

Paulo Albuquerque

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Contact

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Employment

2021-Present	Full Professor of Marketing, INSEAD, France
2014-2021	Associate Professor of Marketing, INSEAD, France
2012-2014	Associate Professor of Marketing, Simon School of Business, University of Rochester, Rochester, NY, United States
2013-2014	MBA Program Faculty Director, Simon School of Business, University of Rochester, Rochester, NY, United States
2006-2012	Assistant Professor of Marketing, Simon School of Business, University of Rochester, Rochester, NY
1998-2001	Teaching Assistant, Portuguese Catholic University, Lisbon, Portugal
1998-1999	Trade Marketing Manager, Warner Lambert – Adams Division, Portugal
1997-1998	Product Manager Trainee, Warner Lambert Consumer Healthcare, Portugal
1996-1999	Partner and Consultant, A. Albuquerque, Lda., Portugal

Education

2001-2006	Ph.D. Degree in Management, UCLA Anderson School, Los Angeles, USA
1993-1998	B.A. degree in Management, Portuguese Catholic University, Portugal

Research

-- Research Interests --

Spatial phenomena and location impact in marketing, product usage and innovation, online consumer search, positive impact of marketing on society.

-- Papers --

1. Paulo Albuquerque and Yulia Nevskaya (2022), "The Impact of New Content and User Community Membership on Usage of Online Games", *Customer Needs and Solutions*, pages 1-24.
2. Chen Zhou, Paulo Albuquerque, Rajdeep Grewal (2021), "Competition and Firm Service Reliability Decisions: A Study of the Airline Industry." *Journal of Marketing Research*, 58 (2), 377-399.
3. Pierre Dubois, Paulo Albuquerque, Olivier Allais, Patrice Bertail, Céline Bonnet, Pierre Combris, Saadi Lahlou, Natalie Rigal, Bernard Ruffieux, and Pierre Chandon (2020), "Impact of Front-of-pack Graphical Nutrition Labels on the Nutritional Quality of Supermarket Food Purchases: Evidence from a French Randomized Controlled Experiment. *Journal of the Academy of Marketing Science*:
 - a. Winner: 2022 Gary L. Lilien ISMS-MSI Practice Prize
 - b. Finalist: Sheth Foundation Best Paper Award
4. Yulia Nevskaya and Paulo Albuquerque (2019), "How Should Firms Manage Excessive Product Use? A Continuous-Time Demand Model to Test Reward Schedules, Notifications, and Time Limits." *Journal of Marketing Research*, 56(3), 379-400.
 - a. Mentioned in Harvard Business Review (2021), article: How Companies Can Battle "Gaming Disorder".
5. Paulo Albuquerque, Merrie Brucks, Margaret C. Campbell, Kara Chan, Michal Maimaran, Anna R. McAlister, and Sophie Nicklaus (2018), Persuading Children: a Framework for Understanding Long-Lasting Influences on Children's Food Choices, *Customer Needs and Solutions*, 5, issue 1, p. 38-50.
6. Jun B. Kim, Paulo Albuquerque, and Bart J. Bronnenberg (2017), "The Probit Choice Model under Sequential Search with an Application to Online Retailing," *Management Science*, 63(11):3911-3929.
7. W. Kar, V. Swaminathan, P. Albuquerque (2015), "Selection and Ordering of Linear Online Video Ads", *Proceedings of the 9th ACM Conference on Recommender Systems*, 203-210.
8. Paulo Albuquerque, Polykarpos Pavlidis, Kay-Yut Chen, Udi Chatow, Zainab Jamal (2012), "Evaluating Promotional Activities in an Online Two-Sided Market of User-Generated Content." *Marketing Science*, vol. 31 no. 3 406-432.
9. Paulo Albuquerque and Bart J. Bronnenberg (2012), "Measuring the Impact of Negative Demand Shocks on Car Dealer Networks," *Marketing Science*, January/February 31:4-23, with commentaries from R. Staelin, D. Purohit, and D. Hanssens, *Lead Article*.
10. Jun B. Kim, Paulo Albuquerque, and Bart J. Bronnenberg (2011), "Mapping Online Consumer Demand," *Journal of Marketing Research*, Volume 48, Number 1, February.
11. Kim, Jun B., Paulo Albuquerque, and Bart J. Bronnenberg (2010), "Online Demand under Limited Consumer Search," *Marketing Science*, 29(6), 1001-1023

