committee, 2015-2017
- Curriculum Review Committee, 2016-2017
- Rankings Committee, 2017
- 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
- Doctoral Program Committee, 2016-current
- Seventh College Planning Workgroup, 2018-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

- Faculty Advisor, 2006-07. Won district, finished 3<sup>rd</sup> of 255 universities nationwide. Coke implemented elements from our campaign at *cokebubbles.com*
- Faculty Co-advisor, 2007-08. Won district and finished 13<sup>th</sup> 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, \$15,000a

#### Research Presentations at Conferences

1. 2nd Annual Workshop in Media Economics, Bergen 2004
2. Southern Economic Association Conference, Atlanta 2004
3. IDEI/ZEI Conference on Regulation of Media Markets, Toulouse 2005

4. 4th Annual Workshop in Media Economics, Frankfurt 2006
5. 2nd Workshop on Game Theory in Marketing, Montreal 2007
6. European Association for Research in Industrial Economics Conference, Valencia 2007
7. INFORMS Annual Meeting, Seattle 2007
8. INFORMS Marketing Science Conference, Singapore 2007
9. International Industrial Organization Conference, Atlanta 2007
10. Southern California Marketing Colloquium, Los Angeles 2007
11. Erin Anderson Memorial Conference, Philadelphia 2008
12. Quantitative Marketing and Economics Conference, Discussant, New York 2008
13. Research Frontiers in Marketing Sciences Conference, Dallas 2008
14. uxTV Video Conference, San Francisco 2008
15. Workshop on the Economics of Advertising and Marketing, Bad Homburg 2008
16. Yale SOM CCI Collaborative & Multidisciplinary Conference, New Haven 2008
17. Advertising Research Foundation Audience Measurement 4.0, New York 2009
18. INFORMS Marketing Science Conference, Ann Arbor 2009
19. NET Institute Conference, Discussant, New York, 2009
20. Cross-Platform and Multi-Channel Customer Behavior Conference, Philadelphia 2010
21. III Conference on the Economics of Advertising and Marketing, Barcelona 2010
22. INFORMS Marketing Science Conference, Cologne 2010
23. AMA Winter Educators' Conference, Austin 2011
24. Marketing in Israel Conference, Tel Aviv 2011
25. Summer Institute in Competitive Strategy, Berkeley 2011
26. UTD Frontiers of Research in Marketing Science, Discussant, Dallas 2011
27. ZEW Conference on Information and Communication Technologies, Mannheim 2011
28. UNC Next Generation Branding Conference, Chapel Hill 2012
29. LBS Global Leadership Summit, London 2012
30. ZEW Conference on Information and Communication Technologies, Mannheim 2012
31. INFORMS Annual Meeting, Phoenix 2012
32. 9th Invitational Choice Symposium, Noordwijk 2013
33. Economics of ICT at ZEW, Mannheim 2013
34. Frontiers of Research in Marketing Science, Dallas 2013
35. Marketing Dynamics Conference, Chapel Hill 2013
36. Retail Analytics Workshop, Santiago 2013
37. Summer Institute in Competitive Strategy, Discussant, Berkeley 2013
38. Economics of ICT at ZEW, Mannheim 2014
39. Summer Institute in Competitive Strategy, Discussant, Berkeley 2014
40. Workshop on Economics of Advertising, Vienna 2014
41. 26th Advanced Research Techniques (ART) Forum, San Diego 2015
42. INFORMS Marketing Science Conference, Baltimore 2015
43. Media Economics Workshop XV, Discussant, Cape Town 2015
44. AMA Winter Educators Conference, Las Vegas 2016
45. Advertising Research Foundation Re!Think, New York 2016
46. 2016 Invitational Choice Symposium, Lake Louise 2016
47. Behavioral Decision Research in Management, Toronto 2016
48. Summer Institute in Competitive Strategy, Discussant, Berkeley 2016
49. AMA Summer Educators Conference, Atlanta 2016

