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Education

- Ph.D. *Anderson Graduate School of Management at UCLA*, December 13, 1996.
Area: Marketing
- M.B.A. *Anderson Graduate School of Management at UCLA*, March 1991.
- Licenciado *Universidad de la República, Montevideo, Uruguay*, September 1986.
Area: Accounting and Business Administration.

Honors and Awards

INFORMS Edelman Award Finalist (April 2007): “Pioneering Automotive Scientific Price Customization at Chrysler”

Paul E. Green Best Paper Award (2007): American Marketing Association, *Journal of Marketing Research*, “How the Internet Lowers Prices: Evidence from Matched Survey and Auto Transaction Data”

INFORMS Society for Marketing Science (June 2006), winner 2006 Practice Prize: “PIN Incentive Planning System: A Decision Support System for Planning Automobile Manufacturers’ Pricing and Promotions”

Regents’ Faculty Fellowship, University of California Riverside, 2006 – 2007.

Academic Senate Research Grants, University of California, Riverside, 2004-2005, 2005-2006, 2006-2007, 2007-2008.

Marketing Science Institute (September 2002), research competition on “Linking Marketing to Financial Performance and Firm Value,” honorable mention for: “Do New Product Introductions Really Impact Long-Run Financial Performance” (with D.M. Hanssens, K. Pauwels and S. Srinivasan).

Marketing Science Institute (1995): winner Alden G. Clayton Doctoral Dissertation Competition.

UCLA – Anderson School Ph.D. Program (1995): Fellow, American Marketing Association Doctoral Consortium.

UCLA – Anderson School Ph.D. Program (1995): Fellow, Doctoral Internationalization Consortium in Marketing, University of Texas, Austin.

UCLA – Anderson School Ph.D. Program (1994): Fellow, XII Doctoral Symposium in Marketing, University of Houston.

Pacific Academy for Advanced Studies (1993 - 1996): Fellowship.

UCLA – Anderson School Ph.D. Program (1992 - 1996): Anderson Fellowship.

UCLA – Anderson School MBA Program (June 1991): Edward W. Carter Fellow (awarded to the top 2% of the class).

UCLA – Anderson School MBA Program (September 1990): Outstanding International Student award.

UCLA – Anderson School MBA Program (January 1990): membership to Beta Gamma Sigma Honors Society.

Fulbright Commission (1989 – 1991): scholarship to pursue graduate business education in the U.S.

Employment - Academic

University of California, Riverside

2007-present: Associate Professor, Marketing

2003-2007: Assistant Professor, Marketing

University of California, Los Angeles

2001-2003: Visiting Assistant Professor, Marketing

Instituto de Altos Estudios Empresariales, Universidad Austral (Argentina)

1997: Visiting Professor, Marketing

Universidad ORT (Uruguay)

1997: Visiting Professor, Marketing and Strategy.

1992: Professor of Finance, MBA Program.

Universidad de la República, Montevideo, Uruguay

- 1991-1992: Academic Advisor to the Dean, School of Economics and Business Administration.
- 1991-1992: Associate Professor. Teaching areas: Quantitative Methods in Management and Organizational Economics.
- 1986-1989: Assistant Professor of Corporate Finance, Quantitative Methods in Management and Financial and Actuarial Mathematics.

Employment - Industry

- 1996-2003: **J. D. Power and Associates**
- 2001-2003: Executive Director, Marketing Science
- 1999-2001: Senior Director, Marketing Science
- 1997-1999: Director, Marketing Science
- 1996-1997: Director, Data Analysis

Built and implemented models based on transaction data. Built the marketing science modeling team.

