

Prasad A. Naik

Professor of Marketing
Graduate School of Management
University of California Davis
Gallagher Hall, Room No. 3314
One Shields Avenue
Davis, CA 95616

Phone: (530) 304 1348
Email: panaik@ucdavis.edu



Education

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

Honors

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	International Federation of Automatic Control
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

- Marketing Science
- Journal of Marketing Research
- Marketing Letters
- Journal of Interactive Marketing
- Quantitative Marketing and Economics (2008-2011)

- International Journal of Research in Marketing (2009-12)

Invited Presentations (out of 100+)

- Thought Leader Series, Kolkata
- 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
- University of Houston
- 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
- UC Davis Statistics Department
- Penn State University
- Erasmus University, the Netherlands
- MIT Sloan School of Management
- University of Texas Austin
- Harvard Business School
- Columbia University
- University of Chicago
- UC Davis Econometric Group
- Bay Area Consortium speaker (Stanford-Berkeley-Davis-Santa Clara)
- Cornell University, Johnson Business School

All Publications: click to view or download

Selected Publications (out of 50 plus)

- “[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**
 - 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 (CAP)**, 2015-2017.
- **Executive Committee of GSM** (Member, Secretary, Faculty Chair, various years)
- **Chair** of Marketing Faculty Recruiting Committee
- **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** of Dialog Marketing Consulting, CustomerIQ, Kvantum Inc.