

Eyal Biyalogorsky

Curriculum Vitae

EDUCATION

Ph.D. Fuqua School of Business, Duke University, Durham, North Carolina

Field: Business Administration (Marketing). September 1998.

B.Sc. Tel-Aviv University, Tel-Aviv, Israel.

Major: Electrical Engineering. 1988.

PUBLICATIONS

Papers

“Complementary Goods: Creating, Capturing and Competing for Value,” *Marketing Science*, Forthcoming (with Oded Koenigsberg, Elie Ofek, and Taylan Yalcin).

“Ownership Coordination in a Channel: Incentives, Returns, and Negotiations.” *Quantitative Marketing & Economics*, 2010, 8(4), 461-490 (with Oded Koenigsberg).

"Shaping Consumer Demand through the Use of Contingent Pricing" in *Consumer-Driven Demand and Operations Management Models*, International Series in Operations Research & Management Science 131, Serguei Netessine and Christopher S. Tang (eds.), Springer, 2009, 423-434.

"Stuck in the Past: Why Managers Persist with New Product Failures." *Journal of Marketing*, 2006, 70 (April), 108-121. (with William Boulding and Richard Staelin). Recipient of the Harold H. Maynard Award for the most significant contribution to marketing theory and thought.

“The Economics of Service Upgrades.” *Journal of Service Research*, 2005, 7(3), 234-244 (with Eitan Gerstner, Dan Weiss, and Jinhong Xie).

"Contingent Pricing to Reduce Price Risks." *Marketing Science*, 2004, 23(1), 146-155 (with Eitan Gerstner).

"Setting Referral Fees in Affiliate Marketing." *Journal of Service Research*, 2003,

5(4), 303-315 (with Barak Libai and Eitan Gerstner).

"Clicks and Mortar: The Effect of Online Activities on Offline Sales." *Marketing Letters*, 2003, 14(1), 21-32 (with Prasad Naik).

"Customer Referral Management: Optimal Reward Programs." *Marketing Science*, 2001, 20(1), pg. 82-95 (with Eitan Gerstner and Barak Libai).

"Should Airlines and Hotels Use Short Selling?" *OR/MS Today*, 2000, 27(5), 22 (with Eitan Gerstner, Gila Fruchter, and Ziv Carmon).

"Overselling and Opportunistic Cancellations." *Marketing Science*, 1999, 18(4), 605-610 (with Eitan Gerstner, Gila Fruchter, and Ziv Carmon).

Articles in Conference Proceedings

"New Directions in Reference Price Research," in *Advances in Consumer Research*, 1996 (with David Bell and Ziv Carmon).

Working Papers

"The Design and Introduction of Product Lines When Demand Is Uncertain"
2013 (with Oded Koenigsberg).

Ph.D. Dissertation

Bounded Rationality Competition, 1998.

Work in progress

"Targeting of opinion leaders" (with Ram Rao)

"Cost information revelation and the locus of pricing control in a channel."

"Investments in complementary products"

PRESENTATIONS

"Complementary Goods: Creating and Sharing Value," Dallas Bass Conference (2013), Bar-Ilan University (November 2010), SICS (July 2010), Hebrew University (March 2010), Recanati School of Business, TAU (March 2010).

"Revenue management in Marketing and Operations" Panel presentation, INFORMS (October 2008).

"Shaping consumer demand using contingent pricing," Columbia University (March 2008), Recanati School of Business, TAU (Feb. 2009).

"High-to-low or low-to-high: Product line introduction strategies," Marketing in Israel Conference (December 2006), UT-Dallas (February 2008), Eitan Berglas School of Economics, TAU (January 2009).

"Lead Time, Uncertainty, and Channel Decision Making," Future of Channels Conference, Wharton (May 2006), SICS (July 2004), Marketing Science Conference (June 2004), The Interdisciplinary Center, Hertzelia, Israel (December 2003), Marketing in Israel Conference (December 2003).

"Clicks n' Mortar: The Effect of Online Activates on Offline Sales," Marketing Science Conference (July 2003), Marketing in Israel Conference (December 2001).

"The Economics of service upgrades," Marketing in Israel Conference (December 2002).

