

Rafael Becerril Arreola

USC Darla Moore School of Business, 1014 Greene Street, Columbia, SC 29208

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EDUCATION

- **UCLA (University of California, Los Angeles), USA** 2008 - 2013
Ph.D. in Management (focus on Quantitative Marketing and Economics)
- **University of Toronto, Canada** 2001 - 2003
M.A.Sc. in Electrical Engineering (focus on Automatic Control)
- **ITESM (Instituto Tecnológico de Estudios Superiores de Monterrey), Mexico** 1996 - 2000
B.Sc. in Electrical and Computer Engineering

EMPLOYMENT

- **University of South Carolina, USA**
Assistant Professor of Marketing, Darla Moore School of Business 2013 -
- **Lingnan University, Hong Kong**
Visiting Tutor, English Dept. 2008
Senior Research Assistant, Computing and Decision Sciences Dept. 2007 - 2008
Research Assistant, Computing and Decision Sciences Dept. 2006 - 2007
- **ARBE Transportation, Mexico**
Systems Analyst (part-time contractor) 2005 - 2006
- **AVW-TELAV, Canada**
Systems Design Specialist, System Design and Integration Dept. 2004 - 2005
- **Concordia University, Canada**
Research Associate, Electrical and Computer Engineering Dept. 2003 - 2004
- **ITESM, Mexico**
Instructor, Division of Engineering 2001

EXPERTISE

Research. I study the roles of socioeconomics and technology in consumer markets, focusing on their implications for marketing, operations, and information systems. To this end, I develop and apply tools from econometrics, Bayesian statistics, automatic control, optimization, and high-performance computing, supported by theories from economics, psychology, and sociology.

Teaching. My specialty is business analytics and data science at both undergraduate and graduate levels. I teach the conceptual foundations and the practical application of data analysis tools, through the case method, in-class labs, and consulting assignments with major consumer goods companies. Delivered in face-to-face, distributed, and mixed formats, my courses emphasize critical thinking and highly-structured best practices to tackle the complexity of real-life problems.

Practice. Most of my work pertains to pricing, branding, assortment, and product line decisions in automotive, retailing, e-commerce, and consumer packaged goods. My consulting experience has so far focused on pricing and product line decisions.

PUBLICATIONS IN ACADEMIC JOURNALS

1. Rafael Becerril-Arreola, Randolph E. Bucklin, and Raphael Thomadsen. Effects of Income Distribution Changes on Assortment Size in the Mainstream Grocery Channel. *Management Science*, Forthcoming.
2. Rafael Becerril-Arreola. Estimating Demand with Substitution and Intraline Price Spillovers. *Manufacturing & Service Operations Management*, 22(3):598–614, 2020. doi:10.1287/msom.2018.0765.
3. Yong Tang, Jie Xiong, Rafael Becerril-Arreola, and Lakshmi Iyer. Ethics of Blockchain. *Information Technology & People*, 33(2):602–632, 2020. doi:10.1108/ITP-10-2018-0491.
4. Chen Zhou, Shrihari Sridhar, Rafael Becerril-Arreola, Tony H. Cui, and Yan Dong. Promotions as Competitive Reactions to Recalls and Their Consequences. *Journal of the Academy of Marketing Science*, 47(4):702–722, 2019. doi:10.1007/s11747-018-0611-8.
5. Rafael Becerril-Arreola, Chen Zhou, Raji Srinivasan, and Daniel Seldin. Service Satisfaction-Market Share Relationships in Partnered Hybrid Offerings. *Journal of Marketing*, 81(5):86–103, 2017. doi:10.1509/jm.15.0537.
6. Rafael Becerril-Arreola, Mingming Leng, and Mahmut Parlar. Online Retailers’ Promotional Pricing, Free-Shipping Threshold, and Inventory Decisions: A Simulation-Based Analysis. *European Journal of Operational Research*, 230(2):272–283, 2013. Authors listed in alphabetical order. doi:10.1016/j.ejor.2013.04.006.
7. Mingming Leng and Rafael Becerril-Arreola. Joint Pricing and Contingent Free-Shipping Decisions in B2C Transactions. *Production and Operations Management*, 19(4):390–405, 2010. doi:10.1111/j.1937-5956.2009.01112.x.
8. Rafael Becerril-Arreola, Amir G. Aghdam, and Rashid R. Kohan. Variable Structure Decentralized Control and Estimation for Highway Traffic Systems. *Journal of Dynamic Systems, Measurement, and Control*, 130:041002, 2008. doi:10.1115/1.2907389.
9. Rafael Becerril-Arreola. A Comment of Kim Warren’s Paper: Why Has Feedback Systems Thinking Struggled to Influence Strategy and Policy Formulation. *Systems Research and Behavioral Science*, 24(1):115–118, 2007. doi:10.1002/sres.790.
10. Rafael Becerril-Arreola, Amir G. Aghdam, and Valery D. Yurkevich. Decentralised Two-Time-Scale Motions Control Based on Generalised Sampling. *IET Control Theory & Applications*, 1(5):1477–1486, 2007. doi:10.1049/iet-cta:20070020.
11. Rafael Becerril-Arreola and Amir G. Aghdam. Decentralised Nonlinear Control with Disturbance Rejection for On-Ramp Metering in Highways. *IET Control Theory & Applications*, 1(1):253–262, 2007. doi:10.1049/iet-cta:20045192.
12. Amir G. Aghdam, Edward J. Davison, and Rafael Becerril-Arreola. Structural Modification of Systems Using Discretization and Generalized Sampled-Data Hold Functions. *Automatica*, 42(11):1935–1941, 2006. doi:10.1016/j.automatica.2006.06.005.
13. Manfredi Maggiore and Rafael Becerril. Modeling and Control Design for a Magnetic Levitation System. *International Journal of Control*, 77(10):964–977, 2004. doi:10.1080/002071704200024392.
14. Rafael Becerril Arreola. Output Feedback Nonlinear Control for a Linear Motor in Suspension Mode. *Automatica*, 40(12):2153–2160, 2004. doi:10.1016/j.automatica.2004.07.005.

