

CURRICULUM VITAE

Naufel J. Vilcassim

**London School of Economics and Political Science
Department of Management
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EMPLOYMENT

London School of Economics and Political Science

Professor of Marketing &
Head of Department of Management, January 2017 to date

London Business School

Professor of Marketing, August 2000 to December 2016 (on leave)
Chair, Marketing Subject Area, August 2001 to July 2004 & August 2013 to date
Management Board, August 2012 to date
Academic Director, Aditya Birla India Centre, August 2013 to date
Executive Committee and Management Board, August 2012 to July 2013
Faculty Director, Dubai Centre, May 2009 to July 2011
Deputy Dean (Faculty), August 2004 to July 2007
Member (*ex officio*), Governing Body August 2004 to July 2007

University of Southern California, Marshall School of Business

Professor of Marketing, July 1999 to July 2000
Associate Professor (Tenured), September 1992 to June 1999

Northwestern University, Kellogg Graduate School of Management

Assistant Professor, September 1986 to August 1992

Other Appointments

Indian School of Business

Visiting Professor, December 2014, December 2013, April – May 2012

Hong Kong University of Science and Technology, School of Management,

Visiting Professor of Marketing, August 2011 – February 2012

University of Chicago, Graduate School of Business:

Visiting Professor, Spring 2008, Spring 2002, Summer 2001, Spring 2000
Visiting Associate Professor, September 1998 – June 1999

National University of Singapore, School of Business Administration
Visiting Professor of Marketing, January – March 2008.

Chulalongkorn University, Sasin Graduate Institute of Business Administration,
Visiting Professor: August 1997, August 1995, August 1994, August 1993

Cornell University, Johnson Graduate School of Management
Graduate Research Assistant, 1983 - 1986

University of Texas (Arlington)
Graduate Teaching Assistant, 1980 - 1982

Hayleys Group, Colombo, Sri Lanka
Management Executive, October 1997 – January 1980

EDUCATION

Ph.D.
Cornell University, August 1986
Major Field: Marketing
Minor Fields: Economics, Econometrics

M. B. A.
University of Texas (Arlington), May 1982
Concentration: Management Science

B.Sc.
University of Sri Lanka, May 1976
Area of Study: Natural Sciences (Physics, Chemistry and Mathematics)

AWARDS (Research and Teaching)

Qualcomm Foundation Invited Research Grant (US \$ 200,000) to conduct research on Evaluating the Role of Wireless Reach™ in Improving OpASHA's Patient Compliance to Tuberculosis Treatment in India

ESRC / DFID Competitive Research Grant (approx. £340,000) to conduct research on "Improving Managerial Capital and Access to Business Information Tools among Growth-oriented Entrepreneurs in Uganda and Rwanda." Additional funding from the Deloitte Institute for Innovation and Entrepreneurship (London Business School), SEED (Stanford University), and Graduate School of Business, University of Chicago

Best Core Teacher Award: London Business School, Executive MBA Program Core (B) 2003

Winner 1991 John D. C. Little Award for the Best Paper published in *Marketing Science / Management Science* (Marketing Area)

Finalist (Two separate papers) 1996 O'Dell Award for the Best Paper published in 1991 in the *Journal of Marketing Research*

CIBEAR International Research Proposal Award 1993 - 1994

American Marketing Association- Shethe Foundation Doctoral Consortium, Faculty Fellow 1999, 2015

James R. McManus Research Professorship (Kellogg) 1990 – 1991

Beatrice Foundation Research Professorship (Kellogg) 1987 – 1988

Recognized for Excellence in Teaching at Kellogg Graduate School, Northwestern University (Winter 1991, Spring 1989, Winter 1989, Spring 1988)

