

DAVID RICHARD BELL
3730 Walnut Street
Philadelphia, PA 19104
(215) 898 8253
davidb@wharton.upenn.edu

EDUCATION

- 2003 **M.A.** (Honorary), University of Pennsylvania
1996 **Ph.D.** (Business), Stanford University, Graduate School of Business
 Dissertation Title: "Consumer Response to Retailer Pricing Strategies."
 Committee: James M. Lattin (Principal Advisor), Rajiv Lal, and V.
 Padmanabhan
1996 **M.S.** (Statistics), Stanford University, Department of Statistics
1989 **M. Com., First Class Honors** (Marketing and International Business),
 University of Auckland, New Zealand
1986 **B. Com.** University of Auckland, New Zealand

ACADEMIC POSITIONS

- 2010- **Xinmei Zhang and Yongge Dai Professor, Professor of Marketing**
 Wharton School, University of Pennsylvania

2008 **Jerome A. Chazen Visiting Scholar**
 Columbia Business School, Columbia University

2007 **Visiting Professor**
 Rady School, University of California San Diego

2003- **Associate Professor (with tenure)**
 Wharton School, University of Pennsylvania

2002-03 **Visiting Associate Professor**
 Sloan School, Massachusetts Institute of Technology

1998-02 **Associate Professor**
 Wharton School, University of Pennsylvania

1995-98 **Assistant Professor**
 Anderson School, University of California Los Angeles

ACADEMIC AWARDS AND HONORS

- 2017 **Haring-Sheth Distinguished Scholar, 47th Haring Symposium**
- 2016 **Wharton Undergraduate Class of 2015 Graduation Speaker**
- 2015 **Undergraduate Division Excellence in Teaching Award**
Elected Faculty Graduation Marshal
- 2014 **Overall Best Paper Award 2014**, Workshop on Information Systems and Economics (WISE) (For: Bell, Gallino, and Moreno “Inventory Showrooms and Customer Migration in Omni-Channel Retail: The Effect of Product Information”)
- First Place Award 2014**, Production and Operations Management Society (POMS) Applied Research Challenge (For Bell, Gallino, and Moreno “Inventory Showrooms and Customer Migration in Omni-Channel Retail: The Effect of Product Information”)
- Academic Trustee**, Marketing Science Institute
- 2013 **Elected Faculty Graduation Marshal**
- 2011 **Miller-Sherrerd MBA Core Teaching Award**
- Best Article of the Year 2010**, AMA Innovation, Technology and Interactivity SIG (For: Choi, Hui, and Bell 2010, “Spatiotemporal Analysis of Imitation Behavior across New Buyers at an Online Grocery Retailer,” Journal of Marketing Research.)
- 2010 **Finalist, 2010 INFORMS Society for Marketing Science Long Term Impact Award** for marketing paper published in Marketing Science, Management Science, or other INFORMS journal (For: Bell and Lattin 2000, “Looking for Loss Aversion in Scanner Panel Data: The Confounding Effect of Price-Response Heterogeneity,” Marketing Science.)
- 2009 **Finalist, 2009 INFORMS Society for Marketing Science Long Term Impact Award** (For: Bell, Chiang, and Padmanabhan 1999, “The Decomposition of Promotional Response: An Empirical Generalization,” Marketing Science.)
- Best Empirical Paper 2009 UTD-FORMS Conference** (For: Choi and Bell 2009, “Preference Minorities and the Internet.”)

