

Ganesh Iyer

Haas School of Business
University of California, Berkeley
Berkeley, U.S.A
Phone: (510) 643-4328
Fax: (510) 643-1420

Email: giyer@haas.berkeley.edu

Current Academic Positions

July 2008 – present: Associate Dean for Academic Affairs, Haas School of Business, University of California at Berkeley.

July 2007 – present: Edgar F. Kaiser Professor of Business Administration, Haas School of Business, University of California at Berkeley.

Previous Academic Positions

July 2006 to June 2007: Harold Furst Associate Professor of Management Philosophy and Values, Haas School of Business, University of California at Berkeley.

July 2003 to June 2006: Associate Professor (with tenure), Haas School of Business, University of California at Berkeley.

July 2000 to June 2003: Assistant Professor, Haas School of Business, University of California at Berkeley.

July 1996 to June 2000: Assistant Professor, John M. Olin School of Business, Washington University.

Education

Ph.D. in Management, University of Toronto, 1996.

Masters in Management Studies, University of Bombay, 1984.

Bachelor of Engineering (Electrical Engineering), University of Bombay, 1982.

Academic Honors and Awards

Honorable Mention for the Earl F. Cheit Outstanding Teaching Award, 2008.

Informa Society for Marketing Science Doctoral Consortium, Faculty Fellow, 2007 & 2008.

AMA-Sheth Doctoral Consortium, Faculty Fellow, 2006.

Finalist for the John D.C Little Best Paper Award for 2005, for the paper “The Targeting of Advertising,” published in *Marketing Science*.

Marketing Science Institute’s Young Scholars Program, January, 2005.

Finalist for the John D.C. Little Best Paper Award for 2003, for the paper “Internet Shopping Agents: Virtual Colocation and Competition” published in *Marketing Science*.

Schwabacher Fellowship, Haas School of Business 2002-03.

Marketing Science Institute’s Young Scholars Program, January, 2001.

Winner of the John D.C. Little Best Paper Award for 2000, for the paper “Markets for Product Modification Information” published in *Marketing Science*.

Finalist for the John D.C Little Best Paper Award for 1998, for the paper “Coordinating Channels under Price and Non-price Competition published in *Marketing Science*.

University of Toronto Representative to the Doctoral Consortium, AMA Santa Clara, CA, 1994.

Social Sciences and Humanities Research Council of Canada Doctoral Fellowship (1994-1995).

Ontario Graduate Scholarship (OGS), 1993-1996.

University of Toronto Open Scholarship, 1991-1995.

William Twaits Scholarship, 1992-1993.

Second Rank, Bachelor of Engineering Exam, University of Bombay.

National Merit Scholarship, Government of India.

Publications

1. "Information Acquisition and Sharing in a Vertical Relationship," 2009, (with L. Guo), forthcoming, *Marketing Science*.
2. "Consumer Feelings and Equilibrium Product Quality," 2009, (with D. Kuksov), forthcoming, *Journal of Economics and Management Strategy*.
3. "Corruptible Advice," 2009, (with Erik Durbin), forthcoming, *American Economic Journal: Microeconomics*.
4. "Planned and Actual Betting in Sequential Gambles," 2009, (with E. Andrade), *Journal of Marketing Research*, 46, June, 372-383.
5. "Too Close to be Similar: Product and Price Competition in Retail Gasoline Markets," 2008, (with P.B. Seetharaman), *Quantitative Marketing and Economics*, 6, 205-234
6. "Procurement Bidding with Restrictions," 2008, (with A. Pazgal), *Quantitative Marketing and Economics*, 6, 2 177-204.
7. "Information and Inventory in Distribution Channels," (with C. Narasimhan and R. Niraj), 2007, *Management Science*, 53, 10, 1551-1561.
8. "Internet Based Service Institutions, Comment," (with V. Padmanabhan), 2006, *Marketing Science*, 25, 6, pp.598-600.
9. "Job Satisfaction, Job Performance and Effort: A Re-examination using Agency Theory," (with M. Christen and D. Soberman), 2006, *Journal of Marketing*, 70, January, pp. 137-150.
10. "The Targeting of Advertising," 2005, (with D. Soberman and J. M. Villas-Boas), *Marketing Science*, 24, 3, pp. 461-476, **Finalist, for the John D.C. Little Best Paper Award for 2005.**
11. "To Price Discriminate or Not: The Choice of Station Type in Retail Gasoline Markets," (with P.B. Seetharaman), 2003, *Quantitative Marketing and Economics*, v. 1, 2, pp. 155-178.
12. "Internet Shopping Agents: Virtual Colocation and Competition," (with A. Pazgal), *Marketing Science*, 2003, v 22, 1, pp. 85-106, **Finalist, for the John D.C. Little Best Paper Award for 2003.**
13. "A Bargaining Theory of Distribution Channels," (with J. M. Villas Boas), 2003, *Journal of Marketing Research*, v. 40, February, pp. 80-100.
14. "Referral Infomediaries," (with Y. Chen and V. Padmanabhan), 2002, *Marketing Science*, 21, 4,

