

Maria Ana VITORINO

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Citizenship:

Citizen of Portugal
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Website: <http://marketing.wharton.upenn.edu/people/faculty.cfm?id=342>

Employment

Assistant Professor of Marketing, Carlson School of Management, University of Minnesota, July 2012 – present

Assistant Professor of Marketing, Wharton School, University of Pennsylvania, July 2008 – June 2012

Assistant Lecturer, Catholic University of Portugal, 1999 – 2001

Education

Ph.D. in Marketing, University of Chicago, Graduate School of Business, 2008

Dissertation: “Empirical Entry Games with Complementarities”

MBA, University of Chicago, Graduate School of Business, 2008

MSc in Statistics, London School of Economics, 2002

Licenciatura (B.A. equivalent) in Business Administration, Catholic University of Portugal, 2000

Research Interests

Empirical Industrial Organization, Pricing, Entry and Market Structure, Game Theory, Regulation, Finance, Advertising

Published and Forthcoming Papers

[1] Dubé, J.P., Günter Hitsch, Peter Rossi and Maria Ana Vitorino (2008) “Category Pricing with State Dependent Utility,” *Marketing Science*, 27 (3), 417–429. **note: authors listed in alphabetical order**

◊ *John D.C. Little Best Paper Award, Finalist, 2008.*

[2] Vitorino, Maria Ana (2012) “Empirical Entry Games with Complementarities: An Application to the Shopping Center Industry,” *Journal of Marketing Research*, 49 (2), 175–191.

◊ *Alden G. Clayton Doctoral Dissertation Award, Honorable Mention, 2007.*

[3] Vitorino, Maria Ana (2012) “The Effect of Advertising on Stock Returns and Firm Value: Theory and Evidence from a Structural Model” (*Conditionally Accepted at Management Science*)

Submitted Papers

[4] Belo, Frederico, Xiaoji Lin and Maria Ana Vitorino (2012) “Brand Capital and Firm Value,” second-round at *Review of Economic Dynamics*. **note: authors listed in alphabetical order**

Working Papers

[5] Seim, Katja and Maria Ana Vitorino (2011) “Efficiency Gains from Removing Entry and Price Controls: Evidence from a Change in Regulation” **note: authors listed in alphabetical order**

[6] Muir, David, Katja Seim and Maria Ana Vitorino (2011) “Market Size, Quality, and Competition: Evidence from Driving Schools” **note: authors listed in alphabetical order**

Select Research in Progress

“Price Transparency and Search Obfuscation” (with David Muir and Katja Seim)

“An Empirical Analysis of Consumer Search Behavior in the U.S. Retail Banking Sector” (with Elisabeth Honka and Ali Hortaçsu)

Invited Talks and Conference Presentations

Discussant, Summer Institute in Competitive Strategy, July 2012 (Scheduled)

“MPEC Estimation”

- Guest Lecture, Numerical Economics Ph.D. Class taught by Professor Ulrich Doraszelski, University of Pennsylvania - Wharton (Applied Economics Department), March 2012

“Efficiency Gains from Removing Entry and Price Controls: Evidence from a Change in Regulation”

- Erasmus University Rotterdam, October 2012 (Scheduled)
- School of Economics and Management, Tilburg University, September 2012 (Scheduled)
- Portuguese Competition Authority, 2012 (Scheduled)
- Economics Department, University of Pennsylvania, March 2012
- INSEAD, January 2012
- Carlson School of Management, University of Minnesota, November 2011
- McCombs School of Business, University of Texas at Austin, September 2011
- Wharton School (Applied Economics Department), University of Pennsylvania, July 2011
- Research Group on Governments and Markets (University of Barcelona, Columbia University and European University Institute), University of Barcelona, April 2011

“The Effect of Advertising on Stock Returns and Firm Value: Theory and Evidence from a Structural Model”

- *Brands and Branding in Law, Accounting and Marketing Conference*, UNC Kenan-Flagler Business School, April 2012
- Wharton School (Finance Department), University of Pennsylvania, November 2011
- *Marketing Meets Wall Street II Conference*, Boston University, May 2011

“Market Size, Quality, and Competition: Evidence from Driving Schools”

- *Marketing Science Conference*, Rice University, Houston, June 2011 (presented by David Muir)

“Brand Capital and Firm Value”

- *Society for Economic Dynamics Annual Meeting*, Belgium, July 2011 (presented by Frederico Belo)
- *Marketing Science Conference*, University of Cologne, Germany, June 2010

“Empirical Entry Games with Complementarities: An Application to the Shopping Center Industry”

- *14th International Conference on Computing in Economics and Finance*, Paris, June 2008
- School of Management, UT Dallas, April 2009, December 2007