PAPERS UNDER REVIEW OR REVISION

1. Rafael Becerril-Arreola, Mark Ferguson, Mingming Leng, and Mahmut Parlar. Delivery-Time Ratings, Prices, and the Trade-off between Delivery Speed and Delivery Conformance in Online Marketplaces. Preparing for submission. Authors listed in alphabetical order.
2. Rafael Becerril-Arreola and Dominique M. Hanssens. Quantifying and Explaining Product Category Positionality. Preparing for submission.
3. Rafael Becerril-Arreola. Heterogeneous Veblen Effects: Evidence from the Car Rental Market. Preparing for submission.
4. Rafael Becerril-Arreola and Randolph E. Bucklin. Beverage Bottle Capacity, Packaging Efficiency, and the Potential for Plastic Waste Reduction. Preparing for submission.

RESEARCH IN PROGRESS (ADVANCED PROJECTS)

1. Rafael Becerril-Arreola, Randolph E. Bucklin, and Nitin Mehta. Heterogeneous Effects of Income Changes on Consumer Behavior.
2. Rafael Becerril-Arreola and Randolph E. Bucklin. Marketing Implications of Rising Income Inequality in the U.S.
3. Sina Aghaie, Carlos J.S. Lourenco, Charles H. Noble, and Rafael Becerril-Arreola. Bluff or Real? An Empirical Analysis of the Correlates of Entry Threats.

CONFERENCE PROCEEDINGS

1. Yong Tang, Jie Xiong, Rafael Becerril-Arreola, and Lakshmi Iyer. Blockchain Ethics Research: A Conceptual Model. In ***Proceedings of the ACM SIGMIS Computers and People Research Conference***, Nashville, TN, Jun 2019.
2. Rafael Becerril-Arreola, Denise Dahlhoff, Ravi Dhar, Gilles Laurent, Jessie Handbury, Christian Kalweit, and John Zhang. Pricing the Priceless: How to Charge Luxury Prices. In Barbara Kahn, Joseph Nunes, and David Bell, editors, ***White papers of the 2015 Online Luxury Retailing Conference***, New York, NY, 2015. Authors listed in alphabetical order.
3. Rafael Becerril-Arreola, Amir G. Aghdam, and Edward J. Davison. Minimizing Interaction of Subsystems in Large-Scale Interconnected Systems Using Generalized Sampling. In ***Proceedings of the 16th IFAC World Congress***, Prague, Czech Republic, Jul 2005.
4. Rafael Becerril and Amir G. Aghdam. On-Ramp Decentralized Nonlinear Control with Disturbance Rejection. In ***Proceedings of the 16th IFAC World Congress***, Prague, Czech Republic, Jul 2005.
5. Rafael Becerril, Amir G. Aghdam, and Valery D. Yurkevich. Decentralized Two-Time-Scale Motions Control Using Generalized Sampled-Data Hold Functions. In ***Proceedings of the 2004 American Control Conference***, volume 4, Boston, MA, Jun 2004.
6. Rafael Becerril, Amir G. Aghdam, and Rashid R. Kohan. Decentralized Nonlinear Traffic Control-II: Sliding Mode Observers. In ***Proceedings of the 43rd IEEE Conference on Decision and Control***, Nassau, Bahamas, Dec 2004.

