Kenneth C. Wilbur

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[1-Page Biography](#)
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Employment

University of California, San Diego, Rady School of Management
        Professor of Marketing and Analytics, 2019-present
        Sheryl and Harvey White Chair, 2020-present
        Associate Professor, 2015-2019
        Assistant Professor, 2013-2015

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

University of Southern California Marshall School of Business, Assistant Professor, 2005-09

University of Virginia, Instructor, 2003-04

Accenture, Business Analyst and Software Engineer, 1997-99

Brief positions:
- UK Competition and Markets Authority, Advisor to Online Platforms and Digital Advertising Market Study, Mar 2019-Jun 2020
- Consulting Expert, *U.S. v. AT&T*, Jan-Mar 2018
- EvoNexus start-up accelerator and incubator, Marketing prof. in residence, Jul-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 voted by members of the editorial review board

1. G. Fisher, M. McGranaghan, J. Liaukonyte, K. C. Wilbur. 2023. Price Promotions, Beneficiary Framing, and Mental Accounting. *Quantitative Marketing and Economics*, 21: 147-181.
   - Lead article

2. M. Joo, S. H. Kim, A. Ghose, K. C. Wilbur. 2022. Designing Digital Ledger Technologies, like Blockchain, for Advertising Markets. *International Journal of Research in Marketing*, 40 (1): 12-21. Invited.

3. Proxies for Legal Firearm Prevalence, with J. J. Kim. 2022. *Quantitative Marketing and Economics,* 20 (3): 239-273.
   - Lead article

4. M. McGranaghan, J. Liaukonyte, K. C. Wilbur. 2022. How Viewer Tuning, Presence and Attention Respond to Ad Content and Predict Brand Search Lift. *Marketing Science*, 41 (5): 445-467.
   - Lead article
   - 3rd most downloaded article, among all *Marketing Science* volumes, as of January 2023.

5. M. Balakrishna, K. C. Wilbur. 2022. Do Firearm Markets Comply with Firearm Restrictions? How the Massachusetts Assault Weapons Ban Enforcement Notice Changed Registered Firearm Sales. *Journal of Empirical Legal Studies*, 19(1): 60-89.

6. B. Gordon, K. Jerath, Z. Katona, S. Narayanan, J. Shin, K. C. Wilbur. 2021. Inefficiencies in Digital Advertising Markets. *Journal of Marketing*, 85 (1): 7-25. Invited.
   - Lead article
   - Published with comments by P&G Chief Brand Officer and UK Competition and Markets Authority staff
   - Selected by EIC for JM Webinar for Marketing Professionals series

7. M. Joo, D. Gauri, K. C. Wilbur. 2020. Temporal Distance and Price Elasticity: Empirical Investigation of the Cruise Industry. *Management Science*, 66 (11): 5362-5388.

8. M. Joo, W. Liu, K. C. Wilbur. 2020. Divergent Temporal Courses for Liking Versus Wanting in Response to Persuasion. *Emotion*, 20 (2): 261-270.

9. M. McGranaghan, G. Fisher, J. Liaukonyte, K. C. Wilbur. 2019. Lead Offer Spillovers. *Marketing Science*, 38 (4): 643-668.

10. R. Du, M. Joo, K. C. Wilbur. 2019. Advertising and Brand Attitudes: Evidence from 575 Brands over Five Years. *Quantitative Marketing and Economics*, 17 (3): 257-323.
    - Runner up, Marketing Science Institute 2018-2020 Research Priorities Working Paper Competition
    - Finalist, 2020 Robert D. Buzzell Marketing Science Institute Best Paper Award

11. R. Du, 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

12. 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

13. Xu, L., J. Silva-Risso, K. C. Wilbur. 2018. Dynamic Quality Ladder Model Predictions in Nonrandom Holdout Samples. *Management Science*, 64 (7): 3187-3207.

14. 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).

15. 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. Invited.

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. 2015. Advertising Content and Television Advertising Avoidance. *Journal of Media Economics*, 29 (2): 51-72.

