

Paulo Albuquerque

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Contact

INSEAD

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Employment

Since 2018 Marketing Area Chair, INSEAD, France

Since 2014 Associate Professor of Marketing, INSEAD, France

2012-2014 Associate Professor of Marketing, Simon School of Business, University of Rochester, Rochester, NY, United States

2013-2014 MBA Program Faculty Director, Simon School of Business, University of Rochester, Rochester, NY, United States

2006-2012 Assistant Professor of Marketing, Simon School of Business, University of Rochester, Rochester, NY

1998-2001 Teaching Assistant, Portuguese Catholic University, Lisbon, Portugal

1998-1999 Trade Marketing Manager, Warner Lambert – Adams Division, Portugal

1997-1998 Product Manager Trainee, Warner Lambert Consumer Healthcare, Portugal

1996-1999 Partner and Consultant, A. Albuquerque, Lda., Portugal

Education

2001-2006 Ph.D. Degree in Management, UCLA Anderson School, Los Angeles, USA

1993-1998 B.A. degree in Management, Portuguese Catholic University, Portugal

Research

-- Research Interests --

Product usage and innovation, online consumer search, marketing of children and educational products.

-- Papers --

1. Yulia Nevskaya and Paulo Albuquerque (2018), "How Should Firms Manage Excessive Product Use? A Continuous-Time Demand Model to Test Reward Schedules, Notifications, and Time Limits." Forthcoming, *Journal of Marketing Research*.
2. Paulo Albuquerque, Merrie Brucks, Margaret C. Campbell, Kara Chan, Michal Maimaran, Anna R. McAlister, and Sophie Nicklaus (2018), Persuading Children: a Framework for Understanding Long-Lasting Influences on Children's Food Choices, *Customer Needs and Solutions*, 5, issue 1, p. 38-50.
3. Jun B. Kim, Paulo Albuquerque, and Bart J. Bronnenberg (2017), "The Probit Choice Model under Sequential Search with an Application to Online Retailing," *Management Science*, 63(11):3911-3929.
4. W. Kar, V. Swaminathan, P. Albuquerque (2015), "Selection and Ordering of Linear Online Video Ads", *Proceedings of the 9th ACM Conference on Recommender Systems*, 203-210.
5. Paulo Albuquerque, Polykarpos Pavlidis, Kay-Yut Chen, Udi Chatow, Zainab Jamal (2012), "Evaluating Promotional Activities in an Online Two-Sided Market of User-Generated Content." *Marketing Science*, vol. 31 no. 3 406-432.
6. Paulo Albuquerque and Bart J. Bronnenberg (2012), "Measuring the Impact of Negative Demand Shocks on Car Dealer Networks," *Marketing Science*, January/February 31:4-23, with commentaries from R. Staelin, D. Purohit, and D. Hanssens, *Lead Article*.
7. Jun B. Kim, Paulo Albuquerque, and Bart J. Bronnenberg (2011), "Mapping Online Consumer Demand," *Journal of Marketing Research*, Volume 48, Number 1, February.
8. Kim, Jun B., Paulo Albuquerque, and Bart J. Bronnenberg (2010), "Online Demand under Limited Consumer Search," *Marketing Science*, 29(6), 1001-1023, *Winner of the 2011 Frank Bass Award*.
9. Paulo Albuquerque and Bart J. Bronnenberg (2009), "Estimating Demand Heterogeneity Using Aggregated Data: An Application to the Frozen Pizza Category," *Marketing Science*, 28 (2), 356-372.
10. Bronnenberg, B. J., Dube, J. P., Mela C. F., Albuquerque, P., Erdem, T., Gordon, B., Hanssens, D., Hitsch G., Hong, H., B. Sun (2008), "Measuring Long Run Marketing Effects and their Implications for Long Run Marketing Decisions," *Marketing Letters*.
11. Paulo Albuquerque, Bart J. Bronnenberg and Charles Corbett (2007), "A Spatio-temporal Analysis of Global Diffusion of ISO 9000 and ISO 14000 Certification," *Management Science*, 53:3 (March), 451-468.

-- Book Chapters --

1. Paulo Albuquerque and Bart J. Bronnenberg (2017), "Structural Models," *Advanced Methods for Modeling Markets*. International Series in Quantitative Marketing, Springer.
2. Paulo Albuquerque and Bart J. Bronnenberg (2017), "Case Illustration: Applying Structural Models in a Public Policy Context," *Handbook of Marketing Analytics, with Applications in Marketing, Policy, and Litigation*, Forthcoming.
3. Bronnenberg, Bart. J. and Paulo Albuquerque (2003), "Marketing Strategy in Packaged Goods and Geography," *Advances in Management Strategy*, vol. 20, 215-238.

