

Rafael Becerril Arreola

USC Darla Moore School of Business, 1014 Greene Street, Columbia, SC 29208
rafael.becerril@moore.sc.edu

Last updated: January, 2021

EDUCATION

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

EMPLOYMENT

University of South Carolina, USA Assistant Professor of Marketing, Darla Moore School of Business	2013 -
Lingnan University, Hong Kong Visiting Tutor, English Dept. Senior Research Assistant, Computing and Decision Sciences Dept. Research Assistant, Computing and Decision Sciences Dept.	2008 2007 - 2008 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 digital 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 and Randolph E. Bucklin. Beverage Bottle Capacity, Packaging Efficiency, and the Potential for Plastic Waste Reduction. *Scientific Reports*, Forthcoming.
2. 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. doi:10.1287/mnsc.2020.3785.
3. 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.
4. 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.
5. 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.
6. 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.
7. 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.
8. 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.
9. 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.
10. 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.
11. 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.
12. 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.
13. 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.
14. 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.
15. 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. Reject and resubmit. Authors listed in alphabetical order.
2. Rafael Becerril-Arreola and Dominique M. Hanssens. Quantifying and Explaining Product Category Positionality. Revising for submission.
3. Rafael Becerril-Arreola. Veblen Effects and Counter-Effects: How Local Product-Price Rankings Explain Consumer Choice. Revising 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.
4. Rafael Becerril-Arreola. Exploring disparate impact and market power in online retailing.

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

Center for Teaching Excellence, online course design grant \$500	2020
--	------

University of South Carolina, Darla Moore School of Business

Professional MBA course redesign grant \$5000	2020
Moore research grants \$5,750	2020
Moore research grants \$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:

MKTG448: online synchronous undergraduate course on Data Science (machine learning, algorithmic biases, business aspects of data science, etc.)	2020 -
MKTG717: hybrid distributed and face-to-face MBA course on Marketing Analytics (analytics lifecycle management, fundamentals of analytics methods, biases, etc.)	2014 -
MKTG750: MBA practicums involving consulting projects on Marketing Analytics (price optimization, market structure measurement, etc.)	2013 - 2015
MKTG712: face-to-face MBA course on Marketing Analytics (predictive analytics, marketing experiments, CLV, conjoint analysis, etc.)	2013

Taught:

MKTG451: face-to-face undergraduate course on Marketing Analytics (regression diagnostics, forecasting, data mining, optimization, etc.)	2016 - 2019
---	-------------

ITESM, Mexico

Developed and taught undergraduate course on electric circuits	2001
--	------

STUDENT ADVISING**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)

PERSONAL

Citizenship: Mexico, U.S.