

## **Dr. Salma Karray**

Associate Professor  
University of Ontario Institute of Technology  
Faculty of Business and IT  
2000 Simcoe Street North, Oshawa (Ontario)  
L1H 7L7, Canada  
Tel: 905-721-8668 # 2832  
salma.karray@uoit.ca

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### **ACADEMIC EMPLOYMENT**

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University of Ontario Institute of Technology, Faculty of Business and Information Technology  
2009-Present Associate professor  
2004 – 2009 Assistant professor  
(Parental leave 2007 and 2011)

HEC Montreal, Marketing department  
2002 – 2003 Instructor

HEC Montreal, Omer Deserres Retail Research Chair  
2000 – 2002 Research Assistant

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### **EDUCATION**

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Ph.D. in Administrative Studies, HEC Montreal, Canada, 2005  
MSc. in Marketing, HEC Montreal, Canada, 2001  
Bachelor of Commerce, IHEC, Tunisia, 1998

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### **RESEARCH**

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#### **Research Interests**

Operations Research and marketing interface  
Game theory  
Marketing decision models  
Marketing analytics  
Distribution channels  
Movie marketing

#### **Refereed Journal Publications**

Salma Karray and Simon Pierre Sigué (2015). A game-theoretic model for co-promotions: choosing a complementary versus an independent product ally. *Omega, the International Journal of Management Science*, 54, 84-100.

Salma Karray (2015). Cooperative promotions in the distribution channel. *Omega, the International Journal of Management Science*, 51, 49-58.

Salma Karray and Saman Amin (2015). Cooperative advertising in a supply chain with retail competition. *International Journal of Production Research*, 53(1), 88-105.

Salma Karray (2014). Modeling brand advertising with heterogeneous consumer response; channel implications. *Annals of Operations Research*, in press, DOI: 10.1007/s10479-014-1656-9.

Salma Karray (2013). Periodicity of pricing and marketing efforts in a distribution channel, *European Journal of Operational Research*, 228(3), 635-647.

Salma Karray (2011). Effectiveness of retail joint promotions under different channel structures, *European Journal of Operational Research*, 210(3), 745-751.

Salma Karray and Guiomar Martín-Herrán (2009). A Dynamic model for advertising and pricing competition between national and store brands, *European Journal of Operational Research*, 193(2), 451-467.

Salma Karray and Guiomar Martín-Herrán (2008). Investigating the relationship between advertising and pricing in a channel with private label offering: a theoretic model, *Review of Marketing Science*, 6, 1.

Simon Pierre Sigué and Salma Karray (2007). Price competition during and after promotions, *Canadian Journal of Administrative Sciences*, 24(2), 80-93.

Salma Karray and Georges Zaccour (2007). Effectiveness of coop advertising programs in competitive distribution channels, *International Game Theory Review*, 9(2), 151-167.

Salma Karray and Georges Zaccour (2006). Could co-op advertising be a manufacturer's counterstrategy to store brands?, *Journal of Business Research*, 59(9), 1008-1015.

### **Chapters in Books**

Salma Karray and Georges Zaccour. A differential game of advertising for national and store brands, in *Dynamic Games: Theory and Applications*, Kluwer Academic Publishers, 2005.

### **Full Papers in Refereed Conference Proceedings**

Salma Karray and Simon-Pierre Sigué (2014). A game-theoretic model for co-promotions: choosing a complementary versus an independent product ally, *Administrative Sciences Association of Canada (ASAC) Conference Proceedings*.

Chirag Surti and Salma Karray (2014). Dual coordination in supply chains, *Eighteenth International Working Seminars on Production Economics Proceedings*, Austria.

Lidia Debernitz and Salma Karray (2012). Effect of trailer advertising on the financial performance of the associated movie; an event study, *European Marketing Conference Proceedings*.

Salma Karray, Kamal Smimou and Bharat L. Sud (2013). Tie-in promotions in the motion picture industry: an empirical study, *Academy of Marketing Science Conference Proceedings (CD ROM)*.

### **Non-Refereed Publications**

Salma Karray (2013). Modeling brand advertising with heterogeneous consumer response; channel implications, *POMS Conference Proceedings*, Denver (USA).

Salma Karray (2009). Joint promotions in channels, *Third Workshop on Game Theory in Marketing Conference Proceedings (CD-ROM)*, Montreal (Canada).

Salma Karray and Georges Zaccour (2004). Coop advertising: a manufacturers' counterstrategy to store brands, *GERAD Working Papers Series*.

Salma Karray and Georges Zaccour (2003). Coop advertising programs under competitive market structures, *GERAD Working Papers Series*.

### **Articles Completed Under Review at Refereed Journals**

2nd round of revision– with A. Bazargan and S. Zolfaghari. Profitability of limiting time redemption of loyalty programs: An analytical analysis, *European Journal of Operational Research*.

2nd round of revision- with L. Debernitz. The Effectiveness of Movie Trailer Advertising, *International Journal of Advertising*.