-- Case Studies --

1. Paulo Albuquerque, Anne-Marie Carrick, and Joerg Niessing, "Smartick vs. Khan Academy: A Marketing Strategy for Moving Free Users to a Paying Model"

-- Working Papers --

1. Paulo Albuquerque and Yulia Nevskaya, "The Impact of Innovation on Product Usage: A Dynamic Model with Progression in Content Consumption", 4th round Marketing Science.
2. Chen Zhou, Paulo Albuquerque, Rajdeep Grewal, "Competition and Firm Service Reliability Decisions: A Study of the Airline Industry." Working paper
3. W. Kar, V. Swaminathan, P. Albuquerque, "How Should Video Sharing Platforms Allocate and Set Prices for Advertisements", Working paper.
4. Mullick, S., P. Albuquerque, Nicolas Glady, "Evaluating the Impact of Fat Taxes: The Need to Account for Purchases for In-Home and Out-of-Home Consumption.", working paper.
5. Marton Varga and Paulo Albuquerque, "The Effects of a Single Negative Review on Online Search and Purchase" Working Paper.
6. Akchurina, D. and Paulo Albuquerque, "Work Before Play: A Structural Demand Model of Time Allocation and Conditional Product Usage," Working Paper.

-- Work in Progress --

1. Chen Zhou, Wendun Wang, Paulo Albuquerque, "Geographic Variation of Consumer Switching".

Presentations

-- At Conferences --

- 1) "Work Before Play: A Structural Demand Model of Time Allocation and Conditional Product Usage"
 - 2017: Choice Symposium.
- 2) "The Effects of a Single Negative Review on Online Search and Purchase."
 - 2017: Marketing Science Conference, USC.

- 3) "Predicting the Impact of New Content, User Communities, and Reward Programs on Product Usage with Applications in the Video Game Industry"
 - 2015: Second Workshop on ICT and Innovation Forecasting.
- 4) "The Impact of Innovation and Social Interactions on Product Usage".
 - 2015: HEC INSEAD ESSEC Conference; 2012: INFORMS Annual Meeting, 9th Marketing Dynamics Conference, Summer Institute for Competitive Strategy (SICS), Portuguese Economic Journal Conference, Sixth Annual UT Dallas FORMS Conference, Frank M. Bass – UT Dallas Frontiers of Research in Marketing Science Conference, University of Texas at Dallas; 2011: INFORMS Marketing Science Conference, Jesse H. Jones Graduate School of Business, Faculty Seminar Simon Graduate School of Business.
- 5) "Explaining the Role of Social Media in Political Races".
 - 2012: INFORMS Marketing Science Conference.
- 6) "Evaluating Promotional Activities in an Online Two-Sided Market of User-Generated Content".
 - 2010: INFORMS Marketing Science Conference.
- 7) "Geographic Variation of Consumer Switching".
 - 2009: INFORMS Marketing Science Conference, Ross School of Business.
- 8) "Online Demand Under Limited Consumer Search".
 - 2009: Marketing Dynamics Conference,
- 9) "Measuring the Impact of Negative Demand Shocks on Car Dealer Networks".
 - 2007: Research Seminar at the University of Rochester Simon School of Business, BBCRST Conference, Binghamton University, New York, May 4, 2007.
- 10) "Estimating Demand Heterogeneity Using Aggregated Data: An Application to the Frozen Pizza Category".
 - 2007: Choice Symposium.
- 11) "A Spatio-temporal Analysis of Global Diffusion of ISO 9000 & ISO 14000 Certification".
 - 2005: XXIII Annual Doctoral Symposium C.T. Bauer College of Business Administration INFORMS Marketing Science Conference.

-- Invited Presentations --

- 1) "Work Before Play: A Structural Demand Model of Time Allocation and Conditional Product Usage"
 - 2018: NYU Stern School of Business.
 - 2017: Boston University; Bocconi University, Italy; The Kellogg – UIC Conference on Children's Well-Being and Happiness, Northwestern University.
- 2) "The Impact of Innovation and Social Interactions on Product Usage".
 - 2015: ERASMUS, Tepper School of Business Carnegie Mellon University, London Business School; 2012: Naveen Jindal School of Management, UT Dallas; 2011: Ross School of Business, University of Michigan.

