

May 2020

MITCHELL J. LOVETT

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ACADEMIC EMPLOYMENT

- Associate Professor of Marketing (with tenure), Simon Business School, University of Rochester, 2018-Current
- Associate Professor of Marketing (without tenure), Simon Business School, University of Rochester, 2014-2018
- Assistant Professor of Marketing, Simon Graduate School of Business, University of Rochester, 2008-2014

EDUCATION

- Ph.D., Marketing, Duke University, 2008
Committee: William Boulding (chair), Richard Staelin (chair), Ron Shachar, and Mike West
Thesis: Unstable Learning Models
- M.B.A., Boise State University, 2003
- B.A., Ohio Wesleyan University, *summa cum laude*, 1997

RESEARCH

Publications:

- Ellickson, Paul B., Mitchell J. Lovett, and Bhoomija Ranjan (2019) "Product Launches with New Attributes: A Conjoint-Consumer Panel Technique for Estimating Demand," *Journal of Marketing Research*, 56(5), 709-731.
- Lovett, Mitchell, Renana Peres, and Linli Xu (2019), "Can Your Advertising Really Buy Earned Impressions? The Effect of Brand Advertising on Word of Mouth," *Quantitative Marketing and Economics*, 17(3), 215-255.
- Lovett, Mitchell (2019) "Empirical Research on Political Marketing: A Selected Review," *Consumer Needs and Solutions*, 6(3), 49-56.
- Lovett, Mitchell and Renana Peres (2018), "Mobile Diaries-Benchmark Against Metered Measurements: An Empirical Investigation," *International Journal of Research in Marketing*, 35, 224-241.
- Lovett, Mitchell and Richard Staelin (2016), "The Role of Paid and Earned Media in Building an Entertainment Brand: Reminding, Informing, and Enhancing Enjoyment", *Marketing Science*, 35(1), 142-157.
- Lovett, Mitchell and Michael Peress (2015), "Targeting Political Advertising on Television," *Quarterly Journal of Political Science*, 10(3), 391-432.
- Lovett, Mitchell, Renana Peres, and Ron Shachar (2014), "A Dataset of Brands and their Characteristics," *Marketing Science*, 33 (4), 609-617.
- Lovett, Mitchell, Renana Peres, and Ron Shachar (2013), "On Brands and Word of Mouth," *Journal of Marketing Research*, 50(August), 427-444.

William F. O'Dell Award Finalist, lead article, and selected for JMR press campaign

- Gordon, Brett, Mitchell Lovett, Ron Shachar, Kevin Arceneaux, Sridhar Moorthy, Michael Peress, Akshay Rao, Subrata Sen, David Soberman, and Oleg Urminsky (2012), "Marketing and politics: Models, behavior, and policy implications," *Marketing Letters*, 23(2), 391-403.
- Belloni, Alexandre, Mitchell Lovett, William Boulding, and Richard Staelin (2012), "Optimal Admission and Scholarship Decisions: Choosing Customized Marketing Offers to Attract a Desirable Mix of Customers," *Marketing Science*, 31(4), 621-636.
- Lovett, Mitchell and Ron Shachar (2011), "Seeds of Negativity: Knowledge and Money," *Marketing Science*, 30(3), 430-446.
- Lovett, Mitchell and Jason MacDonald (2005), "How Does Financial Performance Affect Marketing? Studying the Marketing-Finance Relationship From a Dynamic Perspective," *The Journal of the Academy of Marketing Science*, 33(4), 476-485.