- Henry B. Tippie College of Business, University of Iowa, November 2007
 - Rotman School of Management, University of Toronto, November 2007
 - Hong Kong University of Science and Technology, November 2007
 - Stern School of Business, New York University, New York, October 2007
 - Wharton School, University of Pennsylvania, October 2007
 - Kellogg School of Management, Northwestern University, October 2007
 - Kenan-Flagler Business School, UNC, Chapel Hill, October 2007
 - Graduate School of Business, Stanford University, October 2007
 - *Quantitative Marketing and Economics (QME) Conference*, University of Chicago, Illinois, October 2007
 - Goizueta Business School, Emory University, September 2007
 - Tepper School of Business, Carnegie Mellon University, September 2007
 - Haas School of Business, University of California, Berkeley, September 2007
 - Simon School of Business, University of Rochester, September 2007
 - Anderson School of Management, University of California, Los Angeles, September 2007
- “Using MPEC to Estimate Empirical Entry Games with Complementarities”
- Invited talk, *Institute on Computational Economics*, University of Chicago and Argonne National Laboratory, Illinois, August 2007
- “Category Pricing with State Dependent Utility”
- *Marketing Science Conference*, Emory University, Atlanta, June 2005
- “Estimation of Equilibrium Models Using a Likelihood Based Approach”
- *34th Annual Haring Symposium*, Bloomington, Indiana, April 2004

Honors and Awards

- John D.C. Little Best Paper Award (Finalist), “Category Pricing with State Dependent Utility,” 2008
- Honorable Mention, Alden G. Clayton Doctoral Dissertation Competition, Marketing Science Institute, 2007
- AMA-Sheth Doctoral Consortium Fellow, 2007
- Kilts Center Fellow, Graduate School of Business, University of Chicago, 2007
- INFORMS Doctoral Consortium Fellow, 2005
- TA-performance bonus for excellence in teaching assistance (Executive MBA), Graduate School of Business, University of Chicago, 2004 and 2005
- Haring Symposium Fellow, 2004

Grants and Scholarships

Mack Center for Technological Innovation and the Wharton Entrepreneurship and Family Business Research Centre at CERT, The Wharton School of the University of Pennsylvania, 2012

Dean's Research Fund Grant, The Wharton School of the University of Pennsylvania, 2011

Global Initiatives Research Program, The Wharton School of the University of Pennsylvania, 2011

Rodney White Center for Financial Research Grant, The Wharton School of the University of Pennsylvania, 2011

Mack Center for Technological Innovation and the Wharton Entrepreneurship and Family Business Research Centre at CERT, The Wharton School of the University of Pennsylvania, 2011

Alex Panos Research Fund Grant, Marketing Department, The Wharton School of the University of Pennsylvania, 2010

Global Initiatives Research Program, The Wharton School of the University of Pennsylvania, 2010

Dean's Research Fund Grant, The Wharton School of the University of Pennsylvania, 2010

Rodney White Center for Financial Research Grant, The Wharton School of the University of Pennsylvania, 2008

Doctoral Scholarship, Calouste Gulbenkian Foundation, Portugal, 2006-2007

Summer Research Grant, Graduate School of Business, University of Chicago, 2003

Doctoral Fellowship, Graduate School of Business, University of Chicago, 2002-2006

Master's and Doctoral Scholarships, Ministry of Science and Higher Education, Portugal, 2001 and 2002-2006

Teaching Experience

Wharton School

- Mathematical Models in Marketing (MKTG 964, Ph.D. level), Spring 2010 (joint with David Bell), Spring 2012
- Marketing Research (MKTG 212, Undergraduate level), Fall 2008, Fall 2009, Fall 2010, Spring 2012
- Marketing Research (MKTG 756, MBA level), Fall 2009, Fall 2010

University of Chicago

- Teaching Assistant (Pricing Strategies - MBA), Professor J.P. Dubé, 2003-2007
- Course Assistant (Statistical Theory and Methods I and II), Professor Stephen Stigler (Statistics Department), 2004-2005
- Course Assistant (Statistical Methods and Applications - Economics variant), Professor Kenneth Wilder (Statistics Department), 2003-2004, 2004-2005
- Teaching Assistant (Marketing Strategy - Executive MBA), Professor Pradeep Chintagunta (Summer 2003), Professor Günter Hitsch (Summer 2004)

Catholic University of Portugal (Department of Economics and Business)

- Assistant Lecturer (Statistics I and II, Marketing I and II), 1999-2001

Service

Reviewing: *Management Science, Quantitative Marketing and Economics, Operations Research, Economics Letters*, AMA/Howard Dissertation Competition (2011), MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition (2008, 2011)

Ph.D. Program Committee, Marketing Department, The Wharton School, 2009-2010, 2010-2011, 2011-2012

IT Committee, Marketing Department, The Wharton School, 2008-2009, 2009-2010, 2010-2011, 2011-2012

Faculty Recruiting Committee, Marketing Department, The Wharton School, 2008-2009

Executive Committee, Portuguese American Post-Graduate Society, 2005-2006, 2006-2007

Student Advising

Zheng Li (The Wharton School - Marketing Department, on going)

David Muir (The Wharton School - Business and Public Policy Department, on going)

Last updated: July 2012