- a. Winner: 2011 Frank Bass Award,
 - b. Winner: 2020 ISMS Long Term Impact Award.
12. Paulo Albuquerque and Bart J. Bronnenberg (2009), "Estimating Demand Heterogeneity Using Aggregated Data: An Application to the Frozen Pizza Category," *Marketing Science*, 28 (2), 356—372.
 13. Bronnenberg, B. J., Dube, J. P., Mela C. F., Albuquerque, P., Erdem, T., Gordon, B., Hanssens, D., Hitsch G., Hong, H., B. Sun (2008), "Measuring Long Run Marketing Effects and their Implications for Long Run Marketing Decisions," *Marketing Letters*.
 14. Paulo Albuquerque, Bart J. Bronnenberg and Charles Corbett (2007), "A Spatio-temporal Analysis of Global Diffusion of ISO 9000 and ISO 14000 Certification," *Management Science*, 53:3 (March), 451-468.

-- Working Papers and Work in Progress --

14. Marton Varga and Paulo Albuquerque, "The Effects of a Single Negative Review on Online Search and Purchase," 3rd Round at the Journal of Marketing Research.
15. Paul Parker, Paulo Albuquerque, and Yakov Bart, "Impact of Lottery Play Decisions on Consumer and Retailer Earnings," 1st Round at the Journal of Marketing Research.
16. M. Varga, A. Tusche, P. Albuquerque, N. Gier, B. Weber, H. Plassmann, "Predicting Sales of New Consumer Packaged Products with fMRI, Survey, and Market Data", being prepared for second round at Marketing science.
17. L. Stourm, P. Albuquerque, "The Launch of a Sharing Economy Platform: Drivers of Adoption and Seeding Strategy", being prepared for second round at the Journal of Marketing Research.
18. Geoffrey Tomaino, Michal Maimaran, and Paulo Albuquerque, "The Impact of COVID-19 on the Usage of Digital Products", first round at Journal of the Association for Consumer Research, working paper
19. Akchurina, D. and Paulo Albuquerque, "Motivating Product Usage and Subscription Rates with Conditional Activities: An Application to Online Children Education," working paper.
20. Viswanadham, R., and Paulo Albuquerque, "Measuring the Heterogeneity in Effects of Front-Of-Pack Labels on the Nutritional Quality of Supermarket Food Purchases," working paper.
21. Akchurina, D., Paulo Albuquerque, Raluca Ursu, "Consumer Search with the Help of Recommendation Systems", working paper.

-- Book Chapters --

25. Paulo Albuquerque and Bart J. Bronnenberg (2017), "Structural Models," *Advanced Methods for Modeling Markets*. International Series in Quantitative Marketing, Springer.
26. Paulo Albuquerque and Bart J. Bronnenberg (2017), "Case Illustration: Applying Structural Models in a Public Policy Context," *Handbook of Marketing Analytics, with Applications in Marketing, Policy, and Litigation.*, Forthcoming.

27. Bronnenberg, Bart. J. and Paulo Albuquerque (2003), "Marketing Strategy in Packaged Goods and Geography," *Advances in Management Strategy*, vol. 20, 215-238.

-- Case Studies --

1. Paulo Albuquerque, Mariana Hortega, Anne-Marie Carrick, and Andrew Lee, "Should a Brand Have Purpose: Hellmann's versus Heinz", published May 2022
2. Paulo Albuquerque, Anne-Marie Carrick, and Joerg Niessing, "Smartick vs. Khan Academy: A Marketing Strategy for Moving Free Users to a Paying Model".

-- Press --

1. Paulo Albuquerque (2020), "How Many Bad Customer Reviews is Too Many? One", INSEAD Knowledge.
2. Paulo Albuquerque (2019), "Making the World Less Addicting and More Popular", INSEAD Knowledge.
3. Paulo Albuquerque (2018), "Selling Kids on Healthy Eating", INSEAD Knowledge.
4. Paulo Albuquerque (2014), "Inject Novelty into Your Innovations", INSEAD Knowledge.