AMA Doctoral Consortium Fellow, 1985

Beta Gamma Sigma, National Business Honor Society, 1982

PROFESSIONAL SERVICE

- Associate Editor - *Management Science* (2011-2014)
- Editorial Board - *Marketing Science* (1989 – 2014), *Journal of Marketing Research* (1994-2014), *International Journal of Research in Marketing* (2002-2006), *Quantitative Marketing and Economics* (2003-2013), *International Journal of Internet Marketing and Advertising*, *Asian Journal of Marketing*
- Ad-hoc Reviewer - *Management Science*, *Journal of Econometrics*, *Journal of Consumer Research*, *Journal of Business and Economic Statistics*, *European Journal of Operations Research*, *Journal of Applied Econometrics*, *Singapore Marketing Review*, *International Journal of Research in Marketing*, *Journal of Retailing*, *OMEGA*, *Economic Journal*, *Journal of Marketing*
- European Research Council *Member Starting / Consolidator Grants Evaluation Panel* 2009, 2010, 2011, 2013
- Panel Member, *Hong Kong University Grants Commission Research Assessment Exercise* 2013-2014
- Research Proposal Evaluations - *National Science Foundation*, *Marketing Science Institute*, *Hong Kong Universities Grants Commission*
- External Reviewer for Faculty Hiring / Promotion / Tenure:
MIT (Sloan), University of California (Berkeley, Irvine, Davis), University of Minnesota, Columbia University, Cornell University, Harvard University, Stanford University, University of Michigan, University of Maryland, Hebrew University of Jerusalem, University of Cypress, University of Santa Clara, National University of Singapore, University of Pittsburgh,

Washington University (St. Louis), University of Pennsylvania (Wharton), Purdue University (Krannert), Northwestern (Kellogg), Rice University, University of Melbourne, and HKUST, among others

PUBLICATIONS

Hong, Sugtak, Kanishka Misra and Naufel Vilcassim, "A Tempting Assortment: The Effect of Product Assortment on Multicategory Purchase Incidence," Journal of Marketing, 2016 September

Guler, Umut, Kanishka Misa and Naufel Vilcassim, "Countercyclical Pricing: A Consumer Heterogeneity Explanation," Economic Letters, 2014 (122)

Ascarza, Eva, Anja Lambrecht and Naufel Vilcassim, "When Talk is "Free": The Effect of Tariff Structure on Usage under Two and Three-Part Tariffs," Journal of Marketing Research, 2012 (December), 882-899

Lambrecht, Anja; Katja Seim, Naufel Vilcassim, Amar Chema, "Price Discrimination in Service Industries" Marketing Letters 2012 (invited paper from Choice Symposium).

Bruno, Hernan and Naufel Vilcassim, "Structural Demand Estimation with Varying Product Availability," Marketing Science 2008 (6), 1126-1131

Muller, Eitan, Oded Koenigsberg, and Naufel Vilcassim "easyJet® Pricing Strategy: Should Low-Fare Airlines Offer Last-Minute Deals?" Quantitative Marketing and Economics, 2008 (6), 279-297

Chu, Junhong, Pradeep Chintagunta, and Naufel Vilcassim "Assessing the Economic Value of Multi-Channel, Multi-Product Strategies of Firms: An Application to the PC Industry," Journal of Marketing Research, 2007 (February), 29-41

Chintagunta, Pradeep, Vrinda Kadiyali, and Naufel J. Vilcassim, "Endogeneity and Simultaneity in Competitive Pricing and Advertising: A Logit Demand Analysis," Journal of Business, 2006 (November), 2761-2787

Dube, Jean-Pierre, K. Sudhir,, Naufel J. Vilcassim "Recent Advances in Structural Econometric Modeling: Dynamics, Product Positioning, and Entry," Marketing Letters (invited paper), 2005, (16) 3/4, 209-224

Bronnenburg, Bart, Peter E. Rossi and Naufel J. Vilcassim, "Structural Modeling and Policy Simulation," Journal of Marketing Research, 2005, (February), 22-26

Chintagunta, Pradeep, Vrinda Kadiyali, and Naufel J. Vilcassim, "Structural Modeling of Competition: A Marketing Perspective, in Assessing Marketing Performance, Christine Moorman and Donald R. Lehman (Editors), Marketing Science Institute, Boston, MA, 2004

Dreze, Xavier, Patricia Nisol, Naufel J. Vilcassim "Do Promotions Increase Store Expenditures? A Descriptive Study of Household Shopping Behavior" Quantitative Marketing and Economics, 2004, (2) 1, pp. 59-92