- Miller-Sherrerd MBA Core Teaching Award**
Wharton MBA Core Curriculum Award
- 2007 **Miller-Sherrerd MBA Core Teaching Award**
WEMBA West Excellence in Teaching Award (Elective)
- 2006 **Miller-Sherrerd MBA Core Teaching Award**
WEMBA West Excellence in Teaching Award (Elective)
Wharton MBA Core Curriculum Award
Elected Faculty Graduation Marshal
- 2005 **Outstanding Reviewer Award**, Journal of Retailing
WEMBA East Excellence in Teaching Award (Elective)
WEMBA West Excellence in Teaching Award (Elective)
Wharton MBA Core Curriculum Award
- 2004 **Finalist, 2003 John D.C. Little Best Paper Award.** Awarded annually by INFORMS for the best marketing paper in Marketing Science or Management Science (For: Dreze and Bell 2003, "Creating Win-Win Trade Promotions: Theory and Empirical Analysis of Scan-Back Trade Deals," Marketing Science.)
- 2004 **WEMBA East Excellence in Teaching Award (Elective)**
Elected Faculty Graduation Marshal
- 2001 **Finalist, 2000 John D.C. Little Best Paper Award** (For: Bell and Lattin 2000, "Looking for Loss Aversion in Scanner Panel Data: The Confounding Effect of Price-Response Heterogeneity," Marketing Science)
Marketing Science Institute Young Scholar
- 2000 **Winner, 1999 Frank M. Bass Outstanding Dissertation Award.** Awarded by INFORMS for the best marketing paper based on a dissertation in Marketing Science or Management Science (Bell and Lattin 1998, Shopping Behavior and Consumer Preference for Retail Price Format: Why 'Large Basket' Shoppers Prefer EDLP," Marketing Science.)
- 1999 **Finalist, 1998 John D.C. Little Best Paper Award** (Bell and Lattin 1998)
- 1994 **Winner, Alden G. Clayton Doctoral Dissertation Proposal Award,** Marketing Science Institute, Cambridge, MA

AMA Doctoral Consortium Representative (for Stanford University)

1991 **Fulbright Travel Grant**

1987 **Westpac Banking Corporation Prize for Best Student**, Master of Commerce in Management, University of Auckland

BOOKS

1. Bell, David R., [*Location is \(Still\) Everything: The Surprising Influence of the Real World on How We Search, Shop, and Sell in the Virtual One*](#) (Boston, New York: New Harvest, Houghton Mifflin Harcourt, 2014; published in Portuguese (Brazil) 2016, and in Mandarin (China) 2017)
2. Bell, David R., Brian Fox, and Ryan Olohan [*Rewriting the Script for Pharma Marketing in the Digital Age*](#) (Google / McKinsey, 2016, free download)

REFEREED PUBLICATIONS

1. Bell, David R. Santiago Gallino, and Antonio Moreno (2018), "The Store is Dead—Long Live the Store," [*Sloan Management Review*](#), forthcoming.
2. Bell, David R., Santiago Gallino, and Toni Moreno (2017), "Offline Showrooms in Omni-Channel Retail: Demand and Operational Benefits," [*Management Science*](#), forthcoming.
3. Li, Kathleen and David R. Bell, (2017), "Estimation of Average Treatment Effects with Panel Data: Theory and Implementation" [*Journal of Econometrics*](#), 197, 65-75.
4. Yusong Wang and David Bell (2015), "Consumer Store Choice in Asian Markets," [*Marketing Letters*](#), 26 (3), 393-304.
5. Bell, David R., Olivier Ledoit, and Michael Wolf (2014), "A New Portfolio Formation Approach to Mispricing of Marketing Performance Indicators: An Application to Customer Satisfaction, Customer Needs and Solutions," [*1 \(4\)*](#), 263-276.
6. Bell, David R., Santiago Gallino, and Antonio Moreno (2014), "How to Win in an Omni-channel World," [*Sloan Management Review*](#), 56 (1), 45-53.

7. F. Caro and C. Tang (2014) "The First POMS Applied Research Challenge 2014 Awards, Productions and Operations Management, in press.
8. Lee, Jae Young and David R. Bell (2013), "Neighborhood Social Capital and Social Learning for Experience Attributes of Products," Marketing Science, 32 (6), 960-976.
9. Bell, David R., Jeonghye Choi, and Leonard M. Lodish (2012), "What Matters Most in Internet Retailing," Sloan Management Review, 54 (1), 27-33. [Cover Article.]
10. Choi, JeongHye, David R. Bell and Leonard M. Lodish (2012), "Marketing and IS-enabled Customer Acquisition on the Internet," Management Science, 58 (4), 754-769.
11. Desai, Preyas, David R. Bell, Gary Lilien and David Soberman (2012), "Editorial: The Science-to-Practice Initiative: Getting New Marketing Science Thinking into the Real World," Marketing Science, 31 (1), 1-3.
12. Choi, JeongHye, and David R. Bell (2011) "Preference Minorities and the Internet," Journal of Marketing Research, 48 (August), 670-682. (Best Empirical Paper 2009 UTD-FORMS Conference.)
13. Bell, David R., Daniel Corsten, and George Knox (2011) "From Point-of-Purchase to Path-to-Purchase: How PreShopping Factors Drive Unplanned Buying", Journal of Marketing, 75 (January), 31-45.
14. Choi, JeongHye, Sam K. Hui and David R. Bell (2010) "Spatiotemporal Analysis of Imitation Behavior across New Buyers at an Online Grocery Retailer," Journal of Marketing Research, 47 (February) 75-89. (AMA Innovation, Technology and Interactivity SIG Best Article of the Year.)
15. Neidrich, Ronald W., Danny Weathers, Carter Hill, and David R. Bell (2009) "Specifying Price Judgments with Range-Frequency Theory in Models of Brand Choice," Journal of Marketing Research, 46 (October), 673-702.
16. Wang, Yusong, David R. Bell, and V. Padmanabhan (2009) "Manufacturer-Owned Retail Stores," Marketing Letters, 20 (2), 107-124. [Lead Article].

