

EXPERIENCE

**Current**

Associate Professor of Marketing, UC Davis (GSM)

**Past**

Assistant Professor of Marketing, UC Davis (GSM)

Visiting Assistant Professor of Marketing, Purdue (Krannert)

EDUCATION

**Ph.D. in Marketing**, HEC Montréal (Canada)

**M.Sc. in Operations Research**, Université Paris Dauphine (France)

**B.Sc. in Managerial Economics**, École Normale Supérieure Paris-Saclay (France)

RESEARCH

**Publications**

1. Product Recalls and Channel Pricing, **Games in Management Science**, edited by P.O. Pineau, SP Sique and S. Taboubi, 2020;
2. Salesforce Compensation Design for Two-Sided Market Platforms, with Hemant Bhargava, **Journal of Marketing Research**, 56, 4, 666-678, 2019;
3. Valuing Mobile App Engagement: The Case of Mobile Games, with A. Aravindakshan and O. Rutz, **International Journal of Research in Marketing**, 26, 2, 185-199, 2019;

Editor's Selected Article, July 2019

4. Profiting from Product-Harm Crises in Competitive Markets, **European Journal of Operational Research**, 265,1, 219-227, 2018;
5. Beyond the Opposition between Altruism and Self-Interest: Reciprocal Giving in Reward-Based Crowdfunding, with K. Andre, A. Gautier, S. Bureau, **Journal of Business Ethics**, 146,2, 313-332, 2017;
6. Robust Dynamic Estimation, with P. Naik, **Marketing Science**, 36, 3, 453-467, 2017;
7. Dynamic Incentives in Sales Force Compensation, with A. Prasad, **Marketing Science**, 35, 4, 269-280, 2016;

Featured by the Marketing Science Institute, April 2017

8. Managing Blood Donations with Marketing, with A. Aravindakshan and O. Rutz, **Marketing Science**, 34, 2, 269-280, 2014;
9. Stochastic Competitive Entries and Dynamic Pricing, **European Journal of Operational Research**, 231, 381-392, 2013;

10. Optimal Advertising When Envisioning a Product-Harm Crisis, with P. Naik and S. Srinivasan, **Marketing Science**, 30, 6, 1048-1065, 2011;
11. Competing for Consumer's Attention, with G. Martin-Herran and G. Zaccour, **Automatica**, 44, 361-370, 2008;
12. A Differential Game of a Dual Distribution Channel, with G. Zaccour, **Advances in Dynamic Game Theory and Applications**, 9, 547-568, 2007.

#### Under Review

1. Managing Conflicts between Marketing and Sales: Customer Acquisition in Business Markets, with R. Grewal, C. Zhou and J. Raju, *Revising for second round*, **Marketing Science**;
2. Robust Pricing in Marketing Channels, *Revising for second round*, **Production and Operations Management**.

#### TEACHING

Analytical Decision Making (Graduate – MSBA)  
 Dynamic Optimization (Graduate – Ph.D.)  
 Marketing Management (Undergraduate – BA)  
 Marketing Research (Undergraduate)  
 Marketing Strategies (Graduate – MBA)  
 Microeconomics (Undergraduate – BA)  
 Multichannel Marketing (Graduate – MBA)

#### GRANTS

Marketing Science Institute (MSI) Research Grant (2013)  
 UC Davis Small Research Grant (2013, 2012, 2011, 2010, 2009)  
 UC Davis Travel Grant, (2009 - 2018)

#### HONORS

Academic Fellow, Direct Selling Education Foundation (2018)  
 Visiting Professor, École Normale Supérieure de Cachan (2014)  
 Teacher of the Year, Graduate School of Management (2013)  
 AEF VP-Program (Placed at Young & Rubicam in Manhattan) (2012)  
 Duke Theory Rich Modeling Doctoral Workshop Fellow, (2007)  
 AMA Sheth Foundation Doctoral Fellow (2006)  
 Marketing Dynamics Conference Doctoral Fellow (2005, 2006)  
 Marketing Science Conference Doctoral Fellow (2006)

HEC Montréal Research Scholarship (2004-2007)

HEC Montréal Recruitment Scholarship (2003)

Agrégation d'Économie et Gestion, Rank 9<sup>th</sup> over 2000 candidates (2002)

Éducation Nationale - ENS de Cachan Full Scholarship (1999-2003)

INVITED  
PRESENTATIONS

Santa Clara University (2019)

The Millennium Alliance (2018)

Queen's University (2017)

University of Guelph (2017)

Western University (2017)

Arizona State University (2016)

EPFL (2016)

HEC Paris (2016)