Presentations

-- Invited Presentations --

- 1) "The Impact of Innovation and Social Interactions on Product Usage".
 - 2021: Duke University (Online)
 - 2020: European Quantitative Marketing (Online) Seminar Series
 - 2015: ERASMUS, Tepper School of Business Carnegie Mellon University, London Business School; 2012: Naveen Jindal School of Management, UT Dallas; 2011: Ross School of Business, University of Michigan.
- 2) "Impact of Lottery Play Decisions on Consumer and Retailer Earnings"
 - 2020: Virtual Quantitative Marketing Seminar, co-organized by MIT, BU Questrom, HBS, Columbia, and NYU
- 3) "Motivating Product Usage and Subscription Rates with Conditional Activities: An Application to Online Children Education"
 - 2022: London School of Economics
 - 2021: Pontificia Universidad Católica de Chile (Online)
 - 2018: NYU Stern School of Business.
 - 2017: Boston University; Bocconi University, Italy; The Kellogg – UIC Conference on Children's Well-Being and Happiness, Northwestern University.
- 4) "How Should Firms Manage Excessive Product Use? A Continuous-Time Demand Model to Test Reward Schedules, Notifications, and Time Limits."
 - 2016: NOVA School of Business and Economics; 2013: INSEAD, Laboratory for Laser Energetics' Science and Technology Seminar Series University of

- Rochester, Fisher's Marketing Research Camp at The Ohio State University;
2012: 14th Tilburg Christmas Research Camp
- 5) "Evaluating Promotional Activities in an Online Two-Sided Market of User-Generated Content".
 - 2010: Duke University, Darden School of Business, University of Virginia.
 - 6) "Online Demand Under Limited Consumer Search".
 - 2009: Santa Clara University, University of Groningen.
 - 7) "Measuring the Impact of Negative Demand Shocks on Car Dealer Networks".
 - 2009: The University of Chicago Booth School of Business, Stanford Graduate School of Business; 2008: Hewlett-Packard Labs.
 - 8) "Estimating Demand Heterogeneity Using Aggregated Data: An Application to the Frozen Pizza Category".
 - 2005: Duke University, Simon Graduate School of Business, The Hong Kong University of Science and Technology, Singapore Management University, McCombs School of Business, Washington University St. Louis, Tuck School of Business at Dartmouth.

-- At Conferences --

- 1) Session: Big and Unstructured Data: Challenges and Opportunities
 - 2022: AMA-Sheth Foundation Doctoral Symposium
- 2) "Improving Forecasts of Consumer and Firm Choices with Neuroscience,"
 - 2020: Marketing Science Conference, co-chair of special session
- 3) "Study Before Play: Pairing Educational and Gamified Content to Reduce Misalignment of Product Usage and Purchase Decisions"
 - 2017: Choice Symposium; The Kellogg – UIC Conference on Children's Well-Being and Happiness, Northwestern University
- 4) "The Effects of a Single Negative Review on Online Search and Purchase."
 - 2017: Marketing Science Conference, USC.
- 5) "Predicting the Impact of New Content, User Communities, and Reward Programs on Product Usage with Applications in the Video Game Industry"
 - 2015: Second Workshop on ICT and Innovation Forecasting.
- 6) "The Impact of Innovation and Social Interactions on Product Usage".
 - 2015: HEC INSEAD ESSEC Conference; 2012: INFORMS Annual Meeting, 9th Marketing Dynamics Conference, Summer Institute for Competitive Strategy (SICS), Portuguese Economic Journal Conference, Sixth Annual UT Dallas FORMS Conference, Frank M. Bass – UT Dallas Frontiers of Research in Marketing Science Conference, University of Texas at Dallas; 2011: INFORMS Marketing Science Conference, Jesse H. Jones Graduate School of Business, Faculty Seminar Simon Graduate School of Business.

- 7) "Explaining the Role of Social Media in Political Races".
 - 2012: INFORMS Marketing Science Conference.
- 8) "Evaluating Promotional Activities in an Online Two-Sided Market of User-Generated Content".
 - 2010: INFORMS Marketing Science Conference.
- 9) "Geographic Variation of Consumer Switching".
 - 2009: INFORMS Marketing Science Conference, Ross School of Business.
- 10) "Online Demand Under Limited Consumer Search".
 - 2009: Marketing Dynamics Conference,
- 11) "Measuring the Impact of Negative Demand Shocks on Car Dealer Networks".
 - 2007: Research Seminar at the University of Rochester Simon School of Business, BBCRST Conference, Binghamton University, New York, May 4, 2007.
- 12) "Estimating Demand Heterogeneity Using Aggregated Data: An Application to the Frozen Pizza Category".
 - 2007: Choice Symposium.
- 13) "A Spatio-temporal Analysis of Global Diffusion of ISO 9000 & ISO 14000 Certification".
 - 2005: XXIII Annual Doctoral Symposium C.T. Bauer College of Business Administration INFORMS Marketing Science Conference.