17. Bell, David R. and Sangyoung Song (2007) "Neighborhood Effects and Trial on the Internet: Evidence from Online Grocery Retailing," Quantitative Marketing and Economics, 5 (4) 361-400.
18. Bell, David R. and Yasemin Boztug (2007) "The Positive and Negative Effects of Inventory on Category Purchase Incidence: An Empirical Analysis," Marketing Letters, 18 (1), 1-14. [Lead Article].
19. Bell, David R. and Christian A. L. Hilber (2006) "An Empirical Test of the Theory of Sales: Do Household Storage Constraints Influence Consumer and Store Behavior?" Quantitative Marketing and Economics, 4 (2), 87-117. [Lead Article].
20. Bradlow, Eric T., Bart J. Bronnenberg, Gary J. Russell et al. (2005) "Spatial Models in Marketing," Marketing Letters, 16 (3-4), 267-278.
21. Bell, David R. Andre Bonfrer and Pradeep K. Chintagunta (2005) "Recovering SKU-Level Preferences and Response Sensitivities from Market Share Models Estimated on Item Aggregates," Journal of Marketing Research, 42 (2), 169-182.
22. Dreze, Xavier and David R. Bell (2003) "Creating Win-Win Trade Promotions: Theory and Empirical Analysis of Scanback Trade Deals," Marketing Science, 22 (1), 16-39. [Lead Article]. (Finalist, John D.C. Little Best Paper Award.)
23. Rhee, Honjai and David R. Bell (2002) "The Inter-Store Mobility of Supermarket Shoppers," Journal of Retailing, 78 (4), 225-237. [Lead Article].
24. Bell, David R., John Deighton, Werner J. Reinartz, Roland Rust and Gordon Schwartz (2002) "Seven Barriers to Customer Equity Management" Journal of Service Research, 5, 1 (August), 77-85.
25. Bucklin, Randolph E., James M. Lattin, Asim Ansari, David Bell, Eloise Coupey, Sunil Gupta, John D.C. Little, Carl Mela, Alan Montgomery and Joel Steckel (2002) "Choice and the Internet: From Clickstream to Research Stream," Marketing Letters, 13 (3), 245-58.
26. Bell, David R., Ganesh Iyer and V. Padmanabhan (2002) "Price Competition Under Stockpiling and Flexible Consumption" Journal of Marketing Research, 39, 3 (August), 292-301.

27. Bell, David R., and Xavier Dreze (2002) "Changing the Channel: A Better Way to Do Trade Promotions," Sloan Management Review, 43, 2 (Winter), 42-49.
28. Tang, Christopher S., David R. Bell and Teck-Hua Ho (2001) "Store Choice and Shopping Behavior: How Price Format Works," California Management Review, 43, 2 (Winter) 57-74.
29. Bell, David R. and James M. Lattin (2000) "Looking for Loss Aversion in Scanner Panel Data: The Confounding Effect of Price Response Heterogeneity," Marketing Science, 19, 2 (Spring), 185-200. (Finalist, 2000 John D.C. Little Best Paper Award; Finalist, 2010 Marketing Science Long Term Impact Award)
30. Bell, David R., Jeongwen Chiang and V. Padmanabhan (1999) "The Decomposition of Promotional Response: An Empirical Generalization," Marketing Science, 18, 4 (Fall), 504-26. (Finalist, 2009 Marketing Science Long Term Impact Award)
31. Bell, David R., and Randolph E. Bucklin (1999) "The Role of Internal Reference Points in the Category Purchase Decision," Journal of Consumer Research, 26, 2 (September), 128-43.
32. Russell, Gary J., S. Ratneshwar, Allan D. Shocker, David R. Bell, Anand Bodapati, Alex Degeratu, Lutz Hildebrandt, Namwoon Kim, S. Ramaswami and Venkatesh Shankar (1999) "Multiple-Category Decision-Making: Review and Synthesis," Marketing Letters, 10, (3) 319-332.
33. Ho, Teck-Hua, Christopher S. Tang and David R. Bell (1998) "Rational Shopping Behavior and the Option Value of Variable Pricing," Management Science, 44, 12:2 (December), S145-60. [Lead Article].
34. Bell, David R., Teck-Hua Ho and Christopher S. Tang (1998) "Determining Where to Shop: Fixed and Variable Costs of Shopping," Journal of Marketing Research, 35, 3 (August) 352-69.
35. Bell, David R. and James M. Lattin (1998) "Shopping Behavior and Consumer Preference for Retail Price Format: Why 'Large Basket' Shoppers Prefer EDLP," Marketing Science, 17, 1 (Winter), 66-88. (Finalist, 1998 John D.C. Little Best Paper Award; Winner, 1999 Frank M. Bass Outstanding Dissertation Award.)