Consulting Activity

Clients of recent consulting engagements include: BMW, Mercedes Benz, Chrysler, Ford, General Motors, Honda, and Nissan

Publications on Refereed Journals

1. "A Latent Look at Empirical Generalizations," (1995), *Marketing Science*, Summer, pp. G61-G70 (with Donald G. Morrison)
2. "Long-Run Effects of Price Promotions in Scanner Markets," (1999), *Journal of Econometrics*, 89, 1-2, pp. 269-291 (with Marnik Dekimpe and Dominique M. Hanssens)
3. "A Decision Support System for Planning Manufacturers' Sales Promotion Calendars," (1999), *Marketing Science*, Vol. 18, N.3, pp.274-300 (with Randolph E. Bucklin and Donald G. Morrison).
4. "Internet Car Retailing," (2001), *Journal of Industrial Economics*, Vol. XLIX, 4, December (with Fiona Scott Morton and Florian Zettelmeyer)
5. "Consumer Information and Price Discrimination: Does the Internet Affect the Pricing of New Cars to Women and Minorities?" (2003), *Quantitative Marketing*

and Economics, Vol.1 (1), pp.65-92, NSF funded (with Fiona Scott Morton and Florian Zettelmeyer)

6. "Product Innovations, Promotions and Long-Term Firm Value" (2004), *Journal of Marketing*, Vol.68, October, pp.142-156 (with Dominique M. Hanssens, Koen Pauwels and Shuba Srinivasan).
7. "Capturing the Effect of Coupon Promotions in Scanner Panel Choice Models" (2004), *Journal of Product and Brand Management*, Vol.13 (6), pp.442-452 (with Randolph E. Bucklin).
8. "How the Internet Lowers Prices: Evidence from Matched Survey and Auto Transaction Data" (2006), *Journal of Marketing Research*, Vol. 43, May, pp. 168-181 (with Fiona Scott Morton and Florian Zettelmeyer).

This paper was the winner of the Journal of Marketing Research 2007 Paul E. Green best paper Award

9. "\$1000 Cash Back: The Pass-Through of Auto Manufacturer Promotions" (2006) *American Economic Review*, September, pp. 1253-1270 (with Meghan Busse and Florian Zettelmeyer).
10. "Lease or Buy: A Structural Model of the Vehicle Acquisition Decision" (2007), *Journal of Marketing Research*, Vol. 44, August, pp.490-502 (with Srabana Dasgupta and S. Siddarth).
11. "Chrysler and J.D. Power: Pioneering Scientific Pricing Customization in the Automobile Industry" (2008), *Interfaces*, Vol. 38, No.1, Jan-Feb, pp. 26-39 (with Will Shearin, Irina Ionova, Alexei Khavaev and Deirdre Borrego)

This paper was a finalist of the 2007 INFORMS Edelman Award competition

12. "A Nested Logit Model of Product and Transaction-Type Choice for Planning Automakers' Pricing and Promotions" (2008), *Marketing Science*, forthcoming (with Irina Ionova)

This paper was the winner of the 2006 INFORMS Society for Marketing Science Practice Prize

13. "Distribution Intensity and New Car Choice" (2008), *Journal of Marketing Research*, forthcoming, (with Randolph E. Bucklin and S. Siddarth).

14. "Product Innovations, Advertising Spending and Stock Returns" (2008), *Journal of Marketing*, forthcoming (with Dominique M. Hanssens, Koen Pauwels and Shuba Srinivasan).

Working Papers and Work in Progress

1. "Cowboys or Cowards: Why are Internet Prices Lower" (with Fiona Scott Morton and Florian Zettelmeyer). Working Paper 8667, *National Bureau of Economic Research*. NSF funded.
2. "Scarcity Rents in Car Retailing: Evidence from Inventory Fluctuations at Dealerships" (with Fiona Scott Morton and Florian Zettelmeyer). Working Paper 12177, *National Bureau of Economic Research*.
3. "Fusing Consideration and Choice Data for Durable Products," (with Andres Terech and Randolph E. Bucklin).
4. "Developing Regional Promotional Programs in the Automotive Industry: A Disaggregate Hierarchical Bayes Model," (with Kwangpil Chang and S. Siddarth).
5. "The Role of Consideration Sets and Attitudinal Variables in Identifying Substitution Patterns in the U.S. Automobile Market," (with S. Siddarth)

Conference Proceedings

"Planning a Manufacturer's Sales Promotion Calendar" (1997), In *New Frontiers in Competitive Decision Making: Toward a Research Agenda*, *Marketing Science Institute*, December. Proceedings of second Conference on Competitive Decision Making, held June 6-8, 1997, in Charleston, South Carolina. Sponsored by the Marketing Science Institute, University of Notre Dame, and University of Wisconsin-Madison (with Randolph E. Bucklin).