Working Papers/Papers Under Review:

- "Learning to Set Prices" (with Paul Ellickson and Yufeng Huang, who is the lead author)
- "Competition and Dynamics in the Tone of Political Campaigns: Theory and Evidence" (with Paul Ellickson and Ron Shachar)
- "Disentangling the Effects of Ad Tone on Voter Turnout and Candidate Choice in Presidential Elections" (with Brett Gordon, Bowen Luo, and James Reeder)
- "Using Machine Learning for Causal Inference in Marketing" (chapter)
- "The Effect of Expanding and Sharing Intellectual Property Rights" (with Avery Haviv and Nan Li, who is the lead author)
- "Private Labels and Retailer Profitability: Bilateral Bargaining in the Grocery Chain" (with Paul Ellickson and Pianpian Kong)
- "(Un)Expected Consequences of Becoming a New Format Shopper: A Causal Approach," (with Paul Ellickson and Xavi Vidal-Berastain, who is the lead author)
- "The Effect of Location and Assortment on Category Consideration, Learning, and Choice" (with Paul Ellickson and Bhoomija Ranjan, who is the lead author)
- "Putting the Horses Before the Cart: Harnessing the Power of Partner Brands" (with Paul Ellickson and Pianpian Kong, who is the lead author)
- "Consumer Learning Models for Perceived and Actual Product Instability" (with William Boulding and Richard Staelin)

Works in Progress:

- "Social Media Influence on Voter Demand in the U.S. Presidential Primaries: How Much Do Political Elites Shape Early Primary Public Opinion" (with Paulo Albuquerque, Michael Peress, and Javier Vidal-Berastain)
- "Differential Effects of Social Media on Regular and Infrequent Viewers of Television" (with Renana Peres and Sarah Gelper)
- "SKUs Can Inform and Persuade Consumers in a Growing Experience Good Category" (with Bhoomija Ranjan)
- "What Happens When You Start Shopping for Groceries Online?" (with Shaoyin Du and Paul Ellickson)
- "Category Spillovers in Grocery Retail" (with Paul Ellickson and Bowen Luo)

CONFERENCE PRESENTATIONS

- Advanced Research Techniques (ART) Forum, Provo, UT, 2019

- INFORMS, Marketing Science Conference, Rome, Italy, 2019
- Quantitative Marketing and Economics, Discussant, Chicago, 2018
- BASS Forms Conference, UT Dallas, Dallas, TX, 2018
- Workshop in Management Science, University of Chile, Pucon, Chile, 2018
- Quantitative Marketing and Economics, Frankfurt, Germany, 2017
- Summer Institute on Competitive Strategy, Berkeley, California, 2017
- INFORMS, Marketing Science Conference, USC, California, 2017
- Marketing Dynamics Conference, Hamburg, Germany, 2016
- Association of Consumer Research, New Orleans, 2015
- INFORMS, Marketing Science Conference, Baltimore, 2015
- Marketing Science Institute's Young Scholar's Conference, Salt Lake City, Utah, 2015
- Summer Institute on Competitive Strategy, Berkeley, California 2014
- ZEW Conference on the Economics of Information and Communication Technologies, Mannheim, Germany, 2014
- Marketing and Innovation Symposium, ERIM, Netherlands, 2014
- Yale Conference on Customer Insights, New Haven, Connecticut, 2014
- BBCRST Regional Marketing Conference, Buffalo, New York, 2014
- UT Dallas Forms Conference, 2014
- Marketing in Israel, Israel 2013-2014
- Marketing Dynamics Conference, Chapel Hill, North Carolina, 2013
- BBCRST Regional Marketing Conference, Binghamton, New York, 2013
- Marketing Dynamics Conference, Tilburg, Netherlands, 2012
- INFORMS, Marketing Science Conference, Boston, MA, 2012
- Quantitative Marketing and Economics, Rochester, New York, 2011
- Marketing Dynamics Conference, India, 2011
- Summer Institute on Competitive Strategy, Berkeley, California, 2011
- INFORMS Marketing Science Conference, Houston, Texas, 2011
- INFORMS Marketing Science Conference, Cologne, Germany, 2010
- 8th Invitational Choice Symposium, Key Largo, Florida, 2010
- INFORMS Marketing Science Conference, Cologne, Germany, 2010
- Association of Consumer Research, Pittsburg, PA, 2009
- Summer Institute on Competitive Strategy, Berkeley, California, 2009 (discussant)
- INFORMS Marketing Science Conference, Ann Arbor, Michigan, 2009
- BBCRST Regional Marketing Conference, Ithaca, New York, 2009
- INFORMS Marketing Science Conference, Vancouver, British Columbia, Canada, 2008
- Marketing Dynamics Conference, Groningen, Netherlands, 2007
- INFORMS Marketing Science Conference, Pittsburgh, Pennsylvania, 2006
- INFORMS Marketing Science Conference, Atlanta, Georgia, 2005
- PDMA Conference, Boston, Massachusetts, 2003
- Summer Educators AMA Conference, San Diego, California, 2002

