

AMIT I. PAZGAL

Professor of Marketing and Operations Management

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EDUCATION

Ph.D., Kellogg Graduate School of Management, Northwestern University,
Evanston, Illinois, 1997.

Dissertation: “**History Dependent Decision Making – Theory and Marketing Implications**”

Master of Science *Summa cum Laude*, Mathematics and Operations Research,
Tel Aviv University, Tel Aviv, Israel, 1992.

Bachelor of Science *Magna cum laude*, Physics and Mathematics,
Tel Aviv University, Tel Aviv, Israel, 1987.

ACADEMIC POSITIONS

Jesse H. Jones Graduate School of Business, Rice University.

Professor of Marketing (2011 -)

Associate Professor of Management and Marketing (2006 – 2011)

John M. Olin School of Business, Washington University in St. Louis.

Associate Professor of Marketing (2002 – 2006) and Associate Director of the Olin
Digital Commerce Center.

Assistant Professor of Marketing (1997 – 2002)

GRANTS & AWARDS

- **Research Award** - Revenue Management and Pricing INFORMS (2012)
- The Jones School **Distinguished Associate Professor** of Management (2009 -2011)
- **Scholarship Excellence Award** - Jones Graduate School of Business Rice University 2008.
- Kauffman **Competitive Entrepreneurship** grant for “**Fiscal and Legal Implications of Exit Strategies of High Tech Startup Firms**” 2005-2007.

- Boeing Center for Technology, Information & Manufacturing grant for "Revenue Management Through Dynamic Pricing with Strategic Customers" (With Y. Aviv) 2004, 2006.
- Boeing Center for Technology, Information & Manufacturing grant for "Pricing of Short Life-Cycle Products" (With Y. Aviv) 2002.
- Runner up for the *Marcile and James Reid Chair Teaching Award*, 2001-2002
- University Scholar, Northwestern University, 1992-1996.
- President's List for Excellence, Tel Aviv University 1991-1992

RESEARCH INTERESTS

- Optimal Pricing Mechanisms
- Competitive Marketing Strategies
- Internet Institutions and Competition
- Process Improvement

PUBLISHED PAPERS (In Order of Appearance)

1. "Dynamic Influences on Individual Choice Behavior" *Marketing Letters* 8:3 (1997) pp. 349-360. Joint with R. Meyer, T. Erdem, J. Steckel et al.
2. "Satisficing Leads to Cooperation in Mutual Interests Games" *The International Journal of Game Theory*, Vol. 26 Issue 4, (1998) 439-453.
3. "Cumulative Discrete Choice" with I. Gilboa, *Marketing Letters* 12:2 (May 2001) pp. 119-130.
4. "The Equivalence of Price and Quantity Competition with Delegation" with N. Miller, the *RAND Journal of Economics* (2001), **32**, pp. 284-301.
5. "Relative Performance as a Strategic Commitment Mechanism" with N. Miller, *Managerial and Decision Economics* (2002), **23**, pp. 51-68.
6. "Internet Shopping Agents: Virtual Co-location and Competition" with G. Iyer *Marketing Science*. (2003) Vol. 22, 1, pp. 85-106.
 - a. **Finalist, for the John D.C Little Best Paper Award for 2003.**
 - b. **Finalist, for the Long Term Impact Award for 2012.**
 - c. Also published in the first issue of *Review of Marketing Science*.
7. "Potential, Consistency and Cost Allocation Prices" with R. P. McLean and W. W. Sharkey. *Mathematics of Operations Research* (2004) Vol. **29**, No. 3, pp. 602-623

