

Kenneth C. Wilbur

UCSD Rady School of Management
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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-
Sheryl and Harvey White Chair in Management, 2020-
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. 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.
 - Published as the lead article 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
2. 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.

3. M. Joo, W. Liu, K. C. Wilbur. 2020. Divergent Temporal Courses for Liking Versus Wanting in Response to Persuasion. *Emotion*, 20 (2): 261-270.
4. M. McGranaghan, G. Fisher, J. Liaukonyte, K. C. Wilbur. 2019. Lead Offer Spillovers. *Marketing Science*, 38 (4): 643-668.
5. 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
6. 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
7. 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
8. Xu, L., J. Silva-Risso, K. C. Wilbur. 2018. Dynamic Quality Ladder Model Predictions in Nonrandom Holdout Samples. *Management Science*, 64 (7): 3187-3207.
9. 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).
10. 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.
11. 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*
12. Wilbur, K.C. 2015. Advertising Content and Television Advertising Avoidance. *Journal of Media Economics*, 29 (2): 51-72.
13. 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
 - Lead article
 - Findings cited in *Empirical Generalizations about Marketing Impact*, 2nd Edition, ed. by Mike Hanssens, 2015, Marketing Science Institute.
14. 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.
 15. Xu, L., K.C. Wilbur, S. Siddarth, J. Silva-Risso. 2014. Price Advertising by Manufacturers and Dealers. *Management Science*, 60 (11): 2816-2834.
 16. 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
 - **Finalist, Don Morrison Long Term Impact Award**, 2021
 - Findings cited in *Empirical Generalizations about Marketing Impact*, 2nd Edition, ed. by Mike Hanssens, 2015, Marketing Science Institute.
 17. 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.
 18. 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
 19. K.C. Wilbur, L. Xu, Kempe, D. 2013. Correcting Audience Externalities in Television Advertising. *Marketing Science*, 32 (10): 892-912.
 20. 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
 21. Y. Zhu, K.C. Wilbur. 2011. Hybrid Advertising Auctions. *Marketing Science*, 30 (2): 249-273.
 22. A.D. Rennhoff, K.C. Wilbur. 2011. The Effectiveness of Post-Release Movie Advertising. *International Journal of Advertising*, 30 (2): 305-328.

23. 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.
24. Wilbur, K.C., Y. Zhu. 2009. Click Fraud. *Marketing Science*, 28 (2): 293-308.
25. K.C. Wilbur. 2008. How the Digital Video Recorder Changes Traditional Television Advertising. *Journal of Advertising*, 37 (1): 143-149.
26. 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

Working papers

How Viewer Tuning, Presence and Attention Respond to Ad Content and Predict Brand Search Lift, with M. McGranaghan, J. Liaukonyte. *Minor revision resubmitted*

How the Massachusetts Assault Weapons Ban Enforcement Notice Changed Firearms Sales, with M. Balakrishna. *Revision resubmitted*

Proxies for Legal Firearm Prevalence, with J. J. Kim. *Revision requested*

Beneficiary Framing and Promotion Uptake, with G. Fisher, J. Liaukonyte, M. McGranaghan. *Submitted*

Tipping in Digital Service Markets, with S. H. Kim, O. Amir. *In progress*

Order Effects, with M. Joo and W. Liu. *In progress*

Over-the-top Video Streaming. *In progress*

Doctoral Students

| <u>Student</u> | <u>University</u> | <u>Year</u> | <u>First job</u> |
|------------------------|-------------------|-------------|-------------------------|
| Advisor or Co-advisor: | | | |
| Linli Xu | USC | 2012 | University of Minnesota |

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|--------------------|----------|-----------|-------------------------|
| Mingyu (“Max”) Joo | Syracuse | 2012 | Ohio State University |
| Yi Zhu | USC | 2013 | University of Minnesota |
| Yiting Deng | Duke | 2015 | Notre Dame University |
| Jessica Jume Kim | UCSD | Exp. 2022 | |
| Seung Hyun Kim | UCSD | Exp. 2023 | |

Reader:

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|------------------|---------|------|-------------------------------|
| 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 |

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

Rady MBA All-class Average is 4.1/5

| <u>Course</u> | <u>Program</u> | <u>Year</u> | <u>Instructor Rating</u> |
|-------------------------------------|-------------------|-------------|--------------------------|
| E-Commerce | Full-time Masters | 2019 | 4.7/5 |
| | Full-time Masters | 2020 | 4.8/5 |
| | Full-time Masters | 2021 | 4.1/5 |
| | Flex-evening MBA | 2021 | 4.4/5 |
| | Undergraduate | 2019 | 98% Recommend |
| | Undergraduate | 2020 | 100% Recommend |
| | Undergraduate | 2021 | 97% 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-
Journal of Marketing Research, Associate Editor, 2020-
Information Economics and Policy, Co-editor, 2017-2019

Editorial Review Boards

Marketing Science, 2016-current
○ Listed as a “Top 25 Reviewer” in Sudhir (2017), ranked 7th of 303
Journal of Marketing Research, 2016- current
○ 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 *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, *Quantitative Marketing and Economics*, *RAND Journal of Economics*, *Review of Industrial Organization*, *Southern Economic Journal*

Conference and 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
- ZEW Workshop on Economics of Information, Communications and Technology, Scientific Committee, 2013-2018
- 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

Service at UCSD:

- Rady Undergraduate Curriculum Committee
 - Chair 2019-2021, Co-chair 2018-19, Marketing faculty rep, 2018-present
 - Key roles in development, drafting and approvals of new Business Economics major, Finance minor and Marketing minor
 - Worked with staff to help administer Rady’s undergraduate program
- 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-present
- Rady “Master Class” presentations to potential students, 2018, 2020, 2021
- Seventh College Planning Workgroup, 2018-2019
- Rady 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, *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

Research Presentations at Conferences

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); 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

2021: Rochester, UT-Dallas

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

2020: Walmart, Indeed, American Marketing Association: Journal of Marketing Webinar for Marketing Professionals

2019: MediaAlpha

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, US Department of Justice

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

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, 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 October 2021