Review Article – Invited

"Comment on 'Market Response Models and Marketing Practice' by Hanssens, Leeflang and Wittink," (2005), *Applied Stochastic Models in Business and Industry*, Vol. 21, pp. 437-438.

Conference Presentations

“Scarcity Rents in Car Retailing: Evidence from Inventory Fluctuations at Dealerships,” presented at the 2008 *European Marketing Academy (EMAC) 37th Conference*, University of Brighton, Brighton, United Kingdom and at the 2008 *Marketing Science Conference*,

“Consumer Response Models in the Auto Industry: What We’ve Learned and What We Don’t Know Yet,” presented at the 2007 *Conference on the Practice and Impact of Marketing Science*, The Wharton School, Philadelphia, PA, October 2007

“Identifying the Drivers of Product Preferences and Substitution Patterns: an application to the US Automobile Market,” presented at the 2007 *Marketing Science Conference*, Singapore Management University, Singapore, June 2007 (with S. Siddarth)

“Pioneering Scientific Price Customization in the Automobile Industry,” presented at the 2007 *INFORMS Practice Conference*, Vancouver, BC, April 2007 and at the 2007 *INFORMS Annual Meeting*, Seattle, November 2007.

“PIN Incentive Planning System: A Decision Support System for Planning Automobile Manufacturers’ Pricing and Promotions,” presented at the 2006 *Marketing Science Conference*, University of Pittsburgh, June 2006, and at the 2007 *EMAC Conference*, Reykjavik University, Iceland, May 2007.

“Modeling Consumer Choice of Brand and Style in the Automobile Industry,” presented at the 2006 *Marketing Science Conference*, University of Pittsburgh, June 2006 (with Irina Ionova and Alexei Khavaev)

“The Role of Consideration Sets and Attitudinal Variables in Identifying Substitution Patterns in the U.S. Automobile Market,” presented at the UCR Marketing Colloquium. April 2006, Yale YCCI Conference, May 2006 and at the 2006 *Marketing Science Conference*, University of Pittsburgh, June 2006 (with S. Siddarth, Irina Ionova and Alexei Khavaev)

“Product Innovations, Advertising Spending and Stock Market Returns,” presented at the 2005 *Marketing Science Conference*, Emory University, June 2005 (with D.M. Hanssens, K. Pauwels and S. Srinivasan)

“Staying Ahead in the Innovation Race: New-Product Introductions and Relative Firm Value,” presented at the Collaborative Research conference, *Marketing Science Institute*, Yale University, December 10-12, 2004 (with Dominique M. Hanssens, Koen Pauwels and Shuba Srinivasan).

“Innovation Effects on Firm Value,” presented at the 2004 *Marketing Science Conference*, Erasmus University, Rotterdam, The Netherlands (with D.M. Hanssens, K. Pauwels and S. Srinivasan).

“Optimizing Promotion Programs in the Automotive Industry,” presented at the 2003 *Marketing Science Conference*, University of Maryland, June 2003 (with I. Ionova and A. Khavaev).

” The Effect of Information and Institutions on Price Negotiations: Evidence from Matched Survey and Auto Transaction Data,” presented at the 2003 *Marketing Science Conference*, University of Maryland, June 2003, (with F. Scott Morton and F. Zettelmeyer).

“The Long-Term Impact of New-Product Introductions and Promotions on Financial Performance and Firm Value,” presented at the 2003 *Marketing Science Conference*, University of Maryland, June 2003 (with D.M. Hanssens, K. Pauwels and S. Srinivasan).