7. Rashid R. Kohan, Rafael Becerril, and Amir G. Aghdam. Decentralized Nonlinear Traffic Control–I: Variable Structure Linearizing Control. In ***Proceedings of the 43rd IEEE Conference on Decision and Control***, Nassau, Bahamas, Dec 2004.
8. Rafael Becerril-Arreola and Manfredi Maggiore. Nonlinear Stabilization of a 3 Degrees-of-Freedom Magnetic Levitation System. In ***Proceedings of the 2003 American Control Conference***, volume 2, Denver, CO, Jun 2003.

CONFERENCE PRESENTATIONS

1. Heterogeneous Veblen Effects: Evidence from the Car Rental Market. In ***Marketing Science Conference***, Philadelphia, PA, Jun 2018.
2. What Are the Welfare Effects of Consumer Brand Deletions? In ***Marketing Science Conference***, Los Angeles, CA, Jun 2017.
3. Does Income Inequality Matter in Marketing? A Cross - Category, Cross - Market Look at Consumer Product Availability. In ***Marketing Science Conference***, Baltimore, MA, Jun 2015.
4. Does Income Inequality Matter in Marketing? A Cross-Category, Cross-Market Look at Consumer Product Availability. In ***Theory + Practice in Marketing Conference***, Atlanta, GA, Jun 2015.
5. The Relationships among Income, Preferences, and Consumer Motivation. In ***Marketing Science Conference***, Boston, MA, Jun 2012.
6. The Multiple Moderating Effects of Social Comparisons on Consumer Expenditures. In ***Marketing Science Conference***, Houston, TX, Jun 2011.
7. Social Comparisons and Consumption. In ***Doctoral Symposium in Marketing***, Houston, TX, Apr 2010. University of Houston.

INVITED PRESENTATIONS

1. Heterogeneous Veblen Effects: Evidence from the Car Rental Market. ***ESSEC Business School***, Jun 2019.
2. Heterogeneous Veblen Effects: Evidence from the Car Rental Market. ***Shanghai University of Finance and Economics***, Jun 2018.
3. Competitive Reactions and Spillover Effects of Product Recalls. ***University of California, Los Angeles, Marketing Area Research Symposium***, May 2016.
4. Does Income Inequality Matter in Marketing? A Large Scale Analysis of Consumer Product Availability. Columbia, SC, Apr 2016. ***Symposium on Research Computing Infrastructure***.
5. The Effects of Economic Inequality on the Demand for Status-Signaling Brands. Job market paper presented at ***Boston University, University of Washington Seattle, George Washington University, Tilburg University, VU Amsterdam, University of California Riverside, University of South Carolina***, 2012-2013.

GRANTS

- **Association for Computing Machinery**
Management Information Systems research grant \$3,000 2018 - 2019
- **University of South Carolina, Darla Moore School of Business**
 - Course redesign grant \$5000 2020
 - Center for Teaching Excellence, online course design grant \$500 2020
 - Moore research grant \$750 2020
 - Moore research grant \$5,500 2019
 - Moore research grant \$5,000 2016
 - Moore research grant \$2,500 2014
 - Moore research grant \$3,000 2013