36. Bell, David, Eyal Biyalogorsky, and Ziv Carmon (1997), "New Directions in Reference Price Research," Advances in Consumer Research, (24), 328-329.
37. Russell, Gary J., David R. Bell, Anand Bodapati, Christina Brown, Jeongwen Chiang and Puneet Manchanda (1997) "Perspectives on Multiple Category Choice," Marketing Letters, 8 (3), 297-304.

MANUSCRIPTS

1. Bell, David R., Santiago Gallino, and Antonio Moreno (2018), "Customer Supercharging Via Offline Brand Experiences," Working Paper.
2. Li, Kathleen and David R. Bell, (2018), "Augmented Difference-in-Differences: Practical and Consistent Estimation of Average Treatment Effects," (revising).
3. Knox, George, David R. Bell and Daniel Corsten (2018) "Cross-National Analysis of Unplanned Buying by Supermarket Shoppers," (revising).
4. Lee, Ka Lok and David R. Bell (2009) "A Spatial Negative Binomial Regression of Individual-level Count Data with Regional and Person-Specific Covariates," Working Paper.
5. David R. Bell, Skander Essegaier, and Yinghui (Catherine) Yang (2011) "Consumer Response to the Fixed Costs of Shopping," Working Paper.
6. Bell, David R., Jeongwen Chiang and George Knox (2011) "Subsidy, Expansion and Transfer Effects of Coupons: Evidence from the Market Basket," Working Paper.
7. Bell, David R. and Gavan J. Fitzsimons (2000) "An Experimental and Empirical Analysis of Consumer Response to Stock-Outs," Working Paper.
8. Bell, David R., Randolph E. Bucklin and Catarina Sismeiro (2000) "Consumer Shopping Behaviors and In-Store Expenditure Decisions," Working Paper.

BOOK CHAPTERS AND OTHER PUBLICATIONS

9. Bell, David R. and James M. Lattin (1998), "Shopping Behavior and Consumer Preference for Store Price Format: Why Large Basket Shoppers Prefer EDLP," Marketing Science Institute Working Paper, 98-114.
10. Wind, Yoram (Jerry) and David R. Bell (2007) "Market Segmentation" in Companion Encyclopedia of Marketing Michael J. Baker (ed).
11. Choi, JeongHye, David R. Bell and Leonard M. Lodish (2008), "Search and Word-of-Mouth: How Local Environments Affect New Buyer Acquisition Online," Marketing Science Institute Working Paper Series.
12. Bell, David R., Daniel Corsten, and George Knox (2008), "The Power of Planned Uncertainty," International Commerce Review, 8 (1), 56-64.
13. Choi, JeongHye, and David R. Bell (2008), "Local Preference Minorities and the Internet: Why e-Retailer Demand is Greater in Areas Where Target Customers Are in the Minority," Marketing Science Institute Special Report, 08-212.
14. Bell, David R., Daniel Corsten, and George Knox (2008), "Unplanned Buying on Shopping Trips," Marketing Science Institute Working Paper, 4-1670.
15. Meyer, Robert, et al (2010), "Behavioral Research and Empirical Modeling of Marketing Channels," Marketing Letters, Special Issue.
16. Knox, George, David R. Bell, and Daniel Corsten (2011), "Situational Determinants of Unplanned Buying in Emerging and Developed Markets," Marketing Science Institute Working Paper, 11-114.