"Contingent pricing to reduce price risks," INFORMS-Cornell Conference on Pricing Research (September 2002).

"Paying for referrals," GSIA-CMU (March 2001).

"When The Price Is Not Right: A Model of Standby Contracts," UC-Berkeley (February 2001).

"Customer Referral Management: Optimal reward programs," Marketing Science Conference (June 2000).

"Overselling and Opportunistic Cancellations," Different versions of paper presented at Marketing Science Conference (May 1999), Stanford University (January 1999).

"Bounded Rationality Competition," Paper presented at Washington University, St. Louis (October 1998).

"Stuck in the Past: Belief Updating in New Product Introductions," the IDC, Hertzeliya, Israel (December 2001), University of California, Davis, Graduate School of Management (October 1998), Albert A. Haring Doctoral Symposium (April 1997), Marketing Science Conference (March 1997 and March 1996), Fuqua School of Business (July 1996).

"Do Past Prices Really Matter? The Formation of Reference Prices in the Grocery Shopping Environment," the Association for Consumer Research Conference (October

1996), Fuqua School of Business (December 1995), Marketing Science Conference (July 1995).

"A Model of Optimal Promotion Policies in A Channel of Distribution," the Fuqua School of Business (September 1994).

TEACHING

2012 Marketing (Organizational Consulting program), Arison School of Business, IDC, Herzliya.

2007-2012 Marketing 1, Arison School of Business, IDC, Herzliya.

2007-2011 Marketing 2, Arison School of Business, IDC, Herzliya.

2007-2010 Pricing Policy, Arison School of Business, IDC, Herzliya.

2005-2008 Marketing Management. GSM, UC-Davis.

1999-2001, 2003-2007, 2009 Pricing. GSM, UC-Davis.

2000, 2001, 2003, 2004 Business Policy Competition.

1999, 2001-2004 Product Management. GSM, UC-Davis.

1995, 1996 ILE II (management game). Fuqua School of Business, Duke University.

1997 Marketing Management. Department of Sociology, Certificate Program in Markets and Management, Duke University.

SERVICE

1999-2000 IT Committee (member).

2000-2003, 2005-2007 Marketing area advisor.

2001, 2002 IT recruitment Committee (member).

2001-2003 Faculty Research Committee (member).

2003 Ethics task force (member).

2004 Faculty Research Committee (chair).

- 2005 Educational Policy Committee (chair).
- 2005 UC-Davis Committee on Courses of Instruction (member).
- 2006 Admissions Committee (chair).
- 2006 Report on the Day Program Student Experience (author).
- 2006 Task force on Faculty Support (member).
- 2007 Educational Policy Committee (member).
- 2010 Dean Search Committee (member).
- 2012 Undergraduate Curriculum Review (member)
- 2012 Educational Policy Committee (member).

EMPLOYMENT

2008-present Associate Professor of Marketing, Arison School of Business, IDC, Herzliya.

2012-present Head of the Research MBA Program.

2004-2008 Associate Professor of Marketing, University of California, Davis.

1998-2004 Assistant Professor of Marketing, University of California, Davis.

1988-1993 IAF (Israel). Project manager and service department manager.

1984-1988 Scitex Corp. (Israel). Electronics technician.

AWARDS AND HONORS

American Marketing Association Doctoral Consortium, 1997. The Albert A. Haring Doctoral Symposium, 1997. Duke University Fellowship (1993-1997)

Professor of the year, 2000, 2002, 2003.

The Harold H. Maynard Award for the paper with most significant contribution to marketing theory and thought (2006).

PROFESSIONAL ACTIVITIES

Editorial board: Marketing Science; International Journal of Research in Marketing.

Guest Area Editor: Management Science, Marketing Science.

Ad Hoc Reviewer: Journal of Interactive Marketing; Journal of Marketing; Journal of Marketing Research; Journal of Retailing and Consumer Services; Journal of Service Research; Management Science; Marketing Letters; Operations Research; Production and Operations Management; Psychology & Marketing; Quantitative Marketing & Economics, Journal of Economic Psychology.

Member: Institute for Operations Research and Management Science; American Economics Association.