

**BART J. BRONNENBERG**  
Professor of Marketing, Tilburg University  
Research Fellow, CEPR

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**COORDINATES**

Tilburg University  
Tilburg School of Economics and Management  
Warandelaan 2  
5037 AB Tilburg  
Room T616  
bart.bronnenberg.net

Centre for Economic Policy Research (CEPR)  
London, UK

**PERSONAL**

Born 25-04-1963  
Dutch citizen  
Married to Pamela Harriet Dupont  
Children: Tijs (1999), Jip (2000), Lotte (2003)

**ACADEMIC POSITIONS**

Professor and CentER Research Fellow, Tilburg University (2007-2017, 2018-)  
Professor, GSB Stanford University (2017- ) (on unpaid leave)  
Research Fellow, CEPR, IO Program (2015- )  
Full Professor, UCLA Anderson School of Management (2006-2007)  
Associate Professor, UCLA Anderson School of Management (2002-2006)  
Assistant Professor, UCLA Anderson School of Management (1998-2002)  
Assistant Professor, Business School, University of Texas at Austin (1994-1999)  
Instructor in Business, University of Twente, Enschede, the Netherlands (1987-1990)

**VISITING POSITIONS**

Distinguished Visiting Scholar, GSB, Stanford University (May 2016)  
Kilts Fellow, University of Chicago, Booth School of Business (April 2010)  
Visiting Assistant Professor, UCLA Anderson School of Management (1998-1999)  
Visiting scholar at the University of Michigan (September – December 1988)

**EDUCATION**

INSEAD (PhD. degree in Management, 1994)  
INSEAD (MSc. degree in Management, 1992)  
University of Twente (MSc. degree in Industrial Engineering, 1987)

**HONORS, AWARDS AND GRANTS**

- John D.C. Little Best Paper Award, INFORMS, *Marketing Science/Management Science* for "Zooming in on Choice: How Do Consumers Search for Cameras Online," 2016
- Excellent Teacher, Tilburg School of Economics and Management (2009-2016, 7 out of 8 years)
- Finalist for the 2011, 2013 and 2014 *Long Term Impact Award* for the *Marketing Science/Management Science* papers for "Market Rollout and Retail Adoption for New Brands of Non-durable Goods (2004)"
- Frank M. Bass Dissertation Award for the best *INFORMS Marketing Science/Management Science* paper based on a doctoral dissertation, for "Online Demand under Limited Consumer Search" (Advisor to Jun B. Kim), 2012
- Finalist (of 5) for the 2012 O'Dell Award, AMA, 5 year-impact award *Journal of Marketing Research* for "Consumer Packaged Goods in the United States: National Brands, Local Branding (2007)"
- Research Achievement Award 2011, Tilburg University, School of Economics and Management
- Finalist for the 2011 *Long Term Impact Award* for the *Marketing Science/Management Science* papers in 2001-2005 for "Unobserved Retailer Behavior in Multimarket Data: Joint Spatial Dependence in Market Shares and Promotion Variables (2001)"
- NWO Vici Grant, Dutch Science Foundation, 2010-2015
- Marie Curie International Reintegration Grant, European Research Council, 2008-2011
- MSI grant, The Evolution of Brand Preferences, 2009
- Paul Green Award, AMA, *Journal of Marketing Research*, for "Consumer Packaged Goods in the United States: National Brands, Local Branding," 2008
- NSF Grant, Social and Economic Sciences Funding (SES) program, 2007-2009
- Invited faculty for the INFORMS Marketing Science Doctoral Consortium, 2007-2009
- MSI Grant, DVRs and Advertising Effectiveness, 2007
- Finalist (of 5) for the 2007 O'Dell Award, AMA, 5 year-impact award, *Journal of Marketing Research* for "Using Multimarket Data to Predict Brand Performance in Markets for Which No or Poor Data Exist," 2002
- HP Labs Grant, HP Palo Alto, 2007
- Finalist (of 5) for the 2005 O'Dell Award, AMA, 5 year-impact award, *Journal of Marketing Research* for "The Emergence of Market Structure in New Repeat-Purchase Categories: The Interplay of Market-Share and Retailer Distribution," 2000
- CIBER Grant, UCLA, 2005
- MSI Grant, The Geography of Consumer Brands, 2005
- John D.C. Little Best Paper Award, INFORMS, *Marketing Science/Management Science*, for "Market Rollout and Retail Adoption for New Brands of Non-durable Goods," 2004