pp. 23-45.

15. "Price Competition under Stockpiling and Flexible Consumption," (with D. Bell and V. Padmanabhan), 2002, *Journal of Marketing Research*, v. 39, August, 292-303.
16. "Consumer Addressability and Customized Pricing," (with Y. Chen), 2002, *Marketing Science*, 21, 2, pp. 197-208.
17. "Markets for Product Modification Information," (with D. Soberman), *Marketing Science*, 2000, 19, 3, pp.203-225, **Winner, John D.C. Little Best Paper Award for 2000, Lead Article.**
18. "Coordinating Channels Under Price and Non-Price Competition," *Marketing Science*, 1998, 17, 4, pp. 338-355, **Finalist, for the John D.C. Little Best Paper Award for 1998.**

Other Publications

"Experiments of Strategic Choice and Markets," 2008, *Marketing Letters*, (with W. Amaldoss, T. Ho, A. Krishna, K.Y. Chen, P. Desai, S. Jain, N. Lim, J. Morgan, R. Oprea, and J. Srivasatava), 19, July, 417-429.

"Contractual Relationships and Coordination in Distribution Channels," 2003, (with V. Padmanabhan) chapter in "Managing Business Interfaces" eds. Amiya Chakravarty and Jehoshua Eliashberg, Kluwer Publishers.

Working Papers

"Price Categorization, Limited Memory and Competition," 2008, (with Yuxin Chen and Amit Pazgal).

"Negative Advertising and Voter Choice," 2008 (with Hai Che and Ravi Shanmugam).

Work in Progress

Shopping Experience and Competition (with Dmitri Kuksov).

Markets for Hope: Lotteries and Consumption Indivisibility (with Yakov Bart)

Research Interests

Competitive Marketing Strategy

Coordination and Contractual Issues in Distribution Channels.

Marketing Information and its Effects

Internet Institutions and Competition.

Bounded Rationality and Marketing Strategy.
Communication and Advice

Administrative Service at the Haas School

Associate Dean for Academic Affairs (July 2008 – present)
Acting Associate Dean for Academic Affairs (January 2008 – June 2008)
Haas School-wide Hiring Committee (2007 - 2008)
Member Policy and Planning Committee, Haas School of Business (2006-2007).
Ph.D. Program Field Advisor (2004 - 2006)
MBA Program Committee Member (2005 - 2006)
Haas Visiting Scholar Program Advisor (2003 -)
Member of the Standing Committee on Student Diversity (2003 - 2006)
Marketing Recruiting Committee (2003 - 2008).
Junior Faculty Representative, Spring 2002.

Academic Service

Area Editor: *Marketing Science* (2007-)

Associate Editor: *Quantitative Marketing and Economics* (2004 -)

Editorial Board Member: *Marketing Science* (2003-2007), *Journal of Marketing* (2005-2008)
Review of Marketing Science (2002 -)

Guest Area Editor:

POM Special Issue on “Marketing and Operations Management Interfaces and Coordination”.