Submitted– with S. P. Sique. Should companies jointly promote their complementary products?, *European Journal of Operational Research*.

Submitted– with C. Surti. Dual coordination in supply chains, *Production and Operations Management*.

Submitted– with A. Bazargan and S. Zolfaghari A stochastic dynamic game for setting expiry on loyalty programs, *Production and Operations Management*.

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## **HONOURS AND AWARDS**

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### **Research Grants**

Discovery grant, National Sciences and Engineering Research Council of Canada (NSERC), 2015-2020.

MITACS Globalink, 2015.

UOIT Internal grant, 2014.

MITACS Globalink, 2014.

Discovery grant, National Sciences and Engineering Research Council of Canada (NSERC), 2007-2014.

Excellence doctoral scholarship, Quebec Funds for Research on Society and Culture (FQRSC), 2004.

Ph.D. excellence scholarship, HEC Montreal, 2004.

### **Invited Seminars**

Production and Operations Management Conference (special session), Washington DC, 2015.

American Marketing Association summer Conference (special session), San Francisco, 2014.

McMaster University, Hamilton (Canada), 2013.

University of Waterloo, Waterloo (Canada), 2012.

Marketing Science Conference (special session), Cologne (Germany), 2010.

Workshop on Game Theory in Marketing Channels, HEC Montreal (Canada), 2009.

INFORMS Young Researcher Connection, INFORMS Practice Conference, Baltimore (USA), 2008.

International Society in Dynamic Games Workshop, Segovia (Spain), 2005.

Game Theory in Marketing Workshop, HEC Montreal (Canada), 2005.

University of Valladolid, Valladolid (Spain), 2005.

Marketing Science Doctoral Consortium, Rotterdam (the Netherlands), 2004.

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## **PRESENTATIONS AT MEETINGS AND SYMPOSIA**

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Cooperative promotions in the distribution channel, CORS/INFORMS annual conference, Montreal, Quebec, June 2015.

Cooperative promotions in the distribution channel, Production and Operations Management Conference special session (Economics Models of Operations), Washington DC, May 2015.

Profitability of limiting time redemption of loyalty programs: An analytical analysis, POMS Conference, Washington DC (USA), May 2015.

A game-theoretic model for co-promotions: choosing a complementary versus an independent product ally, POMS Conference, Washington DC (USA), May 2015.

Cooperative advertising in a supply chain with retail competition. American Marketing Association summer conference, San Francisco, California (USA), August 2014.

A Game-theoretic Model for Co-promotions: Choosing a Complementary Versus an Independent Product ally, Marketing Science conference, Atlanta (USA), June 2014.

A model of quantity discounts and cooperative promotions in the supply chain, Canadian Operational Research Society Conference, Ottawa (Canada), May 2014.

A game-theoretic model for co-promotions: choosing a complementary versus an independent product ally, Administrative Sciences Association of Canada (ASAC) Conference Proceedings, Muskoka (ON), May 2014.

Coop advertising in a supply chain with competition, INFORMS Annual Meeting Conference, Minneapolis (USA), Oct. 2013.

Coop advertising in a supply chain with competition, 26th European Conference on Operational Research, Rome (Italy), July 2013.

Modeling brand advertising with heterogeneous consumer response; channel implications, Production and Operations Management (POMS) Conference, Denver (USA), May 2013.

Periodicity of pricing and marketing efforts in a distribution channel, Empirical & Theoretical Symposium, Ivey School of Business, London (Canada), May 2013.

Periodicity of pricing and marketing efforts in a distribution channel, McMaster University, DeGroote School of Business, Hamilton (Canada), 2013.

Effectiveness of retail joint promotions under different channel structures, University of Waterloo, Department of Management Sciences, Waterloo (Canada), 2012.

Optimal sequence of play for channels with cooperative advertising programs, EURO XXV conference special session, Vilnius (Lithuania), 2012.

Optimal sequence of play for channels with cooperative advertising programs, Canadian Operational Research Society (CORS) Conference, Niagara Falls (Canada), 2012.

Effectiveness of retail joint promotions under different channel structures. Manufacturing and Service Operations Management (MSOM) Conference, New York (USA), 2012.

Optimal Sequence of play for channels with cooperative advertising programs. Canadian Operational Research Society (CORS) Conference, Niagara Falls (Canada), 2012.

Effect of trailer advertising on the financial performance of the associated movie; an event study. European Marketing Conference, Lisbon (Portugal), 2012.

Effectiveness of retail joint promotions under different channel structures, INFORMS general meeting conference, Charlotte, North Carolina (USA), 2011.

Channel coordination in heterogeneous markets, Marketing Science Conference, Cologne (Germany), 2010.

Joint promotions in channels, Workshop on Game Theory in Marketing Channels, HEC Montreal (Canada), 2009.

Cooperative promotions in supply chains, CORS/INFORMS Conference, Toronto (Canada), 2009.