DOCTORAL STUDENTS (FIRST PLACEMENT)

Kathy Li, Advisor

Jae Young Lee, Committee Member (Yonsei University)

JeongHye Choi, Advisor (Yonsei University)

Yanliu Huang, Committee Member (City University of Hong Kong)

Sangyoung Song, Advisor (Baruch College)

Yusong Wang, Co-Advisor (Singapore Management University)

Tony Cai, Committee Member (University of Minnesota)
Ye Hu, Committee Member (Purdue University)
George Knox, Committee Member (Tilburg University)
Gurhan Kok, Committee Member (Duke University)
Juin Chong Kuan, Committee Member (National University of Singapore)
Andres Musalem, Committee Member (Duke University)
Tirthankar Roy, Committee Member (University of Michigan)
David Schweidel, Committee Member (Wisconsin-Madison)
Yi Xu, Committee Member (Duke University)
Catherine Yang, Committee Member (University of California, Davis)

TEACHING AND SERVICE

Undergraduate, MBA and PhD Courses

Digital Marketing and Electronic Commerce (Wharton)
Marketing Management (ISB, INSEAD, MIT, Wharton, UCLA MBA Programs, Wharton MBA for Executives Program); Course Head Wharton MBA Program, Fall 2007-2009
Marketing Research (Wharton School MBA Program, MBA for Executives Program, and Undergraduate Programs, UCLA MBA and Fully Employed MBA Programs)
Marketing Strategy (Wharton School MBA and MBA for Executives Programs)
Choice Modeling (UCLA Doctoral Seminar)
Mathematical Models in Marketing (Wharton School Doctoral Seminar)

Online Classes

Marketing Management, www.coursera.org
Digital Marketing, Social media, and E-commerce for your Business, www.edx.org

Executive Education

Faculty Director, Digital Marketing Strategy for the Digital Economy
Wharton School Custom Executive Programs: AICPCU Insurance Executive Development Program, AVIVA Worldwide Development Program, AXA Executive Leadership, Cendant CEO Series, CLDW Executive Program, KMA CEO Series, LIMRA International Competitive Marketing Strategy, Roche, Rohm & Haas / Wharton Marketing Strategy Program, Shell / Wharton Group Business Leadership Program, Roche Marketing Excellence, Siam Cement Management Development Program, Toyota Executive Development Program.

Wharton School MBA Executive Committee (2005-06); Wharton School Committee on Academic Freedom and Responsibility (2006-); Master of Urban and Spatial Analytics (MUSA) Committee (2007-)

Course Head for Marketing Management (Wharton MBA Program, 2007-2008)
PhD Coordinator for Marketing Department, 2010-2014

REVIEW SERVICE

Editorial Board

Manufacturing & Service Operations Management Senior Editor (Jan 2003--)
Editorial Board, (Dec 1999--), *Journal of Retailing* (Apr 2003--), *Journal of Marketing Research* (July 2004 – Guest AE Jan 2007 --), *Marketing Science* (May 2005 --, Guest AE March 2006 --), *Foundations and Trends in Marketing* (Sept 2005 --), *Manufacturing & Service Operations Management* Special Issue on Behavioral Issues in OM Senior Editor (Oct 2005--), *Management Science*, Special Issue Associate Editor (Jan 2001-03), *International Journal of Research in Marketing* (Dec 2006--), *Management Science*, Associate Editor (Marketing, Oct 2008--), *Journal of Marketing* (July 2011--)

Ad Hoc Reviewer

Alden G. Clayton Doctoral Dissertation Proposal Competition
AMA Doctoral Dissertation Competition
American Economic Review
Association for Consumer Research
International Journal of Research in Marketing
Journal of Business
Journal of Consumer Research
Journal of Economics and Management Strategy
Journal of Marketing
Management Science
Managerial and Decision Economics
Marketing Letters
Marketing Science Institute
Quantitative Marketing and Economics
Sloan Management Review

INVITED ACADEMIC TALKS (FOR COMMERCIAL TALKS SEE DAVIDRBELL.COM)

“Having Fun and Getting Things Done”

April 2017, Indiana University, 47th Haring Symposium

“Ten Years in the Digital Economy”

April 2017, University of Houston, 35th Annual Doctoral Consortium

“Offline Showrooms in Omni-Channel Retail”