TEACHING EXPERIENCE

- **University of South Carolina, Darla Moore School of Business, USA**
Developed and taught:
 - online synchronous undergraduate course on Data Science 2020 -
(nonlinear models, tree methods, cross-validation, regularization, etc.)
 - concurrently distributed and face-to-face MBA course on Marketing Analytics 2014 -
(panel data regression, multivariate testing, marketing mix modeling, etc.)
 - MBA practicums involving consulting projects on Marketing Analytics 2013 - 2015
(price optimization, measurement of market structure, etc.)
 - face-to-face MBA course on Marketing Analytics 2013
(predictive analytics, marketing experiments, CLV, conjoint analysis, etc.)
 Taught:
 - face-to-face undergraduate course on Marketing Analytics 2016 - 2019
(regression diagnostics, forecasting, data mining, optimization, etc.)
- **ITESM, Mexico**
Developed and taught undergraduate course on electric circuits 2001

STUDENT ADVISING AND SERVICE

- **University of South Carolina, Marketing Department**
 - PhD Dissertation Committee (co-chair) for Sina Aghaie 2017 - 2019
 - PhD Comprehensive Exam Committee (member) 2017 - 2019
 - PhD Qualifying Exam Committee (member) 2014 - 2019
- **University of South Carolina, Management Science Department**
PhD Qualifying Exam Committee (member) 2017 - 2018
- **University of South Carolina, Computer Science Department**
Master Thesis Committee (member) for Surya Bhatt 2014 - 2015

SERVICE TO DEPARTMENT, SCHOOL, UNIVERSITY, AND COMMUNITY

- **University of South Carolina, Marketing Department**
 - PhD Admission Committee (member) 2019 -
 - Center for Marketing Solutions' Advisory Board (member) 2014 - 2016
 - Faculty Recruiting Committee (member) 2013 - 2015

- **University of South Carolina, Darla Moore School of Business**
 - Master of Science on Business Analytics, Program Launch Committee (member) 2020 -
 - Institutional Nielsen datasets subscription (administrator) 2019 -
 - Faculty Advisory Committee (member) 2017 - 2020
 - Analytics Certificate Committee (member) 2014 - 2016
- **University of South Carolina**
 - Research Computing Advisory Committee (member) 2019 -
 - University Bookstores' Committee (member) 2015 - 2017
 - University Bookstores' Committee (co-chair) 2014 - 2015
- **Dutch Fork High School**
 - Advanced Placement Research Program (mentor) 2019 - 2020

SERVICE TO PROFESSION

Ad hoc reviewer for: Marketing Science, Journal of Marketing, Manufacturing & Service Operations Management, Production and Operations Management, Information Systems Research, Journal of Public Policy & Marketing, Transportation Research Part A: Policy and Practice, European Journal of Operational Research, ACM (Association for Computing Machinery) Computing Surveys

HONORS AND AWARDS

- **ACM (Association for Computing Machinery)**
 - SIGMIS CPR Magid Igbaria Outstanding Conference Paper Award finalist 2019
- **MSI (Marketing Science Institute)**
 - Honorable Mention, Clayton Dissertation Award 2012
- **UCLA (University of California, Los Angeles)**
 - Fellow, American Marketing Association Sheth Doctoral Consortium 2011
 - Fellow, Columbia-Duke-UCLA Workshop on Quantitative Marketing 2010
 - Fellow, Doctoral Symposium in Marketing, University of Houston 2010
 - Fellow, Doctoral Internationalization Consortium in Marketing, UT Austin 2009
 - Graduate, Teaching, and Research Fellowships 2008 - 2013
 - Anderson Educational Fellowship 2008 - 2012
- **University of Toronto**
 - Graduate, Teaching, and Research Fellowships 2001 - 2003
- **ICIA (International Communication Industries Association)**
 - Educational Communications Foundation Scholarship 2001
- **ITESM (Instituto Tecnológico de Estudios Superiores de Monterrey)**
 - Excellence Scholarship for Master's program 2001
 - Highest GPA in undergraduate major, graduation honors 2000
 - Undergraduate merit-based scholarship 1996 - 2000
- **IHS (Information Handling Services)**
 - 1st place in the IHS96 Research Prize 1996

SOFTWARE SKILLS (RECENTLY USED)

- **Statistical software and computer languages**
 - R, SAS, STAN, Python, C, C++, SQL
- **High performance computing platforms and operating systems**
 - PBS and SLURM job managers, MPI protocol, Windows and Linux (basic administration)