50. Conference on Digital Experimentation (CODE@MIT), Cambridge 2016
51. SDAMA Art of Marketing Conference, Del Mar 2016
52. Stanford Digital Marketing Conference, Palo Alto 2016
53. MSI Conference on Harnessing Marketing Analytics for Impact, LA 2017
54. Advertising Research Foundation Annual Conference, NYC 2017
55. Summer Institute in Competitive Strategy, Berkeley 2017
56. Economics of ICT at ZEW, Mannheim 2017
57. NYU-Temple Conference on Digital, Mobile, and Social Media Analytics, NYC 2017
58. 11<sup>th</sup> Workshop on the Economics of Advertising and Marketing, NYC 2018 (scheduled)
59. MSI Scholars, Boulder 2018 (scheduled)

### **Invited Research Presentations at Universities**

60. University of Chicago, 2004
61. New York University, 2004
62. University of Georgia, 2004
63. University of British Columbia, 2004
64. University of Southern California, 2004
65. Washington University in St. Louis, 2004
66. University of Toronto, 2004
67. California State University, Northridge, 2005
68. Claremont McKenna College, 2005
69. University of Melbourne, 2005
70. Stanford University, 2007
71. University of California at Berkeley, 2007
72. University of California at Irvine, 2007
73. University of California at Los Angeles, 2007
74. University of Southern California (Annenberg), 2007
75. Duke University, 2008
76. University of Mannheim, 2008
77. Northwestern University, 2008
78. University of British Columbia, 2008
79. Harvard University, 2009
80. Massachusetts Institute of Technology, 2009
81. University of Texas, 2009
82. Tilburg University, 2009
83. Universidad Carlos III de Madrid, 2009
84. University of California, San Diego, 2009
85. University of Warwick, 2009
86. Emory University, 2010
87. University of Florida, Marketing Camp, 2010
88. Universidad Carlos III de Madrid, 2010
89. London Business School, Marketing Camp, 2011
90. University of Michigan, 2011
91. Santa Clara University, 2011



92. University of California, Berkeley, 2011
93. University of California, San Diego, 2011
94. University of North Carolina, Chapel Hill, 2011
95. University of Zurich, 2011
96. Hong Kong University of Science and Technology, 2012
97. University of Washington, 2012
98. University of California, San Diego, 2012
99. Ohio State University, 2013
100. Universidad de Chile, 2013
101. University of Houston, 2013
102. University of Rochester, 2013
103. University of Virginia, 2013
104. Stanford University, 2014
105. Dartmouth University, Marketing Camp, 2014
106. University of Pennsylvania. Marketing Camp, 2014
107. University of Alberta, 2015
108. University of Southern California, 2015
109. University of Arizona, Payne Symposium, 2016
110. University of Oklahoma, 2016
111. University of Minnesota, Marketing Camp, 2016
112. University of Iowa, Marketing Camp, 2016
113. Northwestern University, 2016
114. Boston University, 2016
115. Cornell University, 2017
116. University of California, Berkeley, 2017
117. Emory University, 2017

#### **Invited Research Presentations at Companies and Non-Profits**

118. J&J, 2005
119. P&G, 2007
120. Marketing Executives Networking Group, Los Angeles, 2007
121. Marketing Executives Networking Group, National Webinar, 2007
122. Facebook, 2009
123. Google, 2009
124. Yahoo! Labs, 2011 (twice)
125. Google, 2011 (three times)
126. Innovation Protocol, 2015
127. RevTrax, 2015
128. RevTrax, 2016
129. Google, 2017
130. Kaiser Permanente, 2017
131. San Diego County Bar Association, 2017

## **Invited Research Presentations at Government Agencies and Research Institutes**

- 132. US Federal Communications Commission, 2004
- 133. Canadian Competition Bureau, 2007
- 134. Centro de Estudios Monetarios y Financieros, 2009
- 135. Center for Economic Research and Graduate Education, Prague, 2009
- 136. US Federal Communications Commission, 2010

## **Industry Activities**

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

Selected corporate research partners: Ace Metrix, comScore, DirectAvenue, FirstImpression.io, Google, Kantar, Kimberly-Clark, 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 Dept. of Justice, Venable

**Last Update** June 2018