Best paper award, EMAC, *International Journal of Research in Marketing*, 2004, for  
“Advertising versus Pay-per-View in Electronic Media”  
Invited for the Sheth Marketing Doctoral Consortium, 2003, 2007  
Citibank Award for the most outstanding MBA teacher, UCLA, 2003  
Paul Green Award, AMA, *Journal of Marketing Research*, for “Using Multimarket  
Data to Predict Brand Performance in Markets for Which No or Poor Data  
Exist,” 2002  
Invited faculty for the MSI Young Scholars Symposium, 2001  
Finalist (of 5) for the 2001 O'Dell Award, AMA, 5 year-impact award, *Journal of  
Marketing Research*, for “Limited Choice Sets, Local Price Response and  
Implied Measures of Price Competition,” 1996  
Honorable mention Sedgwick Memorial Award, UCLA, 2001  
Academic Senate Grant, UCLA, 2000-2002  
Trammell Assistant Professor Teaching Award, University of Texas at Austin, 1999  
Invited faculty for the Tri-Annual Invitational Choice Symposium in 1998, 2000, 2004,  
2007, 2010  
University Research Grant, UT Austin, 1998  
Finalist for the Trammell Assistant Professor Teaching Award, Univ. of Texas at  
Austin, 1998  
Dean’s Fellow Award, University of Texas at Austin, 1998  
Most Outstanding Marketing Professor Award, AMA-UT Austin Chapter, 1996  
Faculty Research Grant, UT Austin, 1995  
European Commission scholarship in the SPES program, 1991-1993  
Sasakawa Young Leaders Program Scholarship, 1990  
Unilever Marketing Award (for best marketing oriented MSc. thesis in the  
Netherlands), 1987  
MSc. cum laude, School of Industrial Engineering, University of Twente, The  
Netherlands, 1987

## **GOVERNANCE and SERVICE**

### **GOVERNANCE**

#### *Tilburg University:*

Director Graduate Studies, 2015-2017  
Steering committee OZC (new teaching and self-study center), 2014-2015  
Student Enrolment Taskforce, TiSEM 2014  
Undergraduate Curriculum Taskforce, TiSEM 2014

#### *UCLA:*

Chair, committee on recruiter issues at the Anderson Graduate School, 2002-2003  
Member, UCLA Faculty Executive Committee, 2005-2007  
Member, review committee on faculty promotion issues, UCLA, 2006  
Member, staffing committee, Anderson School, UCLA, 2003-2005

Member, campus committee on recruitment and retention, UCLA, 2001-2003  
Member, campus legislative assembly, UCLA, 2000-2001  
Member, Anderson School PhD committee, UCLA 1999-2002

*UT Austin:*

Member, budget council, Dept. of Marketing, UT Austin, 1995  
Member, doctoral admission committee, Dept. of Marketing, UT Austin, 1995-1997  
Member, computer steering committee, College of Business Administration, UT Austin, 1995  
Member, recruiting committee, Dept. of Marketing, UT Austin, 1995-1996

*Professional associations:*

Board member, VP Education, INFORMS Society of Marketing Science, 2011-2013  
Member steering committee CEPR Industrial Organization Program, 2015-

*General service to the field:*

Chair, Paul Green Award Committee, Journal of Marketing Research, American Marketing Association, 2004  
Deputy Chair, SH1-AdG ERC Committee for Advanced Research Grants, Brussels, 2013  
Reviewer for the National Science Foundation, 2015  
Member, Review Committee of Marketing Science for INFORMS, 2013  
Member, SH1-AdG ERC Committee for Advanced Research Grants, 2011-2016  
Member Veni Grant Evaluation Committee of Netherlands Organization for Scientific Research (NWO), 2011  
IRI Academic Sub-committee for the creation of the IRI Marketing Data Set, 2006

**EDITORIAL RESPONSIBILITIES**

*Editor-in-Chief:*

- Journal of Marketing Research 2012 Special Issue on Marketing Dynamics (co-editor w. Tulin Erdem, Ariel Pakes and Peter E. Rossi)