18. Liaukonyte, J., T. Teixeira, K.C. Wilbur. 2015. Television Advertising and Online Shopping. *Marketing Science*, 34 (3): 311-330.
    - **Finalist, John D. C. Little Award* for best marketing paper** published in *Marketing Science* or *Management Science*, 2016
    - **Finalist, Don Morrison Long Term Impact Award**: 2021, 2022, 2023
    - Lead article
    - Findings cited in *Empirical Generalizations about Marketing Impact, 2nd Edition*, ed. by Mike Hanssens, 2015, Marketing Science Institute.

19. 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.

20. Xu, L., K.C. Wilbur, S. Siddarth, J. Silva-Risso. 2014. Price Advertising by Manufacturers and Dealers. *Management Science*, 60 (11): 2816-2834.

21. M. Joo, K.C. Wilbur, B. Cowgill, Y. Zhu. 2014. Television Advertising and Online Search. *Management Science*, 60 (1): 56-73.
    - **Winner, John D. C. Little Award* for best marketing paper** published in *Marketing Science* or *Management Science*, 2015
    - **Finalist, Frank M. Bass Award* for best marketing thesis** published in *Marketing Science* or *Management Science*, 2015
    - **Winner, 2023 Don Morrison Long Term Impact Award**. Finalist: 2021, 2022
    - Findings cited in *Empirical Generalizations about Marketing Impact, 2nd Edition*, ed. by Mike Hanssens, 2015, Marketing Science Institute.

22. 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.

23. A.D. Rennhoff, K.C. Wilbur. 2013. Market-Based Measures of Viewpoint Diversity. *Information Economics and Policy*, 26: 1-11.
    - Lead article
    - Earlier version was "Media Ownership Study 8," *2010 FCC Media Ownership Studies*

24. K.C. Wilbur, L. Xu, Kempe, D. 2013. Correcting Audience Externalities in Television Advertising. *Marketing Science*, 32 (10): 892-912.

25. A.D. Rennhoff, K.C. Wilbur. 2012. Local Media Ownership and Media Quality. *Information Economics and Policy*, 24 (3-4): 231-242.
    - Earlier version was "Media Ownership Study 1," *2010 FCC Media Ownership Studies*

26. Y. Zhu, K.C. Wilbur. 2011. Hybrid Advertising Auctions. *Marketing Science*, 30 (2): 249-273.

27. A.D. Rennhoff, K.C. Wilbur. 2011. The Effectiveness of Post-Release Movie Advertising. *International Journal of Advertising*, 30 (2): 305-328.

28. 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.

29. Wilbur, K.C., Y. Zhu. 2009. Click Fraud. *Marketing Science*, 28 (2): 293-308.

30. K.C. Wilbur. 2008. How the Digital Video Recorder Changes Traditional Television Advertising. *Journal of Advertising*, 37 (1): 143-149.

31. K.C. Wilbur. 2008. A Two-Sided, Empirical Model of Television Advertising and Viewing Markets. *Marketing Science*, 27 (3): 356-378.
    - **Finalist, John D. C. Little Award* for best marketing paper** published in *Marketing Science* or *Management Science*, 2009
    - **Winner, Frank M. Bass Award* for best marketing thesis** published in *Marketing Science* or *Management Science*, 2009
    - **Four-time Finalist, Long-Term Impact Award*** for papers published in *Marketing Science* or *Management Science* in the past 5-10 years, 2015-2018

Non-Refereed Publications

32. Arora, N., R. Berman, E. McDonnell Feit, D. Hanssens, A. Li, M. Lovett, J. Lynch, C.F. Mela, K.C. Wilbur. 2023. MSI Blue Ribbon Panel Report: Charting the Future of Marketing Mix Model Best Practices

33. Wilbur, K.C. 2023. [Revealed Preference and Welfare Considerations in Online Advertising Markets](). *Competition Policy International*. June 29.