Kadiyali, Vrinda, Pradeep Chintagunta, and Naufel Vilcassim, "Power in Manufacturer-Retailer Interactions: An Empirical Analysis of Pricing in a Local Market," Marketing Science, 2000 (19) 2, pp. 127-148

Vilcassim, Naufel, Vrinda Kadiyali, and Pradeep Chintagunta, "Investigating Dynamic Multifirm Interactions in Price and Advertising: A Conjectural Variation Approach," Management Science, 1999 (45) 4 , pp. 499-518

Kadiyali, Vrinda, Naufel Vilcassim, and Pradeep Chintagunta, "Product Line Extensions and Competitive Market Interactions: An Empirical Analysis," Journal of Econometrics , 1999 (1-2), pp. 339-363.

Jain, Dipak, Eitan Muller, and Naufel Vilcassim, "Pricing Patterns of Cellular Phones and Phonecalls: A Segment-Level Analysis," Management Science, 1999 (45) 2, pp. 131-41

Chintagunta, Pradeep and Naufel Vilcassim, "Empirical Implications of Unobserved Household Heterogeneity for Manufacturer and Retailer Pricing," Journal of Retailing and Consumer Services, 1998, (5) 1 pp. 15-24.

Kadiyali, Vrinda, Naufel Vilcassim, and Pradeep Chintagunta, "Empirical Analysis of Competitive Product Line Pricing Decisions: Lead, Follow, or Move Together?" Journal of Business: 1996, 4, pp. 459-487.

Chintagunta, Pradeep and Naufel Vilcassim, "A Two-Period Repeated Game Advertising Investment Model for Oligopolistic Markets: An Application to the Beer Industry," Decision Sciences, 1995, 26 (4), pp. 531-559.

Vilcassim, Naufel and Pradeep Chintagunta, "Investigating Retailer Pricing Strategies from Household Scanner Panel Data," Journal of Retailing: Special Issue on Distribution Channel Management with a Management Science Perspective, 1995, 71 (2), pp. 103-128.

Chintagunta, Pradeep and Naufel Vilcassim, "Marketing Investment Decisions in a Dynamic Duopoly: A Model and Empirical Analysis," International Journal of Research in Marketing, 1994, 11, pp. 287-306.

Jain, Dipak, Naufel Vilcassim , and Pradeep Chintagunta "A Random-Coefficients Logit Brand Choice Model Applied to Panel Data," Journal of Business and Economic Statistics, 1994, 12 (3), pp. 317-328.

Jain, Dipak and Naufel Vilcassim, "Estimating Household Purchase Rates for Consumer Nondurable Goods," Applied Stochastic Models and Data Analysis, 1994, 10, pp. 15-26.

Chintagunta, Pradeep, Vithala Rao, and Naufel Vilcassim, "Equilibrium Pricing and Advertising Strategies for Nondurable Experience Products in a Dynamic Duopoly," Managerial and Decision Economics, 1993, (14), pp. 221-34

Chintagunta, Pradeep and Naufel Vilcassim, "An Empirical Investigation of Advertising Strategies in a Dynamic Duopoly," Management Science, 1992, (September) pp. 1230-1244.

Chintagunta, Pradeep, Dipak Jain, and Naufel Vilcassim, "Investigating Heterogeneity in Brand Preferences in Logit Models for Panel Data," Journal of Marketing Research, 1991, (November) pp. 417-28.

Jain, Dipak and Naufel Vilcassim, "Investigating Household Purchase Timing Decisions: A Conditional Hazard Function Approach," Marketing Science, 1991, (Winter) pp. 1-23.

Vilcassim, Naufel and Dipak Jain, "Modeling Purchase Timing and Brand Switching Behavior Incorporating Explanatory Variables and Unobserved Heterogeneity," Journal of Marketing Research, 1991, (February) pp. 29-41.

Vilcassim, Naufel "Extending the Rotterdam Model to Test Hierarchical Market Structures," Marketing Science, 1989, (Spring) pp. 181-190

Jain, Dipak and Naufel Vilcassim, "Testing Functional Forms of Market Share Models: Using the Box-Cox Transformation and the Lagrange Multiplier Approach," International Journal of Research in Marketing, 1989, (6) pp. 95-107.