*Guest Editor-in-Chief:*

- Marketing Science, 2008 – current
- Journal of Marketing Research, 2009 – current

*Associate Editor:*

- Marketing Science, 2007 – current
- Journal of Marketing Research, 2016 – current
- Quantitative Marketing and Economics, 2002 – current
- Management Science, 2008 – 2012
- International Journal of Research in Marketing, 2010 – 2016

*Guest Associate Editor:*

- Journal of Marketing Research, 2008 – 2015

*Editorial Board:*

- Journal of Marketing Research, 2003 – 2016
- Journal of Marketing, 2002-2006, 2008 – 2011
- Marketing Science, 2002 – 2007
- Review of Marketing Science, 2001 – 2005
- Marketing Letters, 2001 – 2011
- International Journal of Research in Marketing, 1997 – 2010
- Revue et Applications en Marketing, 1998 – 2003

Ad hoc reviewer for various journals in economics, management science, and statistics.

**CONFERENCE ORGANIZATION**

Chair, Marketing Dynamics Conference, Tilburg University, August 23-25, 2012, with Marnik Dekimpe and Els Gijsbrechts

Chair, Doctoral Consortium Informs Society for Marketing Science, Rice University (2011), Boston University (2012).

Chair, Quantitative Marketing and Economics (QME) conference, Harvard Business School, Boston November 13-14, 2004, with Duncan Simester

Program Committee of the 2017 EARIE conference, Maastricht University, Maastricht

Program Committee of the 2017 QME conference, Goethe-Universität, Frankfurt

Program Committee of the 2017 CEPR IO conference, Hebrew University, Jerusalem

Program Committee of the 2016 Quantitative Marketing and Economics (QME) conference, North-Western University.

Program Committee of the 2016 CEPR IO conference, London School of Economics

Program Committee of the 2015 Earie conference in Munich

Program Committee of the 2015 CEPR IO conference, University of Zurich

Program Committee of the 2008 Quantitative Marketing and Economics (QME) conference, New York University.

Organization Committee of the 2007 Yale Center for Customer Insights Conference

Program Committee of the 2005 Quantitative Marketing and Economics (QME) conference, University of Chicago.

Program Committee of the Inaugural (2003) Quantitative Marketing and Economics (QME) conference, University of Chicago.

Program Committee of the 2003 American Marketing Association - Advanced Research Techniques (ART) Forum

Organizer of special session on Spatial Models of Choice for the Choice Symposium in Colorado, 2004.

Organizer of special session on Spatial Statistics in Marketing at the Marketing Science Conference in Edmonton, Canada. 2002

Organizer of Special Session on "Price Effects in Choice Models" for the INFORMS conference in Dallas, 1997.

## **RESEARCH**

### **RESEARCH INTERESTS**

- *Consumer search, online markets*
- *Time use of consumers in transactions, convenience, distribution, and market institutions*
- *Branding, brand preferences, barriers to entry*

### **WORKING PAPERS**

Bronnenberg, Bart J., Jean-Pierre Dubé, and Sridhar Moorthy (2018), "The Economics of Brands and Branding," draft of chapter for the Handbook of the Economics.

Bronnenberg, Bart J. (2018), "Innovation and Distribution: A General Equilibrium Model of Manufacturing and Retailing."

Bronnenberg, Bart J., Jean-Pierre Dubé, and Robert E. Sanders (2017), "Consumer Misinformation and the Brand Premium: A Private Label Blind Taste Test."

### **PUBLICATIONS**

Huang, Yufeng and Bart J. Bronnenberg (2018), "Pennies for Your Thoughts: Costly Product Consideration and Purchase Quantity Thresholds," forthcoming at *Marketing Science*.