Ad hoc Reviewer:

American Economic Review

Berkeley Journals in Economic Analysis and Policy

Economic Journal

Economic Theory

International Journal of Industrial Organization

International Journal of Research in Marketing

Israel Science Foundation

Journal of Business

Journal of Economics and Management Strategy

Journal of Marketing

Journal of Marketing Research

Journal of Retailing
Marketing Letters
Marketing Science
Management Science
Manufacturing and Service Operations Management
National Science Foundation
Naval Research Logistics
Operations Research
Production and Operations Management
Quantitative Marketing and Economics
Rand Journal of Economics
Review of Marketing Science
Southern Economic Journal

Conference Organizing and Committees

Co-Chair, *Summer Institute in Competitive Strategy*, 2005.

Organizing Committee, *Summer Institute in Competitive Strategy*, (2003, 2004, 2006, 2007 and 2008).

Organizing Committee, *the Future of Distribution Channels Research Conference*, Wharton School, May 2006.

Program Committee, *2006, 2008 QME Conference*, Graduate School of Business, Stanford University

PhD. Student Advising

At U.C. Berkeley

- Ravi Shanmugam (2009), Orals Committee, “Anchor Store Quality and Mall Competition.”
- Yakov Bart (2009), Dissertation Chair and Orals Chair “Multiproduct Competition with Demand Complementarity in Gasoline Markets.”
- Pedro Gardete (2008), Orals Chair, ‘A Model of Price Promotions with Consumer Inertia and Dynamic Competition.’
- Qiaowei Shen (2006) Committee Member and Orals Chair, “Dynamic Entry Decisions and Industry Evolution.”
- Juanjuan Zhang (2005) Committee Member and Orals Chair, “History, Expectation and Market Outcomes.”
- Liang Guo, (2004) Dissertation Co-Chair, “Essays on Consumption Flexibility, Stockpiling and Market Interactions.”

- Dmitri Kuksov, (2003) Committee Member and Orals Chair “The Role of Search, Information and Strategic Decision-Making in a Competitive Marketplace.”
- Shiming Deng (2003, Industrial Engineering), Committee Member, “Production, Pricing and Contract Management in Supply Chains.”
- Ying Zhao (2001), Committee Member, “Price Dispersion and Retailer Behaviour.”

At Washington University

- Yuxin Chen (1998), Committee Member, “Targetability and Individual Marketing Competition.”
- Rakesh Niraj (2001), Committee Member, “Vertical Information Sharing in Channels.”

Invited Research Seminars and Presentations

2009

“Corruptible Advice,”

Graduate School of Management, University of California, Irvine, May 2009.

2008

“Branding and Advertising,”

Presentation at the 2007 Informs Society for Marketing Science Doctoral Consortium.

Discussant for “Expected Firm Altruism and Brand Extensions,” by Julio Rotemberg, QME conference, Stern School of Business, New York University, October 2008.

“Corruptible Advice,”

Kellogg School of Management, Northwestern University, April 2008.

University of Texas at Austin, March 2008

University of Southern California, Marshall School, Marketing Camp, March 2008

University of North Carolina, Kenan-Flagler School, May 2008.

2007

Presentation at the Seventh Triennial Invitational Choice Conference at the Wharton School, University of Pennsylvania, June 2007.

“Advertising Strategy,”

Presentation at the 2007 Informs Society for Marketing Science Doctoral Consortium.

“Consumer Feelings and Quality Evaluations,” at SICS 2007, U.C. Berkeley, July 2007

“Negative Advertising,” at SICS 2007, U.C. Berkeley, July 2007.

2006

Discussant for “Vaporware, Suddenware, and Trueware: New Product Pre-Announcements,”

by Ozge Torut and Elie Ofek, QME conference, Graduate School of Business, Stanford University, October 2006.

“A Theory of Firm View of Distribution Channels”

Presentation at the 2006, AMA-Sheth Doctoral Consortium, University of Maryland, July 2006.