Vilcassim, Naufel and Dick Wittink, "Supporting a Higher Shelf Price Through Coupon Distributions," Journal of Consumer Marketing, 1987, (Spring) pp. 29-39.

WORKING PAPERS

Johnson, Joseph, Edward Ip, and Naufel Vilcassim, "Free From the Spell: A Brand Switching Model for Dynamic Environments"

Chintagunta, Pradeep, Vrinda Kadiyali and Naufel Vilcassim, "Advertising Budgeting Using Share-of-Market to Share-of-Voice Rule: Is it Profit Maximizing?"

WORK - IN - PROGRESS

"Do Improved Business Skills Lead to Firm Growth and Improved Wellbeing?: Measuring the impact of Grow Movement's 'remote volunteer consulting' program on the economic and social outcomes of micro- and small- businesses in Uganda (with Stephen Anderson-Macdonald and Pradeep Chintagunta)

“Improving Entrepreneurs’ Access to Information in Emerging Markets: A Randomised Control Trial in Rwanda” (with Stephen Anderson-Macdonald and Pradeep Chintagunta)

“Evaluating the Role of Wireless Reach™ in Improving OpASHA’s Patient Compliance to Tuberculosis Treatment in India,” (with Stephen Anderson-Macdonald and Pradeep Chintagunta)

PAPERS PRESENTED

“A Tempting Assortment: The Effect of Product Assortment on Multicategory Purchase Incidence,” HEC Paris Marketing Research Camp, April 2016, NASMEI- Great Lakes Institute Conference, Chennai, India December 2015, HKUST February 2014, Koc University, November 2013, Marketing Science Conference, 2013

“Countercyclical Pricing: A Consumer Heterogeneity Explanation,” Marketing Science, Conference 2013

When Talk is “Free”: An Analysis of Subscriber Behavior Under Two- and Three-Part Tariffs,” CEIBS, Shanghai May 2011, Singapore Management University, March 2010, HKUST, January, 2010 University of Texas (Dallas), February 2009

“Understanding Customer Choice under Multi-Part Tariffs,” National University of Singapore, March 2008

“Impact of Pre-Paid Services on the Diffusion of Mobile Telephony: A Cross-Country Analysis of Substitution and Category Expansion Effects” 2007 Marketing Science Conference, SMU, Singapore, June 2007

“Structural Demand Estimation with Varying Product Availability,” 2006 Marketing Science Conference, University of Pittsburgh, June 2006; INFORMS International Meetings, Hong Kong, July 2006

“Assessing the Economic Value of Multi-Channel, Multi-Product Strategies of Firms: An Application to PC Industry,” University of Miami, January 2006, University of Navarra, Pamplona, Spain, November 2005

“Optimal Pricing under State Dependence and Reference price Effects” 2005 INFORMS Marketing Science Conference, Emory University, Atlanta GA, June 2005

“Modeling Diffusion of Horizontally Differentiated Products: An Application to the UK Market for Telephony” 2003 INFORMS Marketing Science Conference, University of Maryland, June 2003

“Expenditure Effects and Retailer Category Pricing” Econometrics Research Seminar Series, Erasmus University, Rotterdam, Holland, March 2003

“Structural Models of Pricing: Discussion” INFORMS-Cornell Conference on Pricing, Cornell Johnson School of Management, September 2002

“Latitudes of price Acceptance” INFORMS Marketing Science Conference, University of Alberta, June 2002

"Competitive Horizontal and Vertical Strategic Interactions, Demand Functional Form, and Retailer Passthrough: A Critical Evaluation," INFORMS Marketing Science Conference, University of Mainz, July 2001

"Retailer Category Pricing: Avoiding the Pitfalls of Demand Specification," University of Tilburg - Summer Research Camp, July 2001

“Using Aggregate Demand Systems for Retailer Product Category Pricing: issues and Empirical Analysis,” Marketing Science Conference, UCLA, June 2000

“Price Promotions, Household Expenditures, and Budget Allocation Decisions: An Empirical Analysis”, Research Colloquium, Graduate School of Business, University of Chicago, January 1999; Research Seminar, J.L. Kellogg Graduate School of Management, Northwestern University, February 1999