Datta, Hannes, George Knox, and Bart J. Bronnenberg (2018), "Changing Their Tune: How Consumers' Adoption of Online Streaming Affects Music Consumption and Discovery," *Marketing Science*, 37:1 (January-February), 5-21

- *Lead-article*

Kim, Jun B., Paulo Albuquerque, and Bart J. Bronnenberg (2017), "The Probit Choice Model under Sequential Search with an Application to Online Retailing," *Management Science*, 63:11 (November), 3911-3929

Bronnenberg, Bart J., and Jean-Pierre Dubé (2017), "The Formation of Consumer Brand Preferences," *Annual Review of Economics*, 9, 353-382

Bronnenberg, Bart J., Jun B. Kim, and Carl F. Mela (2016), "Zooming In on Choice: How Do Consumers Search for Cameras Online?," *Marketing Science*, 35: 5 (September-October), 693-712

- *Lead-article*
- Winner of the 2017 *John D.C. Little* Best Paper Award

Bronnenberg and Paul B. Ellickson (2015), "Adolescence and the Path to Maturity in Global Retail," the *Journal of Economic Perspectives*, 29:4 (Fall), 113-134

Bronnenberg, Bart J., Jean-Pierre Dubé, Matthew Gentzkow, and Jesse Shapiro (2015), "Do Pharmacists Buy Bayer? Sophisticated Shoppers and the Brand Premium," the *Quarterly Journal of Economics*, 130:4 (November), 1669-1726

Bronnenberg, Bart J. (2015), "The Provision of Convenience and Variety by the Market," the *RAND Journal of Economics*, 46:3 (Fall), 480-498

Fader, Peter S., Bart J. Bronnenberg, Ganesh Iyer, Scott A. Neslin, Oded Netzer, Kannan Srinivasan (2014), "Editorial—Report of the Marketing Science Editorial Review Committee," *Marketing Science*, 33 (2), 159-162

Abbring, Jaap H., Bart J. Bronnenberg, Pieter A. Gautier, and Jan C. van Ours (2014), "Dutch Economists Top 40," *de Economist*, 162, 107-114

Bronnenberg, Bart J., Tülin Erdem, Peter E. Rossi, and Ariel Pakes (2012), "Introduction to the Special Section on "Market Dynamics," *Journal of Marketing Research*, 44 (December), 749

Bronnenberg, Bart J., Jean-Pierre Dubé and Matthew Gentzkow (2012) "The Evolution of Brand Preferences: Evidence from Consumer Migration," *the American Economic Review*, 102 (6), 2472-2508

- NBER Working Paper No. 16267, August 2010
- Featured in the Economist, 9/23/2010, and the Economist online edition <http://www.economist.com/node/17090924>

Albuquerque, Paulo, and Bart J. Bronnenberg (2012), "Measuring the Impact of Negative Demand Shocks on Car Dealer Networks," *Marketing Science*, 31:1 (January-February), 4-23

- *Lead-article with invited comments*
- Albuquerque, Paulo, and Bart J. Bronnenberg (2012), "Rejoinder on Commentaries to Albuquerque and Bronnenberg," *Marketing Science*, 31:1 (January-February), 32-35

Bronnenberg, Bart J., Sanjay K. Dhar, and Jean-Pierre Dubé (2011), "Endogenous Sunk Costs and the Geographic Differences in the Market Structures of CPG Categories," *Quantitative Marketing and Economics*, 9:1, 1-23

- *Lead-article*

Kim, Jun B., Paulo Albuquerque, and Bart J. Bronnenberg (2011), "Mapping Online Consumer Search," *Journal of Marketing Research*, 48:1 (January-February), 13-27

Kim, Jun B., Paulo Albuquerque, and Bart J. Bronnenberg (2010), "Online Demand under Limited Consumer Search," *Marketing Science*, 29:6 (November-December), 1001-1023

- Winner of the 2011 *Frank M. Bass Dissertation Award* for the best *Marketing Science/Management Science* paper based on a doctoral dissertation.

Bronnenberg, Bart J., Jean-Pierre Dubé, and Carl F. Mela (2010), “Do DVR’s Influence Consumer Brand Purchases?,” the *Journal of Marketing Research*, 47:6 (November-December), 998-1010

- *Lead article*

Hwang, Minha, Bart J. Bronnenberg, and Raphael Thomadsen (2010), “An Empirical Analysis of Determinants of Assortment Composition and Assortment Size at U.S. Supermarkets,” *Marketing Science*, 29:5 (September-October), 858-879

van Nierop, Erjen, Bart J. Bronnenberg, Richard Paap, Michel Wedel, and Philip-Hans Franses (2010), “Retrieving Unobserved Consideration Sets from Household Panel Data,” *Journal of Marketing Research*, 47:1 (January-February), 63-74