Could market coverage be source of conflict in distribution channels?, INFORMS Annual Meeting, Washington D.C. (USA), 2008.

A dynamic model for advertising and pricing competition between national and store brands, CORS/Optimization Days, Quebec (Canada), 2008.

Pricing and sales promotion dynamic competition in a duopoly, Ninth Workshop on Optimal Control, Dynamic Games and Nonlinear Dynamics, Montreal (Canada), 2007.

Advertising and pricing decisions for national and store brands: a channel's perspective, Marketing Science Conference, Pittsburgh (USA), 2006.

Pricing and sales promotion dynamic competition in a duopoly, International Society of Dynamic Games Workshop, Segovia (Spain), 2005.

Advertising and pricing decisions for national and store brands: a channel's perspective, IFORS Triennial Conference, Honolulu (USA), 2005.

Advertising and pricing decisions for national and store brands: a channel's perspective, Game Theory in Marketing Workshop, Montreal (Canada), 2005.

A differential game of advertising for national and store brands, GERAD 25th Anniversary Workshop, Montreal (Canada), 2005.

Coop advertising: a manufacturers' counterstrategy to private labels, University of Valladolid (Spain), 2005.

Coop advertising: a manufacturers' counterstrategy to private labels, Marketing Science Conference, Rotterdam (the Netherlands), 2004.

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## **RECENT PRESS PUBLICATIONS AND COMMUNICATIONS**

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Marketing at UOIT, UOIT Student Speak Blog, <http://blog.uoit.ca/marketing-at-uoit>, April 2015.

UOIT marketing researchers discuss what happened to retailer Target, online press release UOIT website, January 2015.

Logging on and checking out: the growth of online shopping in Canada, Oshawa weekly, December 2014.

Retailers adapt to online shopping, Durham news, December 2014.

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## **SELECTED PROFESSIONAL AFFILIATIONS AND ACTIVITIES**

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Ad-hoc Reviewer for many peer-reviewed journals including; *OMEGA*, *Production and Operations Management*, *European Journal of Operational Research*, *Decision Sciences*, *International Journal of Production Economics*, *Computers & Industrial Engineering*, *Dynamic Games and Applications*, *Marketing Science*, *Marketing Letters*, *Journal of Agricultural & Food Industrial Organization*, *Electronic Commerce Research and Applications*.

Reviewer for Tri-council granting agencies (SSHRC and NSERC)

Member of professional organizations; Canadian Operations Research Society (CORS), Institute For Operations Research and the Management Sciences (INFORMS), American Marketing Association (AMA), Institute for Marketing Science (ISMS).

Editorial board member, *International Journal of Business Analytics (IJBAN)*.

Co-organizer of the Joint business and modeling research seminar (UOIT), since 2012.

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## **TEACHING**

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### **Undergraduate (BCOM)**

Marketing Strategy (4<sup>th</sup> year required)

Marketing Channels (3<sup>rd</sup> year elective)

Marketing Research (3<sup>rd</sup> year required)

Retail Management (4<sup>th</sup> year elective)

### **Graduate (MBA)**

Special Topics in Business (Distribution Channels)

Special Topics in Business (Marketing Strategy)

### **Graduate Theses/Projects supervised**

#### **(i) Master Students**

Soroush Boroumand (2014-2015)

Role: sole supervisor

Thesis title: The effect of recall announcement on stock prices

Sarah Clemente (2013)

Role: sole supervisor

Project: Measuring the effectiveness of brand extensions for movies

Lidia Debernitz (2010-2012)

Role: primary supervisor

Thesis title: Effect of trailer advertising on the financial performance of the associated movie

(ii) Doctoral students

Amirhossein Bazargan (since 2014)

Role: primary supervisor

Thesis title: Choice models for loyalty programs

(iii) Postdoctoral Fellows

Saman Hassanzadeh Amin (2013-2014)

Role: sole supervisor

Project: Cooperative advertising for a supply chain with competition

Bharat L. Sud (2009-2010)

Role: sole supervisor

Project: Empirical investigation of tie-in promotions on firms' financial performance

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**ACADEMIC SERVICE**

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Faculty of Business and IT Marketing area coordinator 2009 – 2010 and since 2013

liaison between dean's office and marketing faculty, course planning and coordination, representative of marketing area in faculty events, etc.

Many Faculty and University committees including:

(i) Faculty committees

Executive committee, graduate programs, curriculum, faculty search committees (for Marketing, OR, HR, Finance, etc.), Tenure and 3<sup>rd</sup> review dossiers faculty referee, faculty policy, Bcomm review committee, BBA program design, MBA program design, Academic advisor for the UOIT Marketing Association, etc.

(ii) University committees

Tenure and promotion (provost appointee), academic council, academic integrity and appeals, etc.

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**OTHER COMMUNITY SERVICE**

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Judge, International Council of Shopping Centre awards competition, 2013.

Judge, Marketing case competition (UOIT), 2012.

Judge, McMaster case competition (CNTE), 2011.