February 2017, University of Illinois, Urbana-Champaign

March 2017, Washington University, St. Louis

“Customer Migration in Omni-Channel Retail”

April 2016, Wilfried Laudier University

November 2015, University of Delaware

April 2015, University of Connecticut

April 2015, Boston College

April 2015, Boston University

March 2015, University of Rochester

February 2015, Indian School of Business

May 2014, Bocconi University

October 2014, Wharton School

November 2014, London Business School

December 2013, UNC, Kenan-Flager School

“Neighborhood Social Capital and Social Learning”

May 2013, HEC Paris

May 2013, Erasmus University, RSM

May 2013, Stanford University, Graduate School of Business

March 2013, University of Houston

June 2012, CKGSB Beijing

June 2012, Yonsei University

April 2012, Utah State University

March 2012, IE Business School

March 2012, University of Maryland

February 2012, University of Washington

“Location is (Still) Everything”

September 2012, Blumberg Capital CEO Summit (Half Moon Bay)

September 2012, Google (New York)

“Most Important Variables in Internet Retailing” / “Explaining Spatial Variation in Internet Retail Demand”

May 2011, Yonsei University

March 2011, Google (Mountain View)

“Marketing and IS-enabled Customer Acquisition”

November 2010, University of Minnesota, Carlson School of Management

October 2010, Emory University, Goizueta School of Management

May 2010, Northwestern University, Kellogg School of Management

May 2010, Google (Mountain View)

April 2010, Harvard University, Harvard Business School

April 2010, University of Toronto, Rotman School of Management

“Preference Minorities and the Internet”

December 2009, Tel Aviv University

December 2009, University of Iowa, Department of Geography

November 2009, Korea University

April 2009, University of California, Berkeley, Haas School

March 2009, University of Connecticut, Storrs

February 2009, UT Dallas

October 2008, Wharton School, Erin Anderson Conference

“Unplanned Buying”

December 2010, Yonsei University

December 2008, Monash University

May 2008, ECR Europe (Berlin)

“Spatio-Temporal Analysis of Internet Sales”

October 2007, University of Arizona

March 2007, Koc University

December 2006, Hong Kong University of Science and Technology

“Free Shipping and Repeat Buying on the Internet”

August 2006, Singapore Management University

May 2006, University of Cambridge, Judge Business School

April 2006, Erasmus University, RSM

December 2005, Columbia University, Graduate School of Business

“Neighborhood Effects and Trial on the Internet”

May 2007, Federal Trade Commission

October 2005, University of California, San Diego

April 2005, Tilburg University

April 2005, Yale University, School of Management

January 2005, University of Southern California Marketing Camp
October 2004, Stanford University, Graduate School of Business
October 2004, University of Houston
September 2004, University of Michigan (OMS Department)
July 2004, Singapore Management University
June 2004, Humboldt University

“Issues on the Economics of Pricing”

June 2004, Invited Speaker, Utrecht University, The Tjalling C. Koopmans
Workshop Series

“An Empirical Test of the Theory of Sales”

November 2004, INSEAD, Fontainebleau
November 2004, Singapore Management University
October 2004, Department of Justice

“Invitational Choice Symposium” (2010, also 2004, 2001, 1998, 1996)

“Social Contagion and Private Decision Making: Trial and Repeat”

May 2003, Massachusetts Institute of Technology, Sloan School
April 2003, Carnegie Mellon University
April 2003, University of Texas at Dallas
January 2003, Dartmouth College

“Consumer Search and Price Dispersion”

November 2001, University of Pennsylvania, Wharton Applied Economics

“Win-Win Trade Promotions”

March 2002, Washington University, Olin School
March 2002, University of Toronto
October 2001, INSEAD, Singapore
September 2001, University of Iowa

“Coupons and the Channel”

March 2002, Harvard University, Harvard Business School
September 1999, Northwestern University, Kellogg School Marketing Camp
New York University, Columbia / NYU / Wharton / Yale Marketing Camp

“Rational Shopping Behavior”

April 1999, Duke University, Fuqua School
April 1999, Columbia University, Graduate School of Business
February 1999, University of Chicago, Graduate School of Business

“Determining Where to Shop: Fixed and Variable Costs of Shopping”

June 1998, UCLA (Economics)

December 1997, University of Pennsylvania, Wharton School

October 1997, Hong Kong University of Science and Technology

May 1997, INSEAD, Fontainebleau