Bronnenberg, Bart J., Sanjay K. Dhar, and Jean-Pierre Dubé (2009), “Brand History, Geography, and the Persistence of CPG Brand Shares,” the *Journal of Political Economy*, 117:1, 87-115

Albuquerque, Paulo and Bart J. Bronnenberg (2009), “Estimating Demand Heterogeneity Using Aggregated Data: An Application to the Frozen Pizza Category,” *Marketing Science*, 28:2, 356-372

Bronnenberg, Bart J., Jean Pierre Dubé, Carl Mela, Paulo Albuquerque, Tulin Erdem, Brett Gordon, Dominique Hanssens, Guenter Hitsch, Baohong Sun (2008), “Measuring Long Run Marketing Effects and their Implications for Long Run Marketing Decisions,” *Marketing Letters*, 19, 367-382

Bronnenberg, Bart J., Michael W. Kruger, and Carl F. Mela (2008), “The IRI Marketing Data Set,” *Marketing Science*, 4 (July-August), 745-748.

Bronnenberg, Bart J. (2008), “Brand Competition in Consumer Packaged Goods: Sustaining Large Market Advantages with Little Product Differentiation,” *Quantitative Marketing and Economics*, 6:1, 79-107

- A practitioner version of this paper written by Booz | Allen | Hamilton is available from [www.strategy-business.com/media/file/sb34\\_041-research\\_notes.pdf](http://www.strategy-business.com/media/file/sb34_041-research_notes.pdf)

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

Bronnenberg, Bart J., Sanjay K. Dhar, and Jean-Pierre Dubé (2007), “Consumer Packaged Goods in the United States: National Brands, Local Branding,” *Journal of Marketing Research*, 44 (February), 4-13.

- *Lead article with invited comments*



- Winner 2008 *Paul Green Award*, and finalist for the 2012 *O'Dell Award* for the 2007 *Journal of Marketing Research*-article that made a significant long-term contribution to marketing research.
- Bronnenberg, Bart J., Sanjay K. Dhar, and Jean-Pierre Dubé (2007), rejoinder “National Brands, Local Branding: Conclusions and Future Directions,” *Journal of Marketing Research*, 44 (February), 26-28.

Bronnenberg, Bart J., Carl F. Mela, and William F. Boulding (2006), “The Periodicity of Competitor Pricing,” *Journal of Marketing Research*, 43 (August), 477-493.

Bradlow, Eric T., Bart J. Bronnenberg, Gary J. Russell, Neeraj Arora, David Bell, Sri Devi Deepak, Frenkel ter Hofstede, Catarina Sismeiro, Raphael Thomadsen, Sha Yang (2005), “Spatial Models in Marketing,” *Marketing Letters*, 16 (3,4), 267-278.

Bronnenberg, Bart J. (2005), “Spatial Models in Marketing Research and Practice,” *Applied Stochastic Models in Business and Industry*, 21, 335-343.

Bronnenberg, Bart J. (2005), Rejoinder to comments on “Spatial Models in Marketing Research and Practice,” *Applied Stochastic Models in Business and Industry*, 21, 349-350.

Bronnenberg, Bart J., Peter E. Rossi, and Naufel J. Vilcassim (2005), “Structural Modeling and Policy Simulation,” the *Journal of Marketing Research*, 42 (February), 22-26.

Wathieu, Luc, A.V. Mutukrishnan, and Bart J. Bronnenberg (2004), “The Asymmetric Effect of Brand Positioning on Post-Promotion Preference,” the *Journal of Consumer Research*, 31:3 (December), 652-657.

Bronnenberg, Bart J. and Carl Mela (2004), “Market Rollout and Retail Adoption for New Brands of Non-durable Goods,” *Marketing Science*, 23:4 (Fall), 500-518.

- Winner 2004 *John D.C. Little Best Paper Award*
- Finalist for the 2011 *Long Term Impact Award* for the *Marketing Science/Management Science* papers in 2001-2005.

Prasad, Ashutosh, Bart J. Bronnenberg, and Vijay Mahajan (2004) “Product entry timing in dual distribution channels: The case of the movie industry,” *Review of Marketing Science*, vol 2:1, Berkeley Electronic Press at <http://www.bepress.com/romsjournal/vol2/iss1/art4/>

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

Prasad, Ashutosh, Vijay Mahajan, and Bart J. Bronnenberg (2003), “Advertising versus Pay-per-View in Electronic Media,” *International Journal of Research in Marketing*, vol 20(1), 13-30.