Discussant at the Summer Institute in Competitive Strategy, U. C. Berkeley, June 2006.

Discussant at the Future of Distribution Channels Conference, Wharton School, May 2006.

“Corruptible Advice”

University of Alberta, Marketing Camp, May 2006.

MSI Young Scholars Conference, May 2006.

Graduate School of Business, Stanford University, March 2006.

“Limited Memory and Market Competition”

Graduate School of Business, Columbia University, April 2006.

Carlson School of Management, University of Minnesota, March 2006.

Ross School of Business, University of Michigan, January 2006.

2004 and 2005

“Corruptible Advice”

Marketing in Israel Conference, Israel, December, 2005.

“Limited Memory and Market Competition”

Department of Economics, U.C. Berkeley (Micro Theory Seminar), March, 2004.

Harvard Business School, April 2004.

Berkeley-Davis-Santa Clara-Stanford Spring Colloquium, May 2004.

“The Targeting of Advertising,”

Sloan School of Management, MIT, Ph.D. camp, October 2004.

Tepper School of Business, Carnegie Mellon University, May 2004.

HKUST, June 2004.

“Quality and Location in Retail Gasoline Markets”

HKUST, June 2004.

2003

“The Targeting of Advertising,”

School of Management, University of Texas, Dallas, April 2003.

School of Management, Yale University, November 2003.

Graduate School of Management, University of California, Davis, December 2003.

Competition in Heterogeneous Markets: Theory and Empirical Evidence from Retail Gasoline Markets.

INSEAD, Fontainebleau, France, January 2003

2002

“The Targeting of Advertising,”

Graduate School of Business, University of Chicago, May 2002.

Rotman School of Management, University of Toronto, May 2002.

Olin School of Business, Washington University in St. Louis, November 2002.

“Referral Infomediaries,”

Graduate School of Business, Stanford University, January 2002.

2001

“Internet Shopping Agents: Virtual Colocation and Competition,”

UCLA May 2001

Berkeley-Davis- Stanford Marketing Colloquium

Berkeley I.O. spring seminar series.

“Referral Infomediaries and Retail Competition,”

Berkeley Choice Symposium, Monterey CA, June 2001.

Invited presentation made at the Marketing Science Institute’s Young Scholar’s Program, Utah, January 2001.

2000

“Markets for Product Modification Information," Haas School U.C., Berkeley, March 2000.

“Internet Shopping Agents: Virtual Colocation and Competition,” at INSEAD marketing camp, June 2000.

1999

“Markets for Product Modification Information," Fuqua School of Business, Duke University, December 1999,

"A Bargaining Theory of Distribution Channels,"

GSB Stanford University March 1999,

University of Toronto, December 1999.

1998

"A Bargaining Theory of Distribution Channels,"

Northwestern University October 1998.

GSB University of Chicago, April 1998.

Wharton School of Business, March 1998.

“Coordinating Channels under Price and Non-Price Competition,” at the Haas School of Business, University of California Berkeley, April 1998.

1995-96

"Retail Differentiation and Channel Coordination in Heterogeneous Markets,"
GSIA Carnegie Mellon University
GSB University of Chicago,
GSB Stanford University,
Washington University.
Rutgers University

Teaching

Haas School of Business, U.C. Berkeley

Marketing Management, Berkeley-Columbia Program, Summer 2008.
Marketing Management and Organization, EW MBA 206, Fall 2007
High-Technology Marketing Strategy, MBA 264, EW MBA 264.
Business-to-Business Marketing, BA 268
Marketing UGBA 106
Doctoral Seminar, BA 269-D

Olin School of Business, Washington University

Principles of Marketing MKRT 370/372
Marketing Policy and Analysis (MBA, EMBA) MKRT 5501/5502.

Corporate Experience

Research Management Group, Toronto, Canada, Research Consultant.
The Boots Company (India) Ltd. (Consumer Products Div.), Product Manager.
McDowell and Company Ltd., India, Branch Sales Manager, Management Trainee.