“Power in Manufacturer-Retailer Interactions: An Empirical Analysis of Pricing of Analgesics in a Local Market,” Research Colloquium: London Business School, November 1998; Marketing Science Research Seminar Series: Krannert Graduate School of Management, Purdue University, December 1998; Research Seminar Series, University of California at Berkeley, September, 1997

“Do Price Promotions Increase Consumer Spending,” Marketing Science Conference, INSEAD, Fontainebleau, France, July 1998 (with Xavier Dreze)

“Dynamic Competitive Interactions in Price and Advertising: An Analysis of the ‘Share of Voice’ to ‘Share of Market’ Rule,” Research Colloquium, University of California, Irvine, California, February 1998; Doctoral Colloquium, University of Houston, Houston, Texas, October, 1997

“Product Line Extensions and Competitive Interactions,” INFORMS International Meetings, Barcelona, Spain, July 1997; Invited Talk: Judge Institute of Management, University of Cambridge, Cambridge, England, January 1997; Research Seminar: Faculty of Economics, University of Groningen, Netherlands, June 1996; and Marketing Science Conference, University of Florida, March 1996

“Empirical Implications of Unobserved Household Heterogeneity for Manufacturer and Retailer Pricing,” International Panel Data Conference, University of Amsterdam, Netherlands, June 1996

“Optimal Retailer Product Category Pricing,” Second International Conference on Retailing,” Innsbruck, Austria, June 1996

“Investigating Dynamic Multifirm Competition in Price and Advertising,” Marketing Science Conference, Sydney, Australia, July 1995, and INFORMS International Meetings, Singapore, June 1995

“Empirical Analysis of Competitive Product Line Pricing Decisions: Lead

Follow, or Move Together," MSI Special Interest Conference on Pricing, Boston, MA, April 1994

"Pricing of Cellular Phones and Phone-Calls: A Demand Side Analysis," Marketing Science Conference, University of Arizona, Tucson, Arizona, Spring 1994

"Empirical Models of Price and Advertising Competition," ORSA/TIMS Joint National Meeting, Phoenix, November 1993

"Simultaneous Analysis of Switching/Repeat Purchase Behavior of Households," Marketing Science Conference, Washington University, St. Louis, Spring 1993

"Unobserved Heterogeneity in Logit Models for Panel Data: Implications for Retailer and Manufacturer Pricing Decisions," ORSA/TIMS Joint National Meetings, San Francisco, November 1992

"Marketing Investment Decisions in a Dynamic Duopoly," paper presented at the University of Southern California, November 1991

"Incorporating Response Heterogeneity Using a Random Coefficients Logit Model," ORSA/TIMS Joint National Meeting, Anaheim, CA, November 1991 (Pradeep K. Chintagunta and Dipak C. Jain)

"Determining Equilibrium Retail Brand Levels Using Scanner Panel Data," Paper presented at the Research Seminar, University of Chicago, 1991 Marketing Science Conference, Wilmington, Delaware; Doctoral Workshop, Washington University, St. Louis, Missouri, February 1991; and Doctoral Seminar, University of California at Berkeley, October 1990 (with Pradeep K. Chintagunta)

"Retail Pricing Strategies; An investigation of Everyday Low Pricing vs. Promotional Pricing Policies," paper presented at the Workshop on Analysis of Retail Activities, European Institute for Advanced Studies in Management, Brussels, Belgium, June 1990, and at the Seminar on Current Research in Marketing, Cornell University, Ithaca, New York, March 1990, (with Anne T. Coughlan)

"Optimal Advertising in a Dynamic Duopoly," Marketing Science Conference, University of Illinois, Champaign, Illinois, March 1990, (with Pradeep K. Chintagunta)

"A Comparison of Parametric and Semiparametric Approaches to Modeling Interpurchase Times," Marketing Science Conference, University of Illinois, Champaign, Illinois, March 1990, (with Dipak C. Jain)

"Modeling Purchase Timing and Brand Switching Behavior Incorporating Explanatory Variables and Unobserved Heterogeneity," ORSA/TIMS Meeting, New York, October 1989, and Joint Statistical Meetings; American Statistical Association, Washington D.C., August 1989, (with Dipak C. Jain)