8. "Strategic Trade and Delegated Competition" with N. Miller, *Journal of International Economics* (2005), Vol. 66, pp. 215-231.
9. "Economics, Psychology, and Social Dynamics of Consumer Bidding in Auctions" *Marketing Letters* 16:3-4 (2005) pp. 401-413. Joint with A. Cheema, P. Popkowski, R. P. Bagozzi, et al.
10. "A Partially Observed Markov Decision Process for Dynamic Pricing" with Y. Aviv *Management Science* (2005), Vol. 51, 9, pp. 1400-1416.
11. "Budget or Target: The Choice Between Input and Output Strategies" with N. Miller, *RAND Journal of Economics* (2006), Vol. 37, No. 2, pp. 391–415.
12. "The Effects of Costs and Competition on Slotting Allowances" with D. Kuksov, *Marketing Science* (2007), Vol. 26, No 2, pp 259–267. **Finalist, for the John D.C Little Best Paper Award for 2007.**
13. "Comparison of customer balking and renegeing behavior to queuing theory predictions: An Experimental Study" with S. Radas *Computers & Operations Research* (2008), Vol. 35, pp 2537-2548
14. "Advertising Budgets in Competitive Environments" with N. Miller *Quantitative Marketing and Economics*. (2007), Vol.5, pp 131-161.
15. "Optimal Pricing of Seasonal Products in the Presence of Forward-Looking Consumers" with Y. Aviv *Manufacturing & Service Operations Management* (2008) Vol. 10, pp 339-359 (**Lead Article – Sole runner up for the Best Paper Award 2008-2011**)
16. "Procurement Bidding with Restrictions" with G. Iyer *Quantitative Marketing and Economics*. (2008) Vol. 6, pp.177-204.
17. "Behavior-Based Discrimination: Is it a winning play and if so when?" with D. Soberman *Marketing Science*. (2008), Vol. 27, pp 977-994.
18. "Optimal Markdown Pricing: Implications of Inventory Display Formats in the Presence of Strategic Customers", with Yin, R., Aviv, Y., and C. Tang, *Management Science*. (2009), Vol. 55, pp. 1391-1408.
19. "Limited Memory, Categorization and Competition" with G. Iyer and Y. Chen *Marketing Science* (2010) Vol. 29, pp. 650-670.
20. "A Reflection on Analytical Work in Marketing: Three Points of Consensus", with R. Thomadsen, R. Zeithammer et al. *Marketing Letters* (2012) Vol.23 pp. 381-389
21. "Co-Creation with Production Externalities" with S. Niladri *Marketing Science* (2013) Vol. 32, pp. 805–820.

22. "Profit-Increasing Consumer Exit" with D. Soberman and R. Thomadsen *Marketing science* (2013) Vol. 32 , pp. 998–1008
23. "Take Me Out of the Ball Game" with G. Reinhardt *INFORMS Transaction on Education* (2014) Vol 14, pp 137-148.
24. "Maximal or Minimal Differentiation in a Hotelling Market? A Fresh Perspective" with D. Soberman and R. Thomadsen forthcoming *Consumer Needs and Solutions*.
25. "Location Choice and Profit-Increasing Entry" with D. Soberman and R. Thomadsen forthcoming *International Journal of Research in Marketing*.
26. "Hide Supremacy or Admit Inferiority—Market Entry Strategies in Response to Consumer Informational Needs" With Y. Lin forthcoming *Consumer Needs and Solutions*.

SUBMITTED WORKING PAPERS

- "Price Drop Protection Policy with Partial Refunds" with D. Cohen-Vernik (under review *Management Science*)
- "Competing with Co-Created Products" with D. Cohen-Vernik and S. Niladri (under review *Marketing Science*)
- "Behavior and Location based Pricing in a Competitive Context" with D. Soberman (revise & resubmit *Management Science*)
- "Compatible or Incompatible that is the Question" With. D. Soberman (revise & resubmit *Management Science*)
- "Sales Force Allocation – Theory and Experiments" with N. Lim and N. Miller (revising for *Management Science*)
- "Luce versus McFadden: Alternative Views of Stochasticity in Utility-Based Discrete Choice Models" with A. Strijnev, P.B. Seetharaman and R. Batsell (revising for *Marketing Science*)

REFEREED CONFERENCE PROCEEDINGS

- "Have your Agent Call Mine: Software Agents, the Internet, and Marketing" proceedings of the 1st conference on "Marketing Science and the Internet", MIT, March 1998.
- "Software Agents: The Future of Marketing on the Internet?" the proceedings of the 4th Conference on Information Systems and Technology, Cincinnati May 1999.

- "Good Things Come to Those Who Wait" (2001), (With A. Rao, S. Radas) *Advances in Consumer Research*, 29, S. Broniarczyk and K. Nakamoto (eds.), Provo, UT: ACR.

REFEREED BOOK CHAPTERS

- "4I - A New Paradigm for Marketing Online" book chapter in *Internet Marketing Research* by Idea Group Publications 2001.

FINISHED MANUSCRIPTS

- "Business-to-Business Branding Effects: Insights from the Venture Capital Industry" with T. Cox, and L. Bigelow.
- "Service Provision to Heterogeneous Customers" joint with Y. Lin
- "Targeted Innovations" joint with D. Soberman and Y. Lin.
- "Vendor Portal Relations – Building Blocks of Electronic Commerce", with S. Moran.

