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Education

- Ph.D. 1996, University of Florida, Gainesville (Marketing)
MBA 1987, Indian Institute of Management Calcutta (Marketing & Finance)
B. S. 1984, Institute of Chemical Technology (formerly UDCT, Chemical Engineering)

Honors

- | | | |
|---------|--|---|
| 2019-21 | CAP Appellate | UC Davis |
| 2019 | 2 nd Prize Big Data Competition | Adobe & Major League Baseball |
| 2019 | Class of 1989 Faculty Excellence Endowment | UC Davis GSM |
| 2018 | 2 nd Prize Big Data Competition | Adobe Analytics & T-Mobile |
| 2017 | GuruSpeak Lectures | Indian Institute of Management Calcutta |
| 2017 | Thought Leaders Series Inaugural Lecture | Bengal Chamber of Commerce, Kolkata |
| 2015-17 | Committee on Academic Personnel (CAP) | UC Davis |
| 2015 | Long-term Impact Award Finalist | Marketing Science Editorial Board |
| 2015 | Best Track Paper Award | Winter AMA |
| 2015 | European Marketing Lecture Series | HEC Paris, Mannheim, Goethe University |
| 2011 | Best Conference Paper Award | IFAC |
| 2010 | Best Paper Award | Journal of Interactive Marketing |
| 2008 | Doctoral Consortium Faculty | American Marketing Association |
| 2008 | Professor of the Year Award | UC Davis GSM |
| 2008 | Doctoral Consortium Faculty | INFORMS |
| 2008 | O'Dell Award Finalist | JMR Editorial Board |
| 2004-09 | Chancellor's Fellow | UC Davis |
| 2004 | Doctoral Consortium Faculty | American Marketing Association |
| 2003 | Top 20 Young Scholars in Marketing | Marketing Science Institute |
| 1998 | Frank Bass Award | INFORMS Best Dissertation Paper |
| 1998 | Professor of the Year Award | UC Davis GSM |
| 1997 | Doctoral Dissertation Award | Academy of Marketing Science |

Editorial Boards

- Senior Editor for *Production and Operations Management* (2019 – Present)
- *Marketing Science* (2007 – Present)
- *Journal of Marketing Research* (2007 – 2021)
- *Journal of Interactive Marketing* (2008 – Present)
- *Marketing Letters* (2008-2018)
- *Quantitative Marketing and Economics* (2008-2011)
- *International Journal of Research in Marketing* (2009-12)

Invited Presentations (out of 100+)

- University of Miami
- Thought Leader Series, Kolkata
- IIMC GuruSpeak Alumni, Mumbai
- S. P. Jain Business School
- Vienna University of Business and Economics
- Santa Clara University
- University of Illinois Urbana Champaign
- McGill Business School, Canada
- University of Hamburg, Germany
- BI, Oslo, Norway
- Landmark Group, India
- ITC, India
- Yahoo! Labs, USA
- IBM, USA
- Unilever, Germany
- HEC Paris
- University of Mannheim, Germany
- Goethe University, Frankfurt, Germany
- University of Hamburg, Germany
- Great Lakes Institute of Management, Chennai, India
- Indian Institute of Management, Calcutta, India
- S. P. Jain Institute of Management, Mumbai, India
- Indian Institute of Technology, Madras, India
- Penn State University
- Wharton Business School, University of Pennsylvania
- University of North Carolina, Chapel Hill
- Darden Business School, University of Virginia
- Medill Integrated Marketing Communications, Northwestern University
- Kellogg Business School, Northwestern University
- University of Washington, Seattle
- Katholieke University Leuven, Belgium
- National University of Singapore
- Wharton Business School, Univ. of Pennsylvania
- Kelley Business School, Indiana

- Queens University, Canada
- Columbia University
- University of Missouri
- World Marketing Congress, New Delhi, 2011
- Boston University
- Rice University
- Yale University
- Darden Business School, University of Virginia
- McGill Business School, Canada
- ART Forum (Tutorial on Kalman Filtering in Whistler, San Francisco, Palm Springs)
- Keynote Address to Classification Society, Wash. University Medical School, St. Louis
- Thought Leaders' Conference on Mobile Marketing, Texas A & M
- Marketing Science Doctoral Consortium, University of British Columbia, Canada
- 43rd AMA Doctoral Consortium, University of Missouri, Columbia
- University of Minnesota
- UCLA, Anderson Business School.
- MSI Conference on New Media Landscape, Barcelona, Spain
- ISBIS, University of Azores, Portugal
- University of Maryland Research Camp
- Vanderbilt University
- 7th Triennial Invitational Choice Symposium, Wharton
- MSI Metrics Conference, Boston
- Marketing in Israel 2005
- Catholic University at Leuven, Belgium
- Rady School of Management, UC San Diego
- University of Texas Dallas
- 55th ASEV Annual Meetings (Wine Marketing)
- Leipzig University, Germany
- 39th AMA Doctoral Consortium, Texas A & M University
- 6th Triennial Invitational Choice Symposium, Colorado University
- MSI Research Generation Workshop, Emory University
- New York University, Stern Business School
- Dartmouth University, Tuck Business School
- MSI Young Scholars Program, Park City, Utah
- 2nd Annual Controls Seminar, UC Davis Engineering Department
- UC Berkeley, Haas Business School
- Penn State University
- Erasmus University, the Netherlands
- MIT Sloan School of Management
- University of Texas Austin
- Harvard Business School
- Columbia University
- University of Chicago
- Cornell University, Johnson Business School

