Self-Evaluation: Research, Teaching, Service and Contributions to Diversity

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I applied for tenure at UCSD in August 2014. In October 2016, the dean of the Rady School encouraged me to apply for acceleration to Associate, Step III, which was ultimately granted. I wrote a memo discussing developments between 8/2014 and 10/2016; that memo is included as an addendum, as it presents developments in the first half of my service as an Associate Professor at UCSD. The current memo focuses primarily on developments during the second half of that period of service, from October 2016 until July 2018.

The Rady Promotion Standards set out the following criteria for promotion to full professor:
> *Evidence of sustained high-quality research productivity, since promotion to Associate Professor with tenure, is expected in the review for Full Professor since this is one of the final career reviews in the UC system. One or more landmark papers, published after promotion to Associate Professor with tenure, are expected from successful candidates in addition to a cumulative output published in first-tier journals twice as large as that expected of a candidate that succeeded in advancing from Assistant to Associate Professor. Evidence of strong cumulative career impact will be evaluated as measured by citations and awarded papers relative to the researcher's specific field. We also expect evidence that the candidate has established a strong national and international professional reputation. Sources of such evidence could come from seminars presented at top schools, invited keynotes and conference talks, membership of editorial boards of first-tier journals, and professional awards and prizes. Finally, evidence of research leadership through mentoring of master-level and PhD students or junior colleagues is expected at this stage.*

1. Professional Reputation, Impact, Awards, Citations

I was recently included in the inaugural class of "MSI Scholars" by the Marketing Science Institute (MSI). Approximately 500 marketing faculty who defended a dissertation between 2004 and 2008 were eligible to submit a (time-consuming) application. 34 people were selected from 116 applicants, including faculty from MIT (3 people), Stanford (2), Wharton (2), Columbia (2), Florida, Maryland, Michigan, Northwestern, NYU, UC-Berkeley, UCLA, Washington, Yale and many others. MSI describes the program by saying: "The new MSI initiative was developed to recognize excellence in marketing scholarship, develop a cohort across marketing disciplines, and strengthen ties between scholars and MSI. 'The MSI Scholars are among the most prominent marketing scholars in the world, and we look forward to their ideas about setting the agenda for the field and helping to bridge the gap between research and practice," said Executive Director Carl Mela.'"

A second, significant external recognition was a request to serve as an advertising expert in *U.S. v. AT&T*, a federal court case which the *New York Times* called "the antitrust case of the decade." I do not normally take on that type of work but this particular case had a compelling public interest component.

I have recently been approached by several companies for research collaborations, based on my reputation in the field. In 2018, one of the largest global advertising agencies asked me to conduct exploratory research to help them redefine the way they measure audience engagement. I am currently collaborating with executives at comScore, one of the top two companies in advertising audience measurement, to develop new approaches to estimate causal impacts of advertisements on consumer multitasking and online response. The CEO/founder of Alphonso, a successful start-up in digital television advertising targeting and measurement, contacted me to offer data for research and publication. I am in ongoing discussions with Facebook regarding ways to measure and validate the quality and business impact of social networking advertisements.

I have also been successful in initiating or furthering several research dialogues with companies including Ace Metrix, DirectAvenue, FirstImpressions.IO, iSpot.tv and Tvision Insights, all within the past few years. All of these contacts are for scientific research with the goals of improving market efficiency and social good. Such work benefits the Rady School and UCSD by generating student project opportunities, research assistantships, job offers, and visibility. Several of our MSBA students have been hired by direct contacts at these firms. These collaborations also helped lead to the referral, recruitment and hiring of Ray Pettit, previously a senior executive at comScore, as the new Executive Director of the Center for Business Analytics at the Rady School.

My research has been recognized with some of the most prestigious awards in the field. Cumulatively, three of my papers have been named as finalists for the annual John D. C. Little Award for "best marketing paper" in *Marketing Science* or *Management Science*, as voted by the editorial review boards. Two of those three finalist nominations have occurred since I applied for tenure in 2014, with one winning in 2015. My thesis was also a winner of the "best thesis paper" award in the same two journals in 2009 and a four-time finalist in 2015-2018 for the "long-term impact" award in the same two journals.

Google Scholar data are an imperfect but readily available measure of research impact. Overall my work has been cited 1,137 times. The graphic below indicates google scholar citations at time of writing; 2018 projects to be the highest annual figure to date.