- *Lead article*

- Winner 2003 *Best Paper Award*.

Dubé, Jean-Pierre, Pradeep Chintagunta, Bart J. Bronnenberg, Ron Goettler, Amil Petrin, P.B. (Seethu) Seetharaman, K. Sudhir, Raphael Thomadsen, Ying Zhao (2002), "Structural Applications of the Discrete Choice Model," *Marketing Letters*, 13:3 (August), 207-220.

Bronnenberg, Bart J., and Catarina Sismeiro (2002), "Using Multimarket Data to Predict Brand Performance in Markets for Which No or Poor Data Exist," *Journal of Marketing Research*, vol 39, February, 1-17.

- *Lead article*
- Winner 2003 *Paul Green Award*
- Finalist for the 2007 *O'Dell Award* for the 2002 *Journal of Marketing Research*-article that made a significant long-term contribution to marketing research.

Bronnenberg, Bart J. and Vijay Mahajan (2001), "Unobserved Retailer Behavior in Multimarket Data: Joint Spatial Dependence in Market Shares and Promotion Variables," *Marketing Science*, 20:3 (Summer), 284-299.

- Finalist for the 2011 *Long Term Impact Award* for the *Marketing Science/Management Science* papers in 2001-2005.

Bronnenberg, Bart J., Vijay Mahajan, and Wilfried R. Vanhonacker (2000), "The Emergence of Market Structure in New Repeat-Purchase Categories: The Interplay of Market-Share and Retailer Distribution," *Journal of Marketing Research*, 37 (February), 16-31.

- Finalist for the 2005 *O'Dell Award* for the 2000 *Journal of Marketing Research*-article that made a significant long-term contribution to marketing research.

Baz, Jamil, Eric Briys, Bart J. Bronnenberg, Michèle Cohen, Robert Kast, Pascale Viala, Luc Wathieu, Martin Weber, and Klaus Wertenbroch (1999), "Risk Perception in the Short Run and in the Long Run," *Marketing Letters*, 10:3, 267-283.

Bronnenberg, Bart J. (1998), "Advertising Frequency Decisions in a Discrete Markov Process under a Budget Constraint," *Journal of Marketing Research*, 35 (August), 399-406

Zenor, Michael J., Bart J. Bronnenberg and Leigh McAlister (1998), "The Impact of Marketing Policy on Promotional Price Elasticities and Baseline Sales," *Journal of Retailing and Consumer Services*, 5:1, 25-32.

Peterson, Robert A., Sridhar Balasubramanian, and Bart J. Bronnenberg (1997), "The Marketing Implications of the Internet for Consumers," *Journal of the Academy of Marketing Science*, 25:4, 329-346.

Bronnenberg, Bart J. and Luc Wathieu (1996): "Asymmetric Promotion Effects and Brand Positioning," *Marketing Science*, 15:4, 379-394.

Bronnenberg, Bart J. and Wilfried R. Vanhonacker (1996): "Limited Choice Sets, Local Price Response and Implied Measures of Price Competition," *Journal of Marketing Research*, 33 (May), 163-173

- Finalist for the 2001 *O'Dell Award* for the 1996 *Journal of Marketing Research*-article that made a significant long-term contribution to marketing research.

Bronnenberg, Bart J. and Jo M.L. van Engelen (1988): "A Dutch Test with the NewProd Model," *R&D Management*, 18:4, 321-332

## **BOOKCHAPTERS**

Albuquerque, Paulo and Bart J. Bronnenberg (2017), "Applying Structural Models in a Public Policy Context," to appear

Albuquerque, Paulo and Bart J. Bronnenberg (2017), "Structural Models," to appear

Peterson, Robert A., Sridhar Balasubramanian, and Bart J. Bronnenberg (2000), "The Marketing Implications of the Internet for Consumers," reprinted in Jagdish Sheth, Abdolreza Eshghi, and Balaji Krishnan (2000), "*Marketing in the Internet Age*"

Peterson, Robert A., Sridhar Balasubramanian, and Bart J. Bronnenberg (2000), "The Marketing Implications of the Internet for Consumers," reprinted in Montgomery Research, "*Defying the Limits: Reaching New Heights in Customer Relationship Management*"