34. A. Aribarg, T. Chan, P. Desai, N. Mehta, U. Subramanian, O. Toubia, K.C. Wilbur. 2022. Editorial: Next Steps for Frontiers in Marketing Science. *Marketing Science*, 41 (5): 871–872. (Invited)

Doctoral Students

Student	University	Year	First job
Advisor or Co-advisor:			
Linli Xu	USC	2012	University of Minnesota
Mingyu ("Max") Joo	Syracuse	2012	Ohio State University
Yi Zhu	USC	2013	University of Minnesota
Yiting Deng	Duke	2015	University of Notre Dame
Jessica Jumee Kim	UCSD	2022	Bocconi University
Seung Hyun Kim	UCSD	Exp. 2024	
Reader:			
Guillaume Roger	USC	2007	University of New South Wales
Woochoel Shin	Duke	2010	University of Florida
Jason Roos	Duke	2012	Erasmus University
Matthew Goldman	UCSD	2015	Microsoft Research
Onyi Lam	UCSD	2017	Pew Research
Matt McGranaghan	Cornell	2020	University of Delaware
Xiaofeng Liu	UCSD	Exp. 2023	
Meenakshi Balakrishna	UCSD		

Education

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

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

Recent Teaching

Average Evaluation in Rady Masters Courses is 4.1/5

Course	Program	Year	Instructor Rating
Customer Analytics	Undergraduate	2022	97% Recommend
		2023	80%
		2023	81%
		2023	71%
E-Commerce	All full-time Masters	2019	4.7/5
	All full-time Masters	2020	4.8/5
	All full-time Masters	2021	4.1/5
	Flex-evening MBA	2021	4.4/5
	All full-time Masters	2022	4.0/5
	Undergraduate	2019	98% Recommend
	Undergraduate	2020	100% Recommend
	Undergraduate	2021	97% Recommend
	Undergraduate	2022	86% Recommend
Introduction to Marketing Analytics	MSBA	2016-2020	Team taught
Doctoral Studies in Management	Ph.D.	2018	5.0/5
Core Marketing	FTMBA	2017	4.3/5
		2016	4.2/5
	Exec. MBA	2017	4.4/5
		2016	4.9/5
	Eve. MBA	2017	4.7/5
		2016	4.9/5

Service

Editorial positions
> *Marketing Science*, Associate Editor, 2022-2025
> *International Journal of Research in Marketing*, Special Issue Co-editor, 2023
> *Journal of Marketing Research*, Associate Editor, 2020-2022; 2023-
> *Information Economics and Policy*, Co-editor, 2017-2019

Editorial Review Boards
> *Marketing Science*, 2016-current
>> o   Listed as a "Top 25 Reviewer" in Sudhir (2017), ranked 7th of 303
>> o   Served on *Marketing Science Frontiers* Review Committee, 2021-22
> *Journal of Marketing Research,* 2016-2022
>> o   9th most frequent reviewer from 2008-2019, cumulative
> *Marketing Letters*, 2017- current
> *Journal of Marketing*, 2018- current
> *Journal of Advertising Research,* 2021-current

Applied Marketing Analytics, 2018-2019

Frequent reviewer for *Management Science*
- *Management Science* Meritorious Reviewer Award in 2010

Ad hoc reviewer for *American Economic Review*, *BMJ Open*, *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 Broadcasting and Electronic Media*, *Journal of Consumer Research*, *Journal of Economics & Management Strategy*, *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, *Proceedings of the National Academy of Sciences*, *Quantitative Marketing and Economics*, *RAND Journal of Economics*, *Review of Industrial Organization*, *Southern Economic Journal*

Conference organizing:
- Workshop on Platform Analytics, Co-organizer, 2023-
- ISMS Early-Career Camp Steering Committee, 2022
- ZEW Workshop on Economics of Information, Communications and Technology, Scientific Committee, 2013-2018

Session organizing:
- Session chair, "Firearms and policy," Association for Public Policy Analysis & Management Conference, 2020
- Session co-chair, "Empirical policy research 1 & 2," INFORMS Marketing Science Conference, 2020
- Session co-chair, Workshop on "Advertising and Choice," 2016 Invitational Choice Symposium, Lake Louise
- Applying Field Experimentation to Behavior Research Conference, Scientific Committee, 2014
- Session co-chair, Workshop on "Estimating Demand for Complements and Substitutes," 9th Invitational Choice Symposium, 2013, Noordwijk

External service positions
- ISMS Vice President of Electronic Communications, 2022-23
- ISMS Interim Vice President of Electronic Communications, 2021