Figure 1. Google Scholar citations per year
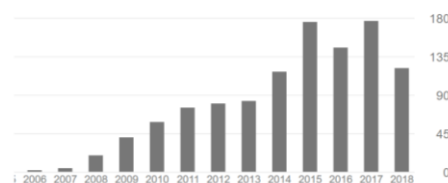
My H-index is 15 using Google Scholar citation data and 11 using Web of Science data. Web of Science indicates 352 total published citations, or 331 without self-citations. 2018 again projects to be the highest annual tally to date.

Figure 2. Web of Science citations per year
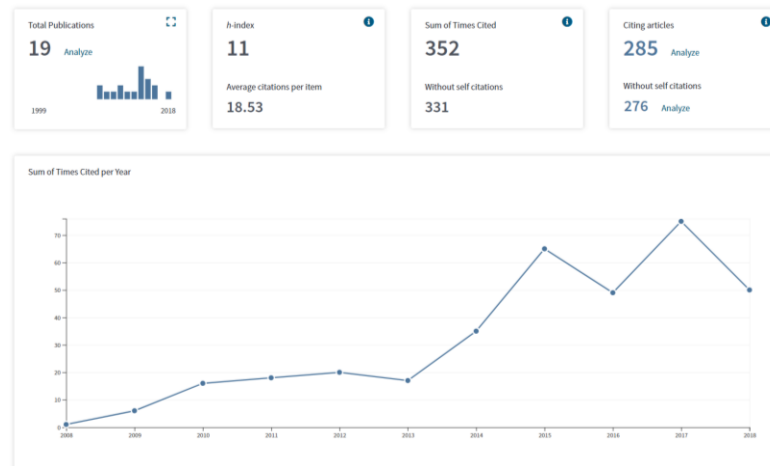
In the past two years, I worked as a co-editor at a niche journal in my subfield and served on five editorial review boards (ERBs):

- Since January 2017, I have served as one of four co-editors at *Information Economics and Policy*, the only journal that seeks to serve both academic media economists and policymakers (e.g., media executives, regulators).
- I joined the ERB of *Marketing Science* in 2016, a consensus top journal in the field. I have reviewed 15 papers for the journal since then. I was listed as the 7th-most frequent reviewer (out of 303) for the journal in 2016.
- I joined the ERB of *Journal of Marketing Research* in 2016, a consensus top journal in the field. I have reviewed 24 papers for the journal since then.
- I joined the ERB of *Marketing Letters* in 2017. The journal is not a top outlet, but is well recognized within the field, with a long history of publishing short papers.
- I joined the ERB of *Applied Marketing Analytics* in 2018. This is a new journal which primarily publishes research by practitioners. 6 of 39 ERB members are academics, including 2 at Northwestern, 1 at UCLA and 1 at Notre Dame.
- I joined the ERB of *Journal of Marketing* in 2018. This is considered the best journal in the field by most departments outside of the top 40 or so, and it usually has the highest Impact Factor. There are a few departments in the top 40 that give it similar consideration (e.g., Duke, Minnesota, USC) but many do not. I have submitted there twice, primarily because it "counts" as an "A" publication for a junior coauthor's tenure case, but also because it is the only marketing journal which explicitly seeks to focus on "real marketing problems," and that goal comports well with my research agenda. In my opinion, this journal exhibits a heavier left tail of published article quality than the consensus top journals, although it has improved in the past decade, with room remaining for further improvement.
- I remain a frequent ad hoc reviewer, especially for *Management Science* (13 papers since 2016), as well as recent assignments from the European Research Council, *International Journal of Research in Marketing*, *Information Systems Research*, and *Quantitative Marketing and Economics*.
- I have written two tenure letters.

I continue to present research in prestigious venues. I gave talks at several high-quality academic conferences, including meetings at Columbia, Emory, Mannheim, NYU, Stanford, Temple, UC-Berkeley, UCLA and U-Toronto. I gave several invited talks to marketing faculties at universities, including Boston University, Cornell, Emory, Northwestern and UC-Berkeley. I have been invited to present research in diverse non-academic venues, including Google, Kaiser Permanente and the San Diego County Bar Association.

2. Research

After tenure, I reoriented my research stream to focus primarily on research collaborations with firms, on the premise that much good can be accomplished by applying scientific methods to understand business data and improve business processes. My goals are to identify questions that are original, important and actionable; answer them conclusively using rigorous methods and appropriate data; and communicate the results to parties that can use them. Working with firms can be risky, as the profit motive often misaligns with scientific requirements of disclosure and rigor; scientific timescales often exceed executive expectations; some firms misunderstand or even misrepresent their data and capabilities; and sponsors may alter priorities or leave organizations. Still, I believe I have been reasonably successful in this enterprise; in reviewing my recent work below, I will briefly mention the firms and data sources we worked with in each paper.