- 3) "How Should Firms Manage Excessive Product Use? A Continuous-Time Demand Model to Test Reward Schedules, Notifications, and Time Limits."
 - 2016: NOVA School of Business and Economics; 2013: INSEAD, Laboratory for Laser Energetics' Science and Technology Seminar Series University of Rochester, Fisher's Marketing Research Camp at The Ohio State University; 2012: 14th Tilburg Christmas Research Camp
- 4) "Evaluating Promotional Activities in an Online Two-Sided Market of User-Generated Content".
 - 2010: Duke University, Darden School of Business, University of Virginia.
- 5) "Online Demand Under Limited Consumer Search".
 - 2009: Santa Clara University, University of Groningen.
- 6) "Measuring the Impact of Negative Demand Shocks on Car Dealer Networks".
 - 2009: The University of Chicago Booth School of Business, Stanford Graduate School of Business; 2008: Hewlett-Packard Labs.
- 7) "Estimating Demand Heterogeneity Using Aggregated Data: An Application to the Frozen Pizza Category".
 - 2005: Duke University, Simon Graduate School of Business, The Hong Kong University of Science and Technology, Singapore Management University, McCombs School of Business, Washington University St. Louis, Tuck School of Business at Dartmouth.

Awards, Fellowships, and Grants

2018	Research Assistance Grant, Case Writing Grant, INSEAD
2017	Session Co-Chair at the Choice Symposium 2017
2013	Teaching Excellence Award, Rochester
2012	Teaching Excellence Award, Rochester
2011	Provost's Multidisciplinary Award, University of Rochester
2011	MSI Young Scholar
2009-2012	Teaching Honor Roll (Top 5 in teaching evaluations, 6 times), Rochester
2001-2005	Ph.D. Degree Fellowship from Science and Technology Foundation, Ministry of Science, Technology and Graduate Education, Portugal
2001-2004	Graduate Students Summer Fellowship, UCLA

Professional Activities

-- Teaching (Courses) --

2015-2018	Managing Customer Value, MBA Level, Core Class, INSEAD
2018	EMBA, Core Marketing Courses, Rochester-Bern Program, Switzerland
2017-2018	Executive Education Programs (Company: Google, ExxonMobil)
2015-2018	Ph.D. Quantitative and Analytical Marketing Models Seminars
2012	Ph.D. Quantitative Marketing Models Seminar
2011-2013	Marketing, EMBA
2008-2013	Sales Force Management and Distribution Channels, MBA Level
2007-2014	Marketing Management, MBA Level, Core Class
1998-2001	Accounting, Financial Math, Accounting I and II, Undergraduate Level

-- Committee Member to Ph.D. Students (first placement) --

Current Students: Dinara Akchurina; Marton Varga; Paul Parker.

Quentin Andre (Committee Member, *Erasmus*), Ashish Kabra (Committee Member, *Maryland*), Jun Kim (Committee Member, *Georgia Institute of Technology*); Chen Zhou (Committee Member, *Erasmus*); Yulia Nevskaya (Advisor, *Washington University in St. Louis*); Wreetabrata Kar (Advisor, *Adobe*); Inyoung Chae (Committee Member, *Goizueta Business School at Emory University*); Yue Wu (Committee Member, *University of Pittsburgh*);

-- Reviewing --

Reviewer for Marketing Science, Journal of Marketing Research, Management Science, International Journal of Research in Marketing.

-- Faculty Committees --

2018-2019	Marketing Area Chair
2017-2018	Core Marketing Course Coordinator
2015-2018	Marketing Area Recruitment Team
2015-2018	MBA Diploma Committee
2015-2018	Marketing PhD Program Coordinator
2012-2014	MBA Faculty Director, in charge of the MBA Program
2011-2012	Chair of the Administrative Committee
2010-2011	Member of the Committee on Teaching and Learning
2009-2011	Member of the Faculty Curriculum Committee
2007-2009	Member of the Administrative Committee

-- Programs and Conferences Coordination --

2017-2018	INSEAD Marketing Research Camp and Seminar Series
2016-2017	Advisory Board Member of the 13 th Marketing Dynamics Conference
2010	BBCRST Conference (at the Simon School of Business)
2001	International Exchange Students Program, Portuguese Catholic University
2000	Internship Program, Portuguese Catholic University