Awards, Fellowships, and Grants

2022	AMA-Sheth Foundation Doctoral Symposium, invited faculty
2020-2022	Dean's Commendation for Excellence in MBA Teaching, INSEAD
2020	MSI Scholar
2020	INFORMS Society for Marketing Science Long Term Impact Award, for "Online Demand Under Limited Consumer Search"
2018, 2019	Research Assistance Grant, Case Writing Grant, INSEAD
2017	Session Co-Chair at the Choice Symposium 2017
2012-13	Teaching Excellence Award, Rochester
2011	Provost's Multidisciplinary Award, University of Rochester
2011	MSI Young Scholar
2009-2012	Teaching Honor Roll (Top 5 in teaching evaluations, 6 times), Rochester
2001-2005	Ph.D. Degree Fellowship from Science and Technology Foundation, Ministry of Science, Technology and Graduate Education, Portugal
2001-2004	Graduate Students Summer Fellowship, UCLA

Professional Activities

-- Teaching (Courses) --

2020-2021	Managing Customer Value, MBA Core, Delivered Online (Rating: >4.5/5)
2012-2022	Ph.D. Quantitative and Analytical Marketing Models Seminars
2015-2022	Managing Customer Value, MBA Core, INSEAD
2018-2020	EMBA, Core Marketing Courses, Rochester-Bern Program, Switzerland
2017-2022	Executive Education Programs (ISLPE, MAP)
2011-2013	Marketing Core Class, EMBA
2008-2013	Sales Force Management and Distribution Channels, MBA Level
2007-2014	Marketing Management, MBA Level, Core Class
1998-2001	Accounting, Financial Math, Accounting I and II, Undergraduate Level

-- Teaching Mentorship --

Research Mentor for Abhishek Borah, Pavel Kireyev (2019-2022);
Teaching Mentor for Abhishek Borah, Alixandra Barasch (2019-2022).

-- Advising of Ph.D. Students (first placement) --

Graduated Students: Marton Varga (*Bocconi University*); Paul Parker (*University of Kansas*); Ratnalekha Viswanadham, Dinara Akchurina (Committee Chair, *Toronto*); Quentin Andre (Committee Member, *Erasmus*), Ashish Kabra (Committee Member, *Maryland*), Jun Kim (Committee Member, *Georgia Institute of Technology*); Chen Zhou (Committee Member, *Erasmus*); Yulia Nevskaya (Committee Chair, *Washington University in St. Louis*); Wreetabrata Kar (Committee Chair, *Adobe*); Inyoung Chae (Committee Member, *Goizueta Business School at Emory University*); Yue Wu (Committee Member, *University of Pittsburgh*);

-- Reviewing --

- Associate Editor for the Journal of Marketing Research (2022)
- Member of the Editorial Board for Quantitative Marketing and Economics (2021-2024).
- Member of the Editorial Board for the Journal of Marketing Research (2019-2021).
- Reviewer for Marketing Science, Journal of Marketing Research, Management Science, International Journal of Research in Marketing.

-- Faculty Committees --

2022-Present	MBA Admissions Committee, Chair
2020-2021	Faculty Representative, Crisis Management Team
2019-2020	Core Marketing Course Coordinator, MiM and MBA
2018-2020	GEMBA Diploma Committee
2015-2020	MBA Diploma Committee
2018-2019	MiM Marketing Area Coordinator
2018-2019	Marketing Area Chair
2015-2019	Marketing Area Recruitment Team
2015-2018	Marketing PhD Program Coordinator
2012-2014	MBA Faculty Director, in charge of the MBA Program
2011-2012	Chair of the Administrative Committee
2010-2011	Member of the Committee on Teaching and Learning
2009-2011	Member of the Faculty Curriculum Committee
2007-2009	Member of the Administrative Committee

-- Programs and Conferences Coordination --

2023	Co-chair of the 12 th Invitational Choice Symposium, to be hosted by INSEAD.
2021	Track Chair, Organizer Committee, Marketing Science Conference
2019-2020	Organizer of the INSEAD Quantitative Marketing Economics Lab
2017-2018	INSEAD Marketing Research Camp and Seminar Series
2016-2017	Advisory Board Member of the 13 th Marketing Dynamics Conference
2010	BBCRST Conference (at the Simon School of Business)
2001	International Exchange Students Program, Portuguese Catholic University
2000	Internship Program, Portuguese Catholic University