Four papers were accepted or conditionally accepted within the past two years:
- One paper was accepted and published in *Management Science*, a consensus top journal in the field. This paper analyzed a proprietary, near-census dataset of automotive sales collected by JD Power.
- "Advertising and Brand Attitudes: Evidence from 575 Brands over 5 Years" was conditionally accepted by *Quantitative Marketing and Economics*. This journal is newer than the consensus top journals in marketing but it has published some of the best papers in the subfield over the past 15 years, including job market papers by faculty hired at Chicago, NYU, Stanford, UCLA and others. Some quant marketing faculty at premier business schools consider it the best available outlet, as it publishes just 10-15 papers per year. The data analyzed in this paper came from two marketing research agencies, Kantar and YouGov.
- "Liking the First Message but Wanting the Last Item: Divergent Serial Position Effects in Persuasion" was recently conditionally accepted by *Emotion*, which I understand to be a highly respected outlet in Psychology; this is my first publication in the field. This paper was based on data from a field experiment run by an advertising research firm, with a sample of over 100,000 subjects exposed to over 1,000 real-world stimuli.
- One paper was accepted and published in *Political Communication*, my first publication in Political Science. My coauthors at Stanford and Microsoft Research told me this is a -respected outlet but not a top journal in the field. They chose this journal based on the expectation that it would be difficult to publish the paper's main finding (a null result) in a top journal. They later expressed regret that we did not aim higher. This paper analyzed proprietary data collected from Microsoft's Xbox survey panel and advertising data from Kantar/WPP.

Overall, 9 papers have been accepted or conditionally accepted in the 4 years since I submitted my tenure application, in the following 9 outlets: *Marketing Science*, *Management Science*, *Quantitative Marketing and Economics*, *Emotion*, *Journal of Marketing*, *International Journal of Research in Marketing*, *Political Communication*, *Journal of Media Economics*, and *Handbook of Media Economics*.

I would argue that my 2015 article in *Marketing Science* should be considered a "landmark" publication, as this paper was one of three finalists for the "best paper" award in one of the field's premier journals. According to Web of Science data, this paper had 18 published citations in July 2018, fourth-most among the 59 articles published by *Marketing Science* in 2015.

I have three projects currently at various stages of the peer review process:

- "Temporal Distance and Price Elasticity" is currently under 3rd revision for *Management Science*. I believe there is an excellent prospect that it will be accepted on the next round. This paper analyzes proprietary data from a leading cruise line, including a half-million bookings worth about $400 million.
- "Lead Offer Spillovers" is currently under major revision for *Marketing Science*, a consensus top journal in the field. The data are based on two field experiments we designed and ran in collaboration with a large package goods manufacturer and technology vendor, with a total sample size of more than 100,000 people.
- "Saving 'For Your Baby': Framing and Priming in Print-at-Home Coupons" was given a reject-and-resubmit decision by *Marketing Science*. We are addressing the primary weaknesses identified by the reviewers, regarding the underlying mechanism and external validity, and hope to resubmit it later this year. The data were generated by two similar field experiments run in collaboration with the same two firms, with a total sample size of more than 60,000 people.

The first versions of five of the seven papers listed above were written after my tenure application in August 2014, showing a steady and ongoing stream of high-quality research.

Finally, since tenure, I have initiated several new projects which are nearing initial dissemination:

- Together with coauthors, we have completed a comprehensive machine-learning analysis of the contents of 20,000 TV ads, including speech-to-text data, image recognition data, and metadata. We use these to estimate causal effects of ad features on viewer attention and other behaviors, data which were measured *in situ* in a permission sample of several thousand households by Tvision Insights. This is the first large-scale investigation of what video advertisement images, words, sounds, songs and metadata retain viewer tuning, presence and attention during TV ads.
- Although the internet display advertising industry has grown explosively in recent years, it remains ridden with fraudulent practices like "domain spoofing," in which advertising resellers misrepresent the inventory they offer for resale. The Interactive Advertising Bureau created a voluntary standard in 2017 called "ads.txt," which provides online publishers with a public mechanism to allow advertisement buyers to verify reseller claims. Using a comprehensive dataset created by a firm called FirstImpressions.IO, and

a supplementary dataset drawn from Archive.org, we are testing how publishers' adoption of ads.txt affected measures of advertising quantity and publisher content delivered to consumers. I believe this will be the first empirical study of the consequences of standards adoption in a multi-sided platform industry.