"Investigating Household Purchase Timing Decisions Econometrics and Statistics Workshop Series, University of Chicago, Chicago, Illinois, Winter 1989 (with Dipak C. Jain)

"A Semi-Markov Model of Purchase Timing Brand Choice, and Purchase Quantity Decisions," ORSA/TIMS Meetings, Vancouver, British Columbia, May 1989, (with Dipak C. Jain)

"Modeling Consumer Purchase Behavior in Continuous-Time," ORSA/TIMS Meetings, Denver, Colorado, October 1988, (with Dipak C. Jain)

"Modeling Consumer Purchase Dynamics: A Continuous-Time Conditional Hazard Function Approach," Marketing Science Conference, University of Washington, Seattle, Washington, 1988, (with Dipak C. Jain)

"The Effect of Couponing on Brand Shelf Price," ORSA/TIMS Meetings, St. Louis, Missouri, October 1987, (with Dick R. Wittink)

"A System-Wide Approach to Demand Estimation and Market Structure Analysis," ORSA/TIMS Meetings, Miami, Florida, October 1986

"PricePromotions," Marketing Science Conference, Vanderbilt University, Nashville Tennessee, March 1985, (with Dick R. Wittink)

UNIVERSITY ACTIVITIES

A. Courses Developed and Taught

i) Graduate Level

- * Marketing Management (MBA and EMBA Programs)
- * Advanced Marketing Strategy (MBA and EMBA)
- * Product Policy / New Products (MBA)
- * Marketing Research (MBA)
- * Doctoral Seminars in Marketing Strategy, Marketing Models

ii) Executive Education Programs

- * Marketing Driving Strategies Strategy
- * Pricing Policies
- * Developing New Products and Services
- * Global Marketing

B. Service Responsibilities

- *Marketing Subject Area Chair (2013-2014)
- * Member, London Business School Executive Management Committee and Management Board (2012-2013)

- * Faculty Director, London Business School Dubai Program (2008 – 2011)
- * Doctoral Program Internal Review Committee, London Business School, April ~ May 2009
- * Management Committee, London Business School: August 2004 To July 2007
- * Management Board, London Business School: August 2001 to July 2007
- * Chair, Tenure / Promotions Committee, London Business School: August 2001 to July 2004
- * Coordinator, Doctoral Program in Marketing (LBS),
- * USC (Marshall School) Faculty Appointments, Tenure and Promotions Committee (1999-2000)
- * USC Pacific Rim Business Module and MBA PM Globe Program For MBA Students
- * USC CIBEAR International Research Awards Selection Committee (1995, 1996, 1997)
- * USC MBA Program Curriculum Design Committee (1992 - 1994)
- * USC Faculty Summer Research Proposal Evaluation Committee (1993, 1994, 1998)
- * USC Doctoral Students Admission Committee (1994/1995)

C. Doctoral Thesis / Examination Committee

- * Pradeep Chintagunta (Northwestern)
- * Raja Selvam (Northwestern)
- * Shumeet Banerjee (Northwestern)
- * Sachin Gupta (Cornell)
- * Om Narasimhan (USC)
- * Joseph Johnson (USC)
- * Eden Yin (USC)
- * Kersi Antia (USC)
- * Jorge Gonzales (London Business School)
- * Hernan Bruno (London Business School)
- * Eva Ascarza (London Business School)
- * Umut Guler (London Business School)
- * Sungtak Hong (London Business School)

OUTSIDE ACTIVITIES

Executive Seminars on Various Marketing Topics at Institutions such as Xerox Corporation, Marketing Institute of Singapore, Diagnostic Products Corporation, Findley Adhesives, Inc., Mobitel (Pvt) Ltd., EQUATE Petrochemicals, Telenor, among others.

PROFESSIONAL AFFILIATIONS

- * American Marketing Association

* The Institute of Operations Research and Management Science

PERSONAL

Married to Nafeesa Vilcassim

Two Children, Zeenah (age 29years), and Aqilah (age 27 years)

Citizenship: USA

Permanent Residency: UK

February 2017