

Kristina Brecko

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Simon Business School
University of Rochester
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Academic Employment

- **University of Rochester** **Rochester, NY**
Simon Business School, Assistant Professor of Marketing *2017 – Present*

Education

- **Stanford University** **Stanford, CA**
Graduate School of Business, Ph.D. in Marketing *2017*
- **Stanford University** **Stanford, CA**
Department of Economics, M.A. in Economics *2017*
- **Cornell University** **Ithaca, NY**
College of Arts and Sciences, B.A. *2007*
 - Majors: Economics, French Cultural Studies
 - Study abroad: Pantheon-Sorbonne University, Paris, France

Research Interests

- Quantitative Marketing, Empirical Industrial Organization, Pricing, Product Design, Advertising, Marketing and Public Policy, Marketing and Sustainability, Prosocial Marketing

Publications

- “New Features Free of Charge? Intertemporal Product Versions and Pricing in the Software Market”
Marketing Science 42(1):61-86, 2023
 - *Recipient of a Wharton Customer Analytics Data Grant*
 - *Featured on “How to Succeed in Product Management” Podcast (Episode 77; March 15, 2023)*

Working Papers

- “Marketing and Economics of Harm Reduction: Evidence from Conservation Field Experiments”
Previously circulated as “Pro-Social Change for the Most Challenging: Marketing and Testing Harm Reduction for Conservation”
with Wesley Hartmann
 - *Media coverage:* “Marketing Environmental Change”, Simon Business School Dean’s Corner
“Simon Quick Takes Webinar”
- “Sustainability and Strategic Differentiation in Unregulated Consumer Goods Markets”
Previously presented as “Voluntary Disclosure of Sustainability Claims: Evidence from Consumer Packaged Goods,”
“Supply and Demand for Sustainability Claims: Drivers and Deterrents under Voluntary Labeling”
with Yewon Kim
 - *Recipient of a Stanford Business, Government, and Society Research Grant*

Work in Progress

- “Consumer Constraints and Retailer Pricing Strategies in the Grocery Market”
with Paul Ellickson and Avery Haviv
- “Place-Making or Consumer-Making: The Role of Amenities in Shaping Consumption Patterns”
with Tomomichi Amano
- “Preference-Aligned Messaging for Water Conservation”
with Wesley Hartmann and Kaleb Javier
 - *University of Rochester IRB Study 6951, Stanford GSB IRB eProtocol 34922 (with Pre-Analysis Plan)*

Conferences and Invited Talks

* indicates conference presentations by co-authors

Consumer Constraints and Retailer Pricing Strategies in the Grocery Market

Marketing Science Conference,* June 2024
Choice Symposium, August 2023
Marketing Science Conference, June 2023

Sustainability and Strategic Differentiation in Unregulated Consumer Goods Markets

Yale InsightsOn Conference, May 2024
UT Dallas Frontiers of Research in Marketing Science Conference,* February 2024
Choice Symposium,* August 2023
Marketing Science Conference,* June 2023
Virtual Quantitative Marketing Seminar,* February 2023
Marketing for Environmental Sustainability,* January 2023
IOFest at UC Berkeley,* December 2022

Marketing and Economics of Harm Reduction: Evidence from Conservation Field Experiments

IO+ Conference, Becker Friedman Institute, September 2023
SICS at UC Berkeley, Haas School of Business, June 2023
IIOC, April 2023
Kellogg School of Management, April 2023
Marketing for Environmental Sustainability, January 2023
Marketing Dynamics Conference, November 2022
QME Conference, October 2022
Marketing Science Conference, June 2022
Stanford GSB Quantitative Marketing PhD Alumni Conference, April 2022
Stanford GSB Quantitative Marketing PhD Alumni Conference, August 2017
California Data Collaborative Technical Working Group Meeting, January 2017

Place-Making or Consumer-Making: The Role of Amenities in Shaping Consumption Patterns

Marketing Science Conference,* June 2021
University of Chicago Booth School of Business, January 2021
Virtual Quantitative Marketing Seminar, October 2020
Marketing Science Conference,* June 2019

New Features Free of Charge? Intertemporal Product Versions and Pricing in the Software Market

University of Washington Foster School of Business, December 2017
London Business School, November 2016
University of Pennsylvania Wharton School, November 2016
Duke University Fuqua School of Business, October 2016
Columbia Business School, October 2016
Harvard Business School, October 2016
University of Rochester Simon Business School, October 2016
Cornell Johnson Graduate School of Management, October 2016
University of Texas Dallas Jindal School of Business, September 2016
University of San Diego Rady School of Management, September 2016
Emory University Goizueta Business School, September 2016
Northwestern University Medill School of Journalism, September 2016
University of Utah David Eccles School of Business, September 2016
Wharton Customer Analytics Initiative Symposium, March 2016

The Role of Consumer Brand Preference Evolution in New Product Entry

Marketing Science Conference, June 2015

Professional Service

- Referee: *Marketing Science*, *Journal of Marketing Research*, *Management Science*, *Quantitative Marketing and Economics*, *Journal of Marketing*, *Journal of the European Economic Association*
- Conferences: co-organizer of Women's Career Workshop at the 2021 *Marketing Science Conference* hosted by Simon Business School

Teaching

- **University of Rochester** **Rochester, NY**
Marketing Management, MBA core course *2017 – Present*
Graduate Teaching Honor Roll: Fall 2023

Other Work Experience

- **Opera Solutions**, *Data Analytics Consulting* **New York, NY**
Senior Associate *2010 – 2012*
Associate *2009 – 2010*
Business Analyst *2007 – 2009*

Honors, Awards and Fellowships

- Fall Graduate Teaching Honor Roll *2023*
- Faculty Development Forum: Junior Faculty in Marketing Science *2019*
- AMA-Sheth Foundation Doctoral Consortium Fellow *2016*
- NBER Digitization Tutorial at Stanford University / SIEPR *2015*
- Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Econometrics *2013*
- Stanford Graduate School of Business Fellowship *2012–2017*
- Stanford Graduate School of Business Jaedicke Award *2012*
- Alfred E. and Mary S. Kahn Scholarship - Cornell *2004–2007*
- Ada Rabotnikoff Scholarship for Women - Cornell *2004–2007*
- Calabasas Chamber of Commerce Scholarship - Cornell *2003*

Personal

I hold dual U.S. and Latvian (E.U.) citizenship. I am married to Pavel Zryumov, and we have two children (b. 2019, 2021).

Last Updated: October 2024