- The United States instituted an assault weapons ban (AWB) from 1994-2004, with new national AWBs proposed in the Senate in 2013 and 2017. Using granular records of several million firearm sales in California (CA) and Massachusetts (MA) obtained under FOIA requests, I am investigating the consequences of assault weapons bans on sales of *other* types of firearms. Massachusetts has had an AWB in place continuously since 1994, but the attorney general announced a new interpretation of "assault weapon" which dramatically limited the rapid-fire, semi-automatic rifles legally available for sale in the state. The interpretation newly restricted many variants of the AR-15 rifle which have been used in most recent, highly publicized mass shootings. The announcement came without warning and went into effect immediately on July 20, 2016. CA and MA firearm sales correlate very highly before the change (about 0.7), and there was no corresponding regulatory change in CA, suggesting CA cities can serve as good controls for MA cities in a quasi-experimental research design. Analyzing weekly firearm sales in about 700 cities, a difference-in-differences regression shows that the MA AWB tightening surprisingly *decreased* sales of other types of firearms, including handguns and shotguns. Further analysis provides evidence for a mechanism: there is a segment of purchasers who first purchase an assault weapon, then later buy a more practical firearm such as a handgun or hunting rifle; but, those whose first purchase is a handgun or hunting rifle essentially never buy an assault weapon on their second firearm purchase. I hope to publish these results in a general interest journal with the goal to inform policymakers about the consequences of AWB, as empirical evidence on such topics is scarce.

I initiated all of this new work since my application for tenure.

3. Teaching

In 2016-2017, I postponed a scheduled sabbatical as the school did not have enough capacity to meet its teaching obligations in marketing. I taught my regular assignment of Core Marketing in three MBA programs. I also taught a section of MGT 208C for Ph.D. students, as the class (which is required in the Rady Ph.D. program) likely would not have been offered if I had not taken the assignment. I also supervised a series of MBA independent study projects.

I had fulfilled my 2017-18 teaching obligations prior to 2017-18, but I taught MGT 208C again, because it again likely would not have been offered otherwise.

I visited EvoNexus, a San Diego start-up accelerator and incubator, during my sabbatical quarter in fall 2017. I learned that some local marketing executives believe that SDSU graduates were better equipped to become productive faster than UCSD grads. As a result, in 2018-19, I will teach a new elective on Marketing Automation for MBA and MSBA students. The idea will be to "daisy-chain" self-service digital marketing platforms, using the data from one platform to optimize efforts in the next platform. I will teach the class as a practicum, with students working

to market real products, services and non-profits. To my knowledge, this class does not exist anywhere in the world; developing it is a significant undertaking. I believe it will make our graduates more immediately competitive in the marketplace.

I have made some voluntary contributions to our MSBA program, over and above my regular teaching load, as we have not had enough faculty available to meet program commitments. In 2016, 2017 and 2018, I taught 1/3 of a section called "Introduction to Marketing Analytics." I supervised two MSBA capstone projects in 2017, an activity approximately equivalent to one section of teaching; and I supervised a third capstone project in 2018. I have overseen several teams of MSBA research assistants, some on projects in service to Center for Business Analytics corporate sponsors; several of those projects led directly to job offers, placements and Ph.D. applications by the students involved.

4. Service

I am undertaking significant service for the field, as described in section 1, spending about 20-30% of my time reviewing and editing academic papers. I have also helped to organize a conference on the economics of information, communications and technology in Mannheim every summer for the past 5 years.

I am advising two current Ph.D. students at Rady; serving as a mentor to a junior faculty member at Rady; serving as a close outside advisor to a Ph.D. student at Cornell; helping one former advisee who is applying for tenure at Minnesota in summer 2018; and helping two other former advisees in preparing to apply for tenure soon at Minnesota and UC-Riverside.

In the past two years at Rady, I have been an active participant in many school governance activities. The most significant effort has been serving on the school's Doctoral Program Committee since 2016. I have also made significant contributions to the school's marketing communications, accounting recruiting, faculty compensation, core curriculum, and tenure standards. I remain an extremely active participant in all marketing area activities, including faculty recruiting, seminar organizing, and doctoral student admissions. I am also a very active participant in all activities related to the Center for Business Analytics.

In 2018, I began my first university-level service commitment, as a member of the Seventh College Planning Workgroup.