“Developing Regional Promotional Programs in the Automotive Industry Based on Transaction Data: A Hierarchical Bayes Model with Regional and Zipcode-Level Response Heterogeneity,” presented at the 2003 *Marketing Science Conference*, University of Maryland, June 2003 (with K. Chang and S. Siddarth).

“Implementing Marketing Models for Promotional Programs in the Automotive Industry,” presented at the special session on Marketing Models: ROI, Accountability and Implementation, at the 2002 *Fall INFORMS Annual Meeting*, November 2002.

“Modeling Promotions Effects on Consumers’ Choice of Brand and Acquisition Type for Automobiles,” presented at the 2002 *Marketing Science Conference*, Edmonton, Alberta (June 2002) and at the *Fall INFORMS Conference*, San Jose, November 2002 (with I. Ionova).

“Cowboys or Cowards: Why are Internet Car Prices Lower?,” presented at the 2002 *Marketing Science Conference*, Edmonton, Alberta, June 2002 (with F. Scott Morton and F. Zettelmeyer)

“Modeling Dynamic Interactions between the New and Used Vehicle Markets,” presented at the 2001 *Marketing Science Conference*, Wiesbaden, Germany, July 2001 (with J. Cheng and I. Ionova).

“Modeling Long-Term Product and Pricing Decisions in the Automobile Industry: An Agent Based Approach,” presented at the 2001 *Marketing Science Conference*, Wiesbaden, Germany, July 2001 (with J. Cheng and I. Ionova).

“Internet Car Retailing,” presented at the 2001 *Marketing Science Conference*, Wiesbaden, Germany, July 2001 (with F. Scott Morton and F. Zettelmeyer).

“Developing Promotional Programs in the Automotive Industry: A Disaggregate Hierarchical Bayes Model,” presented at the 2000 *Marketing Science Conference*, Los Angeles, June 2000 (with S. Siddarth).

“Using Fuzzy Choice Sets to Sharpen the Focus on Brand Competition: An Application to New Car Purchases,” presented at the 1999 *Marketing Science Conference*, Syracuse, New York, May 1999 (with R.E. Bucklin and S. Siddarth).

“Distribution Intensity, Choice and Price: Insights from Transaction Data for New Car Sales,” presented at the 1998 *Marketing Science Conference*, Fontaineblau, France, July 1998 and at the *Fall INFORMS Conference*, Seattle, Washington, October 1998 (with R.E. Bucklin).

“When Is Competitive Retaliation Necessary for Long-Term Survival?” presented at the 1998 *Marketing Science Conference*, Fontaineblau, France, July 1998 (with M.G. Dekimpe and D. M. Hanssens).

“Long-run Effects of Price Promotions in Scanner Markets,” presented at the *Association for Consumer Research* meeting, Montreal, Canada, March 1998 (with M.G. Dekimpe and D.M. Hanssens).

“Planning a Manufacturer’s Sales Promotion Calendar,” presented at the 1997 *Marketing Science Conference*, Berkeley, California, March 1997 (with R.E. Bucklin and D.G. Morrison).

“How Inflated is your Lift? The Trouble with Store-Level Promotion Analysis,” presented at the 1996 *Marketing Science Conference*, Gainesville, Florida, March 1996 (with R. E. Bucklin)

“Long-Run Marketing Inferences from Scanner Panel Data,” presented at the 1996 *Marketing Science Conference*, Gainesville, Florida, March 1996 (with M.G. Dekimpe and D.M. Hanssens).

"Coupons in the Eye of the Holder: A Tale of Three Segments," presented at the 1995 *Marketing Science Conference*, Tucson, March 1994; XII Doctoral Symposium in Marketing, University of Houston, April 1994 (with R.E. Bucklin).

Invited Presentations and Seminars

University of California, Riverside, Department of Economics (April 2007), “Distribution Intensity and New Car Choice”

University of British Columbia (October 2006), “Distribution Intensity and New Car Choice”

Universidad de la República (October 2005), Montevideo, Uruguay: Seminar on Marketing Models.

Instituto de Empresas (February 2004), Madrid, Spain: “Cowboys or Cowards: Why are Internet Car Prices Lower.”