IDC Herzliya (2016)

McGill University (2015)

University of Alberta (2015)

University of South Carolina (2015)

Rutgers University (2015)

University of Buffalo (2015)

University of Mannheim (2014)

Université de Cergy-Pontoise (2014)

Canadian Blood Services (2013)

Young and Rubicam – New York Office (2012)

Stanford Blood Center (2012)

École Normale Supérieure de Cachan (2014)

London Business School (2013)

UC Berkeley (2012)

CONFERENCE  
PRESENTATIONS

American Marketing Association – Advanced Research Techniques (2009)  
Conference of the International Society of Dynamic Games (2018, 2013, 2007)  
International Society of Dynamic Games Workshop (2013)  
Enhancing Sales Force Productivity Conference (2018)  
INFORMS International Conference (2016)  
INFORMS Annual Conference (2019, 2015, 2010)  
Marketing Dynamics Conference (2016, 2014, 2012, 2011, 2009, 2006)  
Marketing Science Conference (2009-2018)  
McGill University Marketing Symposium (2015)  
Optimization Days (2012, 2011, 2010, 2009, 2006)  
POMS Conference (2017)  
Product and Service Innovation Conference (2019, 2018)  
Sales Thought Leadership Conference (2017)  
Theory and Practice in Marketing Conference (2014)  
Theory in Economics of Information Systems Workshop (2018)  
Triennial Invitational Choice Symposium (2019)  
UT Dallas Bass Conference (2018, 2012)

SERVICE

**Editorial Board Membership**

Customer Needs and Solution  
Journal of African Business (Past)  
Journal of Business Research  
Journal of Marketing Research

**Ad Hoc Reviewer**

Annals of Operations Research  
Automatica  
Belgium Science Foundation  
Dynamic Games and Applications  
Energy Review  
European Journal of Operational Research  
International Journal of Research in Marketing  
Information System Research

International Transactions in Operations Research  
ISBM Dissertation Proposal Competition  
Israel Science Foundation  
Journal of Economics and Management Strategy  
Journal of Marketing  
Journal of Marketing Research  
Journal of the Operational Research Society  
Journal of Retailing  
Management Science  
Marketing Science  
MSI Clayton Award  
MSOM  
Operations Research  
Production and Operations Management  
Shankar Spiegel Doctoral Award  
Social Sciences and Humanities Research Council of Canada (SSHRC)

### **Service to the Profession**

Co-Organizer of a session on Platform Choice at the 11<sup>th</sup> Triennial Invitational Choice Symposium (2019)  
Organizer and Session Co-Chair, Marketing Science Conference (2018, 2011, 2010)  
Session Co-Chair, POMS Conference (2017)  
External Reviewer, ISBM Dissertation Proposal Competition (2017)  
Invited organizer for a Special Session on Marketing, INFORMS Annual Conference (2015)  
Session Chair, Marketing Science Conference (2014)  
Invited Discussant, TEIS Workshop (2013, 2011)  
Invited Discussant, FORMS Conference (2013)  
Session Chair, Optimization Days Conference (2012, 2010, 2005)  
External Reviewer, Tenure Case at Bar-Ilan University (Israel)  
External Letter Writer, Québec Teaching Chair, McGill University (Canada)  
Invited organizer, Special Session for the E-Business Cluster at the INFORMS Annual Conference (2009)  
Elected Student Representative, Université Paris Dauphine (2002)

### **Service to UC Davis (Including GSM)**

Member Faculty Executive Committee, 2019-2020

Marketing group convener, 2017-2018; 2018-2019; 2019-2020

Master of Science in Business Analytics (MSBA) Graduate Program Committee, 2017-2018; 2018-2019; 2019-2020

MSBA Admission Committee, 2017-2018; 2018-2019; 2019-2020

MSBA Graduate Group Member, 2017-2018; 2018-2019; 2019-2020

Faculty Search Committee (People Analytics), 2018

Committee on Research, 2010-2012, 2018-Present

Committee on Undergraduate Programs. 2008-2010, 2017-Present

Committee on Faculty Recruitment, 2015-2017

Faculty Advisory Committee for Global Centers-Europe, 2016-2017

Diversity Committee, 2016-2017

Committee on courses, 2012-Present

Recruiting Committee, Associate Director of Marketing at UC Davis, 2012

Coordinator, Marketing Seminar Series at the GSM, 2010-2011, 2013-2015, 2017-2018.

Recruiting Committee, Marketing Director at UC Davis, 2009

### **CONTACT**

#### **Olivier Rubel**

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Graduate School of Management

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<https://sites.google.com/view/ormarketing>