5. Contributions to Diversity

I value intellectual diversity greatly and always wish to support the success of under-represented minorities, although I sometimes find difficulty in measurement of these activities.

The two Ph.D. students I am currently advising are both female, in a subfield of quantitative marketing that is overwhelmingly dominated by males. I previously advised two female Ph.D. students with first placements at Minnesota and Notre Dame.

My commitment to diversity is perhaps more easily demonstrated outside the workplace. In October 2016, my partner Ruby and I became foster parents to a 7-year-old child, Anna, who is of mixed African-American and Asian heritage. Both of Anna's parents have serious intellectual and developmental limitations, contributing to severe abuse and neglect in Anna's early life. Ruby and I are serving as de facto parents and prospective adoptive parents, with expectation of completing an adoption soon. I have not taken any family leave from the university but I have recently curtailed travel after observing the importance of home environment stability for Anna's development and emotional well-being. We are Anna's fifth household, so trust and bonding is an ongoing process, but she has emerged as a cheerful and curious child over the past two years. Anna now tells the truth consistently, exhibits a strong interest in reading, and no longer has violent meltdowns or harms herself. Her schoolwork has mostly reached grade-level expectations. She expresses an interest in biology and hopes to study at UCSD. Compared to typical outcomes for foster youth, her progress to date feels like a significant contribution to diversity, albeit not yet within the university system.

Addendum: Self-evaluation written for acceleration review (presented without modification)

Self-Evaluation: Research, Teaching, Service and Contributions to Diversity

Kenneth C. Wilbur
October 2016

This memo describes contributions since my most recent promotion application in August 2014.

1. Research
Five papers were accepted and published:
- One paper was accepted and published in *Marketing Science*, a consensus top journal in the field. It was presented as the lead article of its issue and chosen for media release.
- One paper was accepted and published in the *Journal of Marketing*. Most mid-ranked marketing faculties regard this as the best journal in the field.
- One paper, written with two former doctoral students, was accepted and published in the *International Journal of Marketing Research*. Many US schools view this as a "B" journal, but European faculties consider it to be a top outlet.
- A solo-authored paper was accepted and published by the *Handbook for Media Economics*. This is a prestigious handbook published by Elsevier and edited by two of the top active media economists in the field, Simon Anderson and Joel Waldfogel.
- A solo-authored paper was accepted and published by the *Journal of Media Economics*. This paper was written based on data produced by a collaboration at Google and later solicited by an area editor at *Journal of Marketing Research*. Unfortunately, my primary research sponsor left Google, so I had no one to ask for permission to re-analyze the data. JME took an unusual step in publishing the originally approved paper without any revisions to the empirics.

Perhaps the most significant milestones were three research recognitions. A paper published in *Management Science* in 2014 was selected in 2015 for the John D. C. Little Award, given for the "best marketing paper published in *Marketing Science* or *Management Science*." The article was the sole winner among 151 eligible papers. In 2016, the article published in *Marketing Science* in 2015 was selected as one of five finalists for the Little best paper award among 137 eligible papers. It is unusual for one person to be a Little award winner or finalist in consecutive years; on the list of past finalists, I can find only a few precedents. The third recognition occurred in 2015 when a solo-authored paper that I published in 2008 was named as a finalist for the INFORMS Long-Term Impact Award, given annually to an article "that is viewed to have made a significant long run impact on the field of marketing." These resulted from votes by members of the editorial review boards of *Marketing Science* and *Management Science*.

I have enjoyed excellent exposure within the field, having presented research at ten conferences, seven universities and two corporate research groups over the past two years.

My research stream remains very active, with two articles in advanced stages of review at *Management Science*. One requested revision, "Temporal Distance and Price Elasticity," was just resubmitted to the journal for a second evaluation. We are nearly finished rewriting the other

article, "Dynamic Quality Ladder Predictions in Nonrandom Holdout Samples," and expect to resubmit a second revision within the next month.

Finally, I have developed several new collaborations with firms. Together with two coauthors at Cornell, I have run 9 large-scale field experiments with a digital coupon website, with sample sizes ranging from 20,000-100,000 subjects each. This effort has produced one paper that is currently under first review at *Marketing Science*, and three other projects which are nearing mature stages of development. In a separate collaboration, we have nearly finished a new paper based on data from three advertising research firms (Ace Metrix, iSpot and Kantar) which I expect to submit to *Marketing Science* by the end of 2016. I also have two separate collaborations with Ace Metrix and Tvision that have yielded promising preliminary findings which I am working to develop into publishable papers. And I am hopeful that a collaboration with DirectAvenue will produce initial empirical findings within the next few weeks. Working with firms is risky but it is rewarding to see research have a direct influence on practitioners, and the efforts contribute to the Rady school's reputation in the field.