RESEARCH IN PROGRESS

- "An Empirical Comparison of Three – Most Preferred, Least Preferred, Rank Order – Choice Elicitation Procedures in Conjoint Analysis" with T. Cox and P.B. Seetharaman
- "An Empirical Comparison of Choice Models at the Individual Level" with R. Batsell, T. Cox, R. Swartz, and P.B. Seetharaman
- "Supplier Cost Evaluation" Joint with R. Batsell.
- "Innovative Price Mechanisms Under Strategic Consumer Behavior" joint with Y. Aviv (won the Boeing Center for Technology Grant for the project)
- "Pricing of Short Life-Cycle Products through Active Learning" with Y. Aviv

RESEARCH IN PRELIMINARY STAGES

- "Product Lifecycle and Channel Contracting", joint with G. Iyer.
- "The Market for Text Books", joint with P. Bhardwaj and A. Joshi.
- "A (More) General discrete choice Model", joint with R. Batsel

CONFERENCES PRESENTATIONS

- “Price Drop Protection Policy with Forward Looking Consumers” Invited to M&SOM 2014 and IFORS Barcelona 2014
- “Targeted Innovations” Marketing science 2014
- “Sales Force Allocation – Theory and Experiments” Marketing Science 2012.
- “Frontiers in Marketing” conference UT Dallas 2009, 2012 (By invitation).
- “Production Networks in Co-Creation” Marketing Science 2011.
- “Profit Increasing Entry” Marketing Science 2010, and the Eighth Invitational Choice Symposium Miami 2010.
- “Behavior and Location based Pricing in a Competitive Context” The Eighth Invitational Choice Symposium Miami 2010 (By invitation only).
- Direct Marketing Association – San Diego 2009 – Academic session chair by invitation.
- “Innovative Price Mechanisms under Strategic Consumer Behavior”, Marketing Science 2008.
- “Price Categorization, Limited Memory and Competition”, Third **World Congress** of the **Game Theory Society** 2008 (invitation only).
- “Optimal Customer Portfolio” Yale Center for Customer Insights collaborative conference 2008 (invitation only), Marketing in Israel 2008 conference.
- “Behavior-Based Discrimination”, Marketing Science 2006.
- “The Effects of Costs and Competition on Slotting Allowances”, Strategic and Tactical Decision Making in Supermarket Retailing NY 2005; QME conference 2005 Chicago.
- “Communication and Information Sharing in a Vertical Channel” Marketing Science 2005
- “Advertising Budgets in Competitive Environments” 2nd SICS Conference, Berkeley CA 2004
- “Increasing Compatibility as a Competitive Tool” Marketing Science 2003, First SICS Conference, Berkeley CA 2003 (by invitation only).
- “Pricing of Short Life-Cycle Products Through Active Learning” Marketing Science 2002
- “Good Things Come to Those Who Wait” Marketing Science 2001
- “Internet Shopping Agents: Virtual Co-location and Competition”, Marketing Science 2000, Fifth International Choice symposium –California (invitation only).
- “4I – A New Paradigm for Marketing On-Line”, Informs 1999.
- “Have your Agent Call Mine: Software Agents, the Internet, and Marketing” the 1st conference on “Marketing Science and the Internet”, MIT, 1998. (only 10 presenters accepted.)

- "Relative Performance Compensation" in INFORMS Dallas 1997.
- "History Dependent Decision Making" in the 3rd International Choice Symposium hosted by NYU – Columbia; June 1996, (invitation only); FUR VIII 1997 Mons Belgium (invitation only), and in Informs Montreal 1999.
- "Satisficing Leads to Cooperation in Mutual Interests Games" in the “Summer in Tel-Aviv 1996” economics conference at the Tel-Aviv University (by invitation.)

INVITED SEMINAR PRESENTATIONS

2015: IDC, University of Utah

2014 UC Riverside, UBC Vancouver, Illinois Institute of Technology

2013: Texas A&M, UC Davis, Indian School of Business, Cambridge University.

2012: UCLA, Tel-Aviv University

2011: Chapman University, UCF.

2010: 8th Choice Symposium, IDC Israel, Duke University.

2009: National University of Singapore, University of Houston, UT Dallas, Rice University-Economics department.

2008: University of Alberta, SICS Conference UC Berkeley - discussant by invitation.

2006: Rice University, Yale University.

2000-2005: In Reverse order of invitations:

Harvard University, Rice University, Inter Disciplinary Center Israel University at Buffalo New York, Catholic University Lisbon - Portugal, , Oxford University United Kingdom, University of Chicago, UC Berkeley, Tel-Aviv University, Hebrew University, Universidad Complutense de Madrid – Spain, IESE Barcelona -Spain, University of Florida, University of Amsterdam – Netherlands, Advanced School of Economics in Venice – Italy, Northwestern University.

PH.D. DISSERTATION COMMITTEES

I have been involved in an active advisory role in the doctoral theses of the following students:

- Yuxin Chen (1999) - current position NYU
- Chuan He (2002) - current position University of Colorado
- Andrei Strijnev (2003) - current position UT Dallas.
- Kyril Lakishyk (2005) – current position UC Lisbon, Portugal.