INVITED PRESENTATIONS

“Machine Learning for Causal Inference in Marketing”

- Advanced Research Techniques (ART) Forum, Provo, UT, 2019

- AMA Summer Educators Conference, Chicago, IL, 2019

“Product Launches with New Attributes: A Conjoint-Consumer Panel Technique for Estimating Demand”

- University of California, Davis 2019
- University of Delaware, Marketing Research Camp, 2017

"Private Labels and Retailer Profitability: Bilateral Bargaining in the Grocery Chain"

- University of Houston, 2016
- University of Zurich, Zurich, Switzerland, 2016
- Goethe University, Frankfurt, Germany, 2016
- INSEAD, Fontainebleau, France, 2016
- Arizona State University, 2016
- University of California, San Diego, 2016

“Role of Paid, Earned, and Owned Media in Building Entertainment Brands”

- University of Alberta, School of Business, Edmonton, Canada, 2015
- University of Minnesota, Carlson School of Business, Minneapolis, 2014
- Rotterdam School of Management, Erasmus University, Netherlands, 2014
- Tilburg University, Netherlands, 2014
- Wharton School of Business, University of Pennsylvania, Philadelphia, 2014
- Foster School of Business, University of Washington, Seattle, 2014

"Optimal Targeting of Television Advertising"

- Columbia University, Graduate Business School, 2012

"The Seeds of Negativity"

- Ohio State University, Fisher College of Business, 2011
- University of California, Los Angeles, Anderson School of Business, 2010
- Stanford University, Graduate School of Business, 2010
- University of Chicago, Booth School of Business, 2010
- Michigan State University, Eli Broad Business School, 2009

"What Have You Done For Me Lately: Models of Consumer Learning and Choice"

- Erasmus University, Netherlands, 2007
- Michigan State University, Eli Broad Business School, 2007
- University of Georgia, Terry College of Business, 2007
- Virginia Tech University, Pamplin College of Business, 2007
- University of Rochester, Simon Graduate School of Business, 2007

REVIEWING AND ACADEMIC SERVICE

- Ad hoc reviewer for *American Economic Review*, *Marketing Science*, *Journal of Marketing Research*, *Management Science* (marketing area), *Quantitative Marketing and Economics*, *International Journal of Research in Marketing*, *Journal of Marketing Theory and Practice*, *Journal of Political Marketing*, and *Journal of Marketing Management*.
- Program Chair and Conference Host, Advanced Research Techniques (ART) Forum, AMA, 2020 (Cancelled due to coronavirus)

- Member of Selection Committee, Frank M. Bass UTD-FORMS Conference, 2019
- Member of Selection Committee, Quantitative Marketing and Economics Conference 2017
- MSI Dissertation Competition Reviewing
- Co-chair of 8th Invitational Choice Symposium Session on Political Marketing
- Chaired Political Marketing Special Session, INFORMS Marketing Science Conference 2008

UNIVERSITY AND SCHOOL SERVICE

- PhD Faculty Committee Chair and Program Director, 2018-current
- Online MSBA Program Committee, 2020-current
- Co-chair, Goergen Institute of Data Science Business and Economics Working Group 2020-current
- Data Science Institute Faculty Liaison for Simon Business School, 2016-current
- Marketing and Business Analytics Program Committee, Simon Business School, 2016-current
- Chair, TA Task Force, 2018
- Marketing Group Curriculum Redesign, 2017-2018
- Ph. D. Program Committee, Simon Business School, 2012-current
- Faculty Recruiting Committee, Simon Business School, 2012-current
- Special Committee on Building and AV, Simon Business School, 2018-2019
- Simon Technology Committee, 2017-2018
- AV Committee, Simon Business School, 2015