[All Publications](#): click to view or download

Selected Publications (out of 50 plus)

- “A New Livestream Retail Analytics Framework to Assess the Sales Impact of Emotional Displays,” with Neeraj Bharadwaj and Michel Ballings, George Miller Moore, and Mustafa Arat, *Journal of Marketing*, 2021, forthcoming.
- “The Anatomy of the Advertising Budget Decision: How Analytics and Heuristics Drive Sales Performance,” with Ceren Kolsarici and Demetrios Vakratsas, *Journal of Marketing Research*, 2020, 57 (3), pp. 468-488.
- “Cross-Media Consumption: Insights from Super Bowl Advertising”, with Neeraj Bharadwaj and Michel Ballings, *Journal of Interactive Marketing*, 2020, 50 (May), pp. 17-31.
- “Metrics Unreliability and Marketing Overspending,” with Sridhar Srihari and Ajay Kelkar, *International Journal of Research in Marketing*, 2017, 34 (4), pp. 761-779.
 - **Lead Article**
- “Robust Dynamic Estimation,” with Olivier Rubel, *Marketing Science*, 2017, 36 (3), pp. 453-467.
- “Marketing Dynamics: A Primer on Estimation and Control, *Foundations and Trends in Marketing*, 2015, 9 (3), pp. 175-266, NOW Publishers, Boston-Delft.
- “Understanding the Memory Effects in Pulsing Advertising,” with Ashwin Aravindakshan, *Operations Research*, 2015, 63 (1), pp. 35-47.
- “Discovering How Advertising Grows Sales and Builds Brands,” with Norris Bruce and Kay Peters, *Journal of Marketing Research*, 2012, 49 (6), pp. 793-806.
- “Understanding the Impact of Churn in Dynamic Oligopoly Markets,” with Ashutosh Prasad and Suresh P. Sethi, *Automatica*, 2012, 48 (11), pp. 2882-2887.
- “Spatiotemporal Allocation of Advertising Budgets,” with Ashwin Aravindakshan and Kay Peters, *Journal of Marketing Research*, 2012, 49 (1), 1-14.
 - **Lead Article**
- “Optimal Advertising When Envisioning a Product-Harm Crisis,” with Olivier Rubel and Shuba Srinivasan, *Marketing Science*, 2011, 30 (6), pp. 1048-1065.
- “Dynamic Marketing Budgeting for Platform Firms: Theory, Evidence and Application,” with Srihari Sridhar, Murali Mantrala, and Esther Thorson, *Journal of Marketing Research*, 2011, 48 (6), pp. 929-943.
 - **Lead Article**