UC Berkeley IOFest (October 2003), Berkeley, California: “\$1000 Cash Back: The Price and Sales Effect of Auto Manufacturer Promotions” (with M. Busse and F. Zettelmeyer).

Marketing Science Conference (June 2002), Edmonton, Alberta. Discussant on special session on Global Marketing Analysis and Planning in the Internet World.

Second Conference on Competitive Decision Making (June 1997), Charleston, South Carolina: “Planning a Manufacturer’s Sales Promotion Calendar” (with R.E. Bucklin)

Universidad de la República, (September 1993), Montevideo, Uruguay “Modeling Consumer Response with UPC Scanner Data.”

Colegio de Contadores y Economistas (August 1986), Montevideo, Uruguay “Analysis of the Microcomputer Market in Uruguay.”

Teaching

MBA Program

Case Studies in Marketing: 2004, 2005

New Product Development: 2004

Management Synthesis: 2004, 2005, 2006

Market Assessment: 2006, 2007

Marketing Management (core course): 2006, 2007

Marketing Channels and Sales Force: 2008

Marketing Models (UCLA): 2002-2003

Undergraduate Program

Marketing Institutions (Channels of Distribution): 2004-2008

Service

UCR - A. Gary Anderson Graduate School of Management

Member, Research Committee: 2003 – 2004

Member, Master’s Programs Committee: 2003 – 2004

Marketing Area Coordinator: 2004 – 2005

Chair of MBA Admissions Committee: 2005 – 2006

Graduate Advisor: 2005 – 2006

Member, Search Committees for positions in Management, Marketing and Entrepreneurship: 2005-2007.

Member, Search Committees for positions in Management, Marketing and Supply Chain: 2007-2008.

Member, A.G. Anderson Graduate School of Management Executive Committee: 2007 - 2009

University of California, Riverside

Chair, UCR Committee on University Extension: 2007 - 2008

Member, UCR Committee on University Extension: 2005 - 2007

Membership on Ph. D. Dissertation Committees

Andrés Terech (UCLA). Dissertation: Three Essays on : I) Consideration, Choice and Classifying Loyalty; II) Fusing Consideration and Choice Data for Durable Products, III) Modeling Spatial Correlation in Consideration Set Membership. Successfully defended on May 28th, 2004.

Amit Joshi (UCLA). Dissertation: Advertising Spending and Market Capitalization. Successfully defended on May 17th, 2005.

Editorial Service - Ad-Hoc Reviewer

Marketing Science (member of Advisory Board since 2007)

Journal of Consumer Research

Journal of Marketing

Management Science

Marketing Letters

Journal of Political Economy

Journal of Industrial Economics

Journal of Economics and Business

Journal of Product and Brand Management

European Marketing Academy (EMAC) 33rd Conference

Journal of Applied Economics

B.E. Journals in Economic Analysis and Policy

Eastern Economic Journal

Economic Inquiry

Journal of Retailing

Regional Science and Urban Economics

Review of Economics and Statistics

Other Service

2007 Conference on the Practice and Impact of Marketing Science: Organizing Committee, member; 5th Practice Prize Competition, judge.

2007 INFORMS Conference on OR Practice: Advisory Council, member, Marketing Track, chair (April)

Marketing Science Conference (June 2003): Judge, 1st Practice Prize Competition

Marketing Science Conference (June 2004): Judge, 2nd Practice Prize Competition

Marketing Science Conference (June 2005): Judge, 3rd Practice Prize Competition

Member, Advisory Board, INFORMS Society for Marketing Science, 2002 - 2005.

Member, Practice Activities Committee, INFORMS Society for Marketing Science, 2002 - 2007

Vice-President of Practice, INFORMS Society for Marketing Science, 2006 - 2007.

Professional Affiliations

Member, American Marketing Association.

Member, Institute for Operations Research and the Management Sciences (INFORMS).

Member, American Economic Association.

Member, The Econometric Society.

Member, Uruguayan Association of Certified Public Accountants and Economists.