- Yu Ma (2005) - current position University of Alberta Edmonton.
- Yunfang Lin (2006) – current position Wilfred Laurier University
- Rajnish Kumar (2010) – Economics – current position FIU
- Kerem Toklu (2013) – Economics- current position Weatherford (WFT) International
- B. Tod Cox (2014) – current position Stetson University
- Alexander Chaudhry (2014) current position Texas Tech University
- Emre Dogan (2014) –Economics – current position National Research University Moscow
- Yang Wang – Expected graduation 2016

TEACHING EXPERIENCE

Teaching evaluations are all equivalent to 9 or 10 (on a scale of 1-10, 10 being the highest)

- Pricing – Undergraduate, MBA, Executive MBA, Executive Training, PhD
- Marketing Channels – MBA, Executive Training
- Marketing Strategy – Executive MBA
- Internet Marketing & Electronic Commerce- MBA, Executive MBA, Executive Training
- Thinking Strategically – MBA, PhD
- Operations Management – EMBA, MBA
- Process Management & Improvement – MBA, EMBA
- Statistical Modeling - Undergraduate, MBA, PhD.
- Marketing Models – PhD.
- Core Marketing – Undergraduate

EDUCATIONAL SIMULATIONS DEVELOPED (SOFTWARE)

Bistro Game – repeated price competition for a commodity incorporating customer loyalty and marketing efforts. The simulation is being used in several universities in an MBA pricing or undergraduate marketing strategy classes.

Airline Pricing – various pricing strategies for competing airlines on the same route system.

Cost Allocation – A Shapley value calculator to help explain cost allocation problems.

WORK EXPERIENCE AND CONSULTING

- *Contxt*, 2000-2002 Co-founder
- *Pazim (Computers) Ltd.*, 1996-2004. Pricing, Scheduling and sales forecasting.
- *Scheduling Technology Group.*, 1998-1999 Pricing
- *Creative Output Inc.*, 1993-1997. Management consulting.
- *Israeli Defense Forces*, 1987-1992. Officer (rank upon separation - Captain.)
- *GE Oil & Gas* 2011-2012 Marketing & Pricing Consulting
- *Shorter Consulting Projects* - Ameritech, STG- UK, Bynet, Bank Leumi -Israel, Australian Post Office, Influence, ESCO,
- *Advisory Boards* - Garden Click, Influence Incubator.
- *Leadership council* – 1999-2006 - KETC Channel 9, St. Louis PBS Television Station.

PROFESSIONAL ACTIVITIES

- *Co-Chair: Marketing Science Conference 2011* (number of participants - 850)
- *Senior Editor: Production and Operations Management*
- *Associate Editor: Quantitative Marketing and Economics.*
- *Editorial Board Member:*
 - *Marketing Science*
 - *International Journal of Research in Marketing.*
- *Ad-hoc Reviewer for:*
 - Marketing journals:** Management Science, Journal of Marketing Research, Review of Marketing Science, International Journal of Research in Marketing
 - Operations Management journals:** Manufacturing & Service Operations Management, Management Science, Production and Operations Management Society, Operations Research
 - Economics journals:** RAND Journal of Economics, Journal of Economic Theory, Journal of International Economics, The B.E. Journal of Economic Analysis & Policy, Games and Economics Behavior, International Journal of Game Theory
- *Professional Affiliation:*
 - American Marketing Association (AMA)
 - Institute for Operations Research and Management Sciences (INFORMS)

Direct marketing Association (DMA) – academic chapter
Decision Science Institute (DSI.)

UNIVERSITY SERVICE

- Member, Rice University : Research Committee, 2013-2014
- Member, Rice University : Benefits Committee, 2011-2013
- Member, Rice University : Fellowships and Awards Committee, 2007-2011
- Member, Rice University: Faculty Committee to review the Dean of the Jones Graduate School of Business. (2009)

JONES SCHOOL SERVICE

- Academic Director of Operations Management (2014-)
- Member Jones Graduate School of Business *Promotion and Tenure Committee* (2011-2013, 2015-)
- Member Jones Graduate School of Business *Dean's Advisory Committee* (2009 – 2015)
- **Marketing Area Advisor**, Ph.D. Program, Jones Graduate School of Business, (2010 –2013)
- Member, Undergraduate Oversight Committee, Jones Graduate School of Business, (2007-)
- Member of the “Jones Citizen Award” committee (2009-2010)
- Coordinator of the marketing faculty recruiting (2008, 2010-2013)
- Member, Energy Recruiting Committee (2008 – 2009)
- Chair, Research Committee, Jones Graduate School of Business, 2007 (Member from 2006)
- Member, Search Committee for Operations Management Leader, Jones Graduate School of Business, 2007
- Member Academic Standards Committee, Jones Graduate School of Management, 2006-2007