Internal service at UCSD:
- Rady Undergraduate Curriculum Committee
  - Chair 2019-2021, Co-chair 2018-19. Worked with staff to help administer Rady's undergraduate program

- o Marketing faculty rep, 2018-present
- o Key roles in development, drafting and approvals of new Business Economics major, Finance minor and Marketing minor, 2020-21. BE became a top-5 major on campus within its first 9 months
- o Key role in development, drafting and approvals of new Finance minor and Marketing minor, 2020-21
- o Key role in development of Business Analytics minor proposal, 2022
- UCSD Friends of Hope Scholars
  - o Helped design program and recruit faculty mentors, 2022
  - o Serving as participating mentor to former foster youth, 2022-current
- Rady McNair Business Scholars Network Liaison, 2021
- Rady Strategic Planning Committee, 2020-21
- Economics/Rady Business Economics Major Creation Committee, 2020-21
- Chair, Marketing and Communications Director Search Committee, 2020
- Business Economics proposal committee, 2019-20
- Board of Advisors, UCSD Extension Marketing Programs, 2014-
- Rady "Master Class" presentations to potential students, 2018, 2020, 2021, 2022, 2023
- UCSD Seventh College Planning Workgroup, 2018-2019
- Rady Doctoral Program Committee, 2016-2019
- Faculty Liaison to Rady Marcom Team (Informal), 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

National Media Exposure: *All Things Considered* on National Public Radio, *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. National Collaborative on Gun Violence Research, co-PI with J. Kim, 2020, $25,000
2. MSI Research Grant, co-PI with Bronnenberg, Dube, Mela, 2012, $15,000

3. Google Visiting Researcher, 2011, $30,000
4. Yahoo! Faculty Research and Engagement Program, 2011, $4,000
5. MSI Seed Grant, 2011, $3,000
6. FCC Media Ownership Studies, co-PI with A. Rennhoff, 2011, $100,800
7. MSI/WIMI grant, co-PI with M. Joo, Y. Zhu, 2010, $12,000
8. Google/WPP Research Award, 2009, $68,000
9. NET Institute Summer Research Grant, co-PI with Y. Zhu, 2008, $3,000

Presentations at Conferences

2023: CES Annual Conference, virtual; Choice Symposium, Fountainebleau

2021: ARF AudienceXscience, virtual

2020: Marketing Science Conference; Association for Public Policy Analysis & Management Conference; New Ideas in Marketing virtual seminar series

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

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; 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); Reearch 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 and Digital Seminars

2023: Chicago, UIUC, Virtual Digital Economy Seminar, Virtual Quant Marketing Seminar

Previously: Alberta, Arizona, Boston U., Chicago, Claremont McKenna, Cornell, Dartmouth, Duke, Emory (2x), Florida, Georgia, Harvard, HKUST, Houston, Iowa, LBS, Mannheim, Melbourne, Michigan (2x), Minnesota, MIT, Northwestern (2x), NYU, Ohio State, Oklahoma, Penn, Rochester (2x), Santa Clara, Stanford, Texas, Tilburg, Toronto, UBC (2x), UC Berkeley

(3x), UC Irvine, UCLA, UCSD (3x), UNC, Universidad Carlos III de Madrid, Universidad de Chile, USC (2x), UT-Dallas, Virginia, Warwick, WUSTL, Washington (2x), Zurich

Invited Presentations at Companies and Non-Profits

American Marketing Association: Journal of Marketing Webinar for Marketing Professionals, Facebook, Google (5x), Indeed, Innovation Protocol, J&J, Kaiser Permanente, MediaAlpha, P&G, RevTrax (2x), San Diego County Bar Association, Walmart, Yahoo! Labs (2x)

Invited Presentations at Government Agencies and Research Institutes

Canadian Competition Bureau, Centro de Estudios Monetarios y Financieros in Madrid, Center for Economic Research and Graduate Education in Prague, UK Competition and Markets Authority, US Federal Communications Commission (2x), US Department of Justice

Industry Activities

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

Selected corporate research partners: Ace Metrix, comScore, DirectAvenue, FirstImpression.io, Google, IAB Tech Lab, 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

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