2. Teaching
I continue to teach the core marketing class to all MBA students. Because this is the only marketing class that is required of all MBA students, and because some MBA students are perceived as both demanding and uninterested in studying marketing, the core class is often seen as the most difficult marketing teaching assignment.

I review and update all class material every year. Overall the student response to the material has been quite good. Course evaluations for winter 2016:

Section	Overall Instructor Rating	Overall Course Rating
Full-Time MBA	4.16 out of 5	4.06 out of 5
Weekend MBA	4.94 out of 5	4.94 out of 5
Evening MBA	4.83 out of 5	4.86 out of 5

In addition to my required teaching, I supervised 68 credit-hours of MBA students' independent study projects. This was not required but I found it quite rewarding and fun. I did so much advising that I earned a one-section teaching reduction; I had hoped to take this along with a sabbatical quarter in 2016-2017, but I postponed those plans after learning about the number of unstaffed classes within the school.

Finally, I took on some additional teaching duties in our new Masters of Science in Business Analytics (MSBA) program. I taught one-third of an intensive introductory course to incoming students in August 2016, introducing them to the business function of marketing and marketing analytics. The class went quite well, though we are still waiting on course evaluations. I expect to continue this extra teaching in future years, at least until we are able to hire enough tenure-track faculty to cover all of the school's regular courses.

3. Service
I am a very active service participant within the Rady School. My current activities include:
- Internal Consultant and Faculty Liaison to Marketing Communications and Admissions Teams, since 2013. I regularly meet and talk with the heads of admissions and marketing

and give input on their activities, such as measuring advertising effectiveness and coordinating marketing functions at the top and bottom of the enrollment funnel.
- Faculty Compensation Committee, 2015-. I wrote most of the first draft of a pilot proposal to systematize faculty compensation adjustments based on market salary data. This pilot was modeled on a long-standing plan at UC-Berkeley's Haas School.
- Doctoral Program Committee, 2016-
- Curriculum Review Committee, 2016-
- Active participant in Center for Business Analytics activities, 2014-. I frequently meet with colleagues and corporations regarding potential involvement in the Rady School's Center for Business Analytics.
- Active participant supporting the Masters of Science in Business Analytics program, participating in student functions and faculty discussions.
- Extremely active participant in all aspects of marketing area: seminar organizing and hosting, faculty recruiting and doctoral student admissions, 2013-
- Accounting Faculty Recruiting Committee, 2015-2016

I look forward to expanding my service contributions at the university level.

I also invest a great deal of time contributing to the profession. In 2016 I was named to the editorial review boards of *Marketing Science* (with two other Rady faculty) and *Journal of Marketing Research* (the only representative from Rady)*,* reviewing an average of 6 papers for each journal annually. I am a frequent reviewer for other top journals in the field, such as *Management Science*, *Journal of Marketing* and *Quantitative Marketing and Economics*, reviewing an average of about 3 papers per year for each outlet.

I also help to organize several conferences. In the past two years, I served on the scientific committee of the ZEW Workshop on the Economics of Information, Communications and Technology in Mannheim; reviewed submissions as part of the Board of Curators for the Advertising Research Foundation's annual conference; and organized a special session at the 2016 International Choice Symposium in Lake Louise.

Recently I was asked to serve as a co-editor (one of four) for media and advertising papers at an on-the-rise multidisciplinary journal, *Information Economics and Policy*. My three-year term begins in January.

4. Contributions to Diversity
My most significant contribution to diversity in the past two years was an effort to supervise a thesis for an undergraduate student, Brandon Portal. Brandon was part of the UCSD McNair Program, an effort to help low-income, first-generation college students prepare for doctoral study. Brandon's thesis involved understanding the market for commercial enterprises established to support women with substance abuse problems. Brandon conducted a series of interviews mapping the value chain and enrollment funnel, starting from the women's sponsors who pay for the support services, through the referrer churches and consultants who help women find support services, down to the segments of support services available in the market. In so doing he developed a set of recommended best practices for rehab centers which he shared with a number of professionals in the industry. Brandon presented a poster at the FMP Research Symposium. He later told me that he intended to enter a doctoral program to study social work.