- “Multi-index Binary Response Analysis of Large Datasets,” with Michel Wedel and Wagner Kamakura, *Journal of Business and Economic Statistics*, 2010, 28 (1), 67-81.
- “A Hierarchical Marketing Communications Model of Online and Offline Media Synergies,” with Kay Peters, *Journal of Interactive Marketing*, 2009, 23 (4), 288-299.
 - **Lead Article**
 - **2010 Best Paper Award from DMEF/JIM**
- “The Big Pharma Dilemma: Develop New Products or Promote Existing Ones,” with Dan Weiss and Ram Weiss, *Nature Reviews Drug Discovery*, 2009, 8 (7), 533-534.
- “Extracting Forward-Looking Information from Security Prices: A New Approach,” with Dan Weiss and Chih-Ling Tsai, *The Accounting Review*, 2008, 83 (4), 1101-1124.
- “Bid Analyzer: A Method for Price Discovery in Online Reverse Auctions,” with Sandy Jap, *Marketing Science*, 2008, 27 (6), 949-960.
 - **Lead Article**
- “Building Brand Awareness in Dynamic Oligopoly Markets,” with Ashutosh Prasad and Suresh Sethi, *Management Science*, 2008, 54 (1), 129-138.
- “Perils of Using OLS to Estimate Multimedia Communications Effects,” with Don Schultz and Shuba Srinivasan, *Journal of Advertising Research*, 2007, 47 (3), 257-269.
- “Uphill or Downhill? Locating Your Firm on a Profit Function,” with Murali Mantrala, Sridhar Sridhar, and Esther Thorson, *Journal of Marketing*, 2007, 71 (2), 26-44.
- “Extending the Akaike Information Criterion for Mixture Regression Models,” with Peide Shi and Chih-Ling Tsai, *Journal of the American Statistical Association*, 2007, 102 (477), 244-254.
- “Markov-switching Model Selection Using Kullback-Leibler Divergence,” with Aaron Smith and Chih-Ling Tsai, *Journal of Econometrics*, 2006, 134, 553-577.
- “Constrained Inverse Regression for Incorporating Prior Information,” with Chih-Ling Tsai, *Journal of the American Statistical Association*, 2005, 100 (469), 204-211.
- “Planning Marketing-Mix Strategies in the Presence of Interactions,” with Kalyan Raman and Russell Winer, *Marketing Science*, 2005, 24 (1), 25-34.
- “Understanding the Impact of Synergy in Multimedia Communications,” with Kalyan Raman, *Journal of Marketing Research*, 2003, 13 (4), 375-388.
 - **Lead Article**
 - **2008 O’Dell Award Finalist for the long-term contributions to marketing**
- “Single-Index Model Selections,” with Chih-Ling Tsai, *Biometrika*, 2001, 88 (3), 821-832.

- “Partial Least Squares Estimator for Single-Index Models,” with Chih-Ling Tsai, *Journal of the Royal Statistical Society, Series B*, 2000, 62 (4), 763-771.
- “A New Dimension Reduction Approach for Data-Rich Marketing Environments: Sliced Inverse Regression,” with Michael Hagerty and Chih-Ling Tsai, *Journal of Marketing Research*, 2000, 37 (1), 88-101.
- “Controlling Measurement Errors in Models of Advertising Competition,” with Chih-Ling Tsai, *Journal of Marketing Research*, 2000, 37 (1) 113-124.
- “Planning Media Schedules in the Presence of Dynamic Advertising Quality,” with Murali Mantrala and Alan Sawyer, *Marketing Science*, 1998, 17 (3), 214-235.
 - **1998 Frank Bass Award for the best dissertation-based paper**
 - **1997 Academy of Marketing Science Dissertation Award**
- **Conference Organization**
 - Program Committee, Marketing Dynamics Conference (2005 – Present)
 - Co-Chair for Social and Digital Marketing Track in Winter AMA 2013 (with Hema Yoganarasimhan)
 - Co-Chair for Big Data Track in Winter AMA 2012 (with Natasha Foutz)
 - 8th Global Marketing Dynamics Conference, Jaipur 2011 (Co-chair)
 - Bay Area Marketing Symposium, San Ramon 2010 (Co-chair)
 - DMEF 2010 (Co-chair 2010 with Tom Steenburgh, San Francisco)
 - Marketing Dynamics Conference (Program Committee 2006-2018)
 - ART Forum 2009 (Program Committee, Whistler, Canada)
 - Choice Symposium (Session Co-chair 2007 with Michel Wedel, Member 2005)
 - ISBIS 2007 (Committee on Contributed Papers & Session Chair, Azores, Portugal 2007)
 - Marketing Dynamics Conference (Chair 2005)
- **Co-Editor** for the Special Issue on Online Pricing for the Journal of Interactive Marketing
- **Ad Hoc Reviewer**
Marketing Science, Journal of Marketing Research, Management Science, International Journal of Research in Marketing, Quantitative Marketing and Economics, Journal of Marketing, Marketing Letters, Journal of Interactive Marketing, Journal of Applied Business and Economics, Computational Management Science, European Journal of Operational Research, Southern Economic Journal, Technometrics, Annals of Statistics, Biometrika, Proceedings of National Academy of Sciences India.
- **Committee of Academic Personnel - Appellate (CAP-AC)**, 2019-2021
- **Committee of Academic Personnel – Oversight (CAP)**, 2015-2017
- **Executive Committee of GSM** (Member, Secretary, Chair, various years)

- **Chair** of Faculty Recruiting Committee (various years)
- **Member** of Dean Search Committee, Provost Big Data Task Force, MBA Core Curriculum Revision Committee, Faculty Personnel Committee, Academic Planning Committee, Recruiting Committee, Ph. D. Qualifying Exam. Committee for Mathematics and Economics, Computing Support Committee
- **Advisory Board** (Kvantum Inc, Dialog Marketing Consulting, Hansa Cequity)