

Prasad A. Naik

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Graduate School of Management
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Education

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

Honors

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|---------|--|--------------------------------------|
| 2023 | Don Schultz Award for IMC | Northwestern University |
| 2022-23 | Visiting Scholar | MIT and Columbia |
| 2022 | Doctoral Consortium Faculty | AMA |
| Various | Adobe Analytics Competition (1st, 2nd, 3rd Prizes) | Disney, MLB, T-Mobile, Hilton Hotels |
| Various | Professor of the Year Award (1998, 2008, 2021) | UC Davis MBAs |
| 2019-22 | CAP Appellate Committee (CAP-AC) | UC Davis |
| 2019 | Faculty Excellence Endowment | UC Davis GSM |
| 2017 | GuruSpeak Lectures | IIM Calcutta |
| 2017 | Thought Leaders Series | Bengal Chamber of Commerce |
| 2015-17 | Committee on Academic Personnel (CAP) | UC Davis |
| 2015 | Long-term Impact Award Finalist | Marketing Science |
| 2015 | Best Track Paper Award | Winter AMA |
| 2015 | European Marketing Lecture Series | HEC, Mannheim, Goethe University |
| 2011 | Best Conference Paper Award | IFAC |
| 2010 | Best Paper Award | Journal of Interactive Marketing |
| 2008 | Doctoral Consortium Faculty | AMA |
| 2008 | Doctoral Consortium Faculty | INFORMS |
| 2008 | O'Dell Award Finalist | JMR Editorial Board |
| 2004-09 | Chancellor's Fellow | UC Davis |
| 2004 | Doctoral Consortium Faculty | AMA |
| 2003 | Top 20 Young Scholars in Marketing | Marketing Science Institute |
| 1998 | Frank Bass Award | INFORMS Best Dissertation Paper |
| 1997 | Doctoral Dissertation Award | Academy of Marketing Science |

Invited Presentations (out of 100+)

- Don Schultz Award Acceptance (Medill, Northwestern)
- Columbia Business School
- Northeastern University
- Kansas University
- Reichman University, Israel
- Symbiosis Keynote Speaker, Bangalore
- IIMC Thought Leader Series, Kolkata
- IIM Shillong Keynote Speaker
- 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
- Landmark Group, India
- ITC, India
- Yahoo! Labs, USA
- IBM, USA
- Unilever, Germany
- ICICI Bank, Mumbai
- 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

Selected Publications (out of 50 +)

- “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*, 2022, 86 (1), 27-47.
- “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 Srihari, 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**

Professional Service

- **Editorial Boards**
 - **Senior Editor** at *Production and Operations Management* (2019 – Present)
 - *Journal of Interactive Marketing* (2008 – Present)
 - *Journal of Retailing* (2022 – Present)
 - *Marketing Science* (2007 – 2021)
 - *Journal of Marketing Research* (2007 – 2021)
 - *Marketing Letters* (2008-2018)
 - *Quantitative Marketing and Economics* (2008-2011)
 - *International Journal of Research in Marketing* (2009-12)
- **Special Issue Co-Editor**
 - Online Pricing for the *Journal of Interactive Marketing*
 - Marketing Dynamics at *Journal of Business Research*
- **Ad Hoc Reviewer**

Marketing Science, Journal of Marketing Research, Management Science, International Journal of Research in Marketing, Journal of Marketing, Marketing Letters, Journal of Interactive Marketing, Quantitative Marketing and Economics, 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.
- **Co-founded Annual Marketing Dynamics Conference**, 2005 to Present
- **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)

University Service

- **Co-founded MSBA Degree at UC Davis, 2017**
MSBA degree trains students to think analytically. They learn data science methods to solve business problems. The program doubled in 3 years from 40 enrolled students to about 100 at present and admits less than 8% applicants. Average GRE about 90 percentile and average starting salary \$150,000 with bonus. Top companies such as Google, Amazon, Meta, or Salesforce recruit them. No. 1 globally on return on investment. Generates over \$6 million revenues annually for the GSM.
- **Committee on Academic Personnel – Appellate (CAP-AC), 2019-2022**
This five-member committee reviews and evaluates all the appeals from faculty members on their personnel outcomes.
- **Committee on Academic Personnel – Oversight (CAP), 2015-2017**
This high-profile committee advises the Vice Provost of Academic Affairs on all academic personnel actions, including matters of general policy. Only nine faculty members comprise it, who review and evaluate over 2000 personnel actions from over 100 departments across 9 colleges on UCD campus. It was my privilege to serve and learn how to evaluate and reward faculty members' efforts and accomplishments, at all ranks, and all fields on UCD campus from Math to Music.
- **Faculty Personnel Committee (Member, Chair, various years)**
This committee reviews and evaluates all (redelegated) personnel actions in GSM and advises the Dean.
- **Faculty Executive Committee of GSM (Member, Secretary, Chair, various years)**
This committee of three faculty members oversees the academic plan of GSM, approves courses and curricula, provides guidance and consultation on issues confronting the college and the university.
- **Chair of Faculty Recruiting Committee (various years)**
This committee conducts search to recruit new faculty.
- **Other Committees at UC Davis and/or GSM**
Step Plus Assessment Special Committee

Prasad A. Naik
Dated: April 2023

Dean Search Committee
Provost Big Data Task Force
MBA Core Curriculum Revision Committee
Academic Planning Committee
Ph. D. Qualifying Exam. Committee for Mathematics and Economics