DISTINCTIONS, GRANTS, AND AWARDS

- Superior Teaching Award for Master of Business Administration, 2020
- NYS Center for Excellence in Data Science Grant (with Walt Johnson & Yufeng Huang), \$61,691, 2019-2020.
- Finalist in 2018 for the William F. O'Dell Award for Long-term Impact at the Journal of Marketing Research for Paper Published in 2013
- Superior Teaching Award for Masters of Science in Marketing Analytics, 2018
- MSI Grant in 2017 for "Second Screens and Television Viewing Experiences" with Henry Assael, Alixandra Barasch, Renana Peres, and Emily Powell awarded \$5,250
- Data Science Center of Excellence Distinguished Researcher, 2016-2017
- The Gerald and Deanne Gitner Prize for Teaching Excellence, 2016
- MSI Grant in 2016 for "There's No Free Lunch Conversation: The Effect of Brand Advertising on Word of Mouth" with Renana Peres and Linli Xu, awarded \$15,000
- Dean's Teaching Honor Roll at University of Rochester for Marketing Research, Winter 2016
- Dean's Teaching Honor Roll at University of Rochester for Marketing Research, Fall 2015
- Named a Marketing Science Institute Promising Young Scholar, 2014
- Dean's Teaching Honor Roll at University of Rochester for Marketing Research, Fall 2013
- Provost's Multidisciplinary Grant Award, University of Rochester, 2011, awarded \$40,000
- Sheth AMA Doctoral Consortium, 2007
- ISBM 2006 Silver Medalist Competition Award for "The Management of Experience-Based Knowledge and Learning in B2B Marketing" with Chris Moorman
- Graduate Fellowship, Duke University, 2003-2008.
- Graduate Fellowship, Boise State University, 2000-2002.

- Phi Beta Kappa Member

TEACHING

University of Rochester, Simon Graduate School of Business

- Analytics Design and Applications, MS, 2020
- Advanced Marketing Strategy, MBA, 2020
- Marketing Seminar (Multiple Faculty), Ph. D. Course, 2016-current
- Core Quantitative Marketing Seminar, Ph. D. Course, 2012-current
- Marketing Research, MBA/MS Course, 2009-2019
- Contemporary Marketing Strategy, Executive MBA, 2017
- Marketing Research, Executive MBA, 2014
- Advertising and Sales Promotion, MBA/MS Course, 2011-2013
- Consumer Behavior, MBA/MS Course 2010, 2011
- Custom Executive Education Course for Bausch and Lomb Program, Module on Market Research, 2008

Duke University

- Marketing Management, Program of Markets and Management Studies, 2007.
- Teaching Assistant, Market Intelligence, Prof. John Lynch, 2007-2008.
- PhD Student Facilitator, Duke Executive MBA capstone simulation, 2005-2007.

Boise State University

- Instructor, Introduction to Marketing, 2003.
- Instructor, Introduction to Java, 2002-2003.
- Instructor, Spreadsheets for Financial Analysis and Microsoft Office, 2002-2003

GRADUATE STUDENT ADVISING

Student

Pianpian Kong (job market 2016)
 Bhoomija Ranjan (job market 2016)
 Nan Li (job market 2018)
 Xavi Vidal-Berastain (job market 2018)

Initial Placement

University of Buffalo (SOM)
 Brandeis University (IBS)
 Tongji University
 Brandeis University (IBS)

PRE-ACADEMIC INDUSTRY EXPERIENCE

Independent IT and Strategy Consultant (1999-2002)

- Information Technology and Strategy Consulting. Clients included small businesses in the print, education, and training industries. Projects included customer database development and analysis, facilitating strategic planning process and retreats, and developing strategic metrics.

Center for Creative Leadership (1997-2000)

- Manager, Strategic Measurement and Analysis (Last position). Responsibilities included consulting and responsibility for customer database analysis, demand forecasting, yield management, satisfaction surveys, quality control training, strategic and tactical business metrics, facilitating strategy retreats, and business systems analysis.