## **PAPERS IN DUTCH / OP-ED**

Bronnenberg, Bart J. (2016), "Klantgerichte Innovatie," rede voor de Tilburg University Society in Den Haag, 21 juni 2016

Abbring, Jaap H., Bart J. Bronnenberg, Pieter A. Gautier, and Jan C. van Ours (2014), "Alternative Economentop met meer Kwaliteit," *Economische Statistische Berichten*, 99(4684) 266-269

Bronnenberg, Bart J. (2011), "Waarom Universiteiten de Californische Droom Moeten Najagen", *Me Judice*, jaargang 4, 6 april 2011

## **ACADEMIC PRESENTATIONS/SPEAKING**

### **INVITED PRESENTATIONS**

Hannes Datta, George Knox, and Bart J. Bronnenberg, "Changing Their Tune: How Consumers' Adoption of Online Streaming Affects Music Consumption and Discovery"

- UBC, 14 March, 2017
- Erasmus University, 8 November 2016
- INSEAD, 8 April 2016

- University of Michigan, 11 March 2016
- Yale University, 22 January 2016

Bart Bronnenberg, “Innovation and Distribution: A General Equilibrium Model of Manufacturing and Retailing”

- Humboldt University, 7<sup>th</sup> IO Day, 7 October 2016
- Stanford University, 3 June 2016
- London School of Economics, 12 October 2015
- MIT, 14 September 2015
- BDC, Montreal, 11 September 2015
- UCLA, 27 January 2015
- Ohio State University, 16 January 2015

Bart J. Bronnenberg, Jun B. Kim, Carl F. Mela, “Zooming in on Choice: How Do Consumers Search for Cameras Online?”

- University of Vienna, 12 December 2014
- Marketing Dynamics Conference, Las Vegas, 21 August 2014
- IDC Herliyva, 30 December 2013
- Invitational Choice Symposium, Noordwijk, 12 June 2013

Bart J. Bronnenberg, “The Provision of Variety and Convenience by the Market”

- Marketing Economics Summit, 30 January 2014
- Stanford University, 26 September 2013
- BDC, 21 September 2013
- IDC Herliyva, 22 April 2013
- Columbia University, 19 March 2013
- University of Chicago, 8 March 2013
- University of Amsterdam, 18 December 2012
- University of Leuven, 14 December 2012
- QME Conference, 25 October 2012
- Koc University, 5 October 2012
- New York University, 16 April 2012
- Duke University, 11 April 2012

Bart J. Bronnenberg, Jean-Pierre Dubé Matthew Gentzkow and Jesse Shapiro, “Do Pharmacists Buy Bayer: Sophisticated Shoppers and the Brand Premium”

- NBER Summer Institute, Cambridge 17 July 2014
- Erasmus University, Rotterdam, 16 June 2014
- Center for Economic Policy Research, Athens, 23 May 2014
- University of North Carolina, 13 April 2012

- University of Texas, 21 March, 2011
- Hong Kong University of Science and Technology, 23 September 2011

Bart J. Bronnenberg, Jean-Pierre Dubé and Matthew Gentzkow, “The Evolution of Brand Preferences: Evidence from Consumer Migration”

- EIEF, Rome, 18 November 2010
- QME Conference, Los Angeles, 23 October 2010
- NBER Summer Institute, Cambridge, 23 July 2010
- Goethe University, Frankfurt, 26 May 2010
- Universidade Nova, Lissabon, 5 March 2010
- Erasmus University, Rotterdam, 8 February 2010
- London Business School, London, 1 February 2010
- Stanford University, Palo Alto, 14 October 2009

Bart J. Bronnenberg, Jean-Pierre Dubé, and Carl F. Mela, “Do DVR’s Influence Consumer Brand Purchases”

- University of Rochester, Rochester, 15 March 2009

Paulo Albuquerque, Bart J. Bronnenberg, and Jun Kim, “Estimating Demand and Consumer Search for Durable Products in On-Line Markets”

- Choice Symposium, Key Largo, 15 May 2010
- QME Conference, University of Chicago, 10 October 2009
- Lustrum conference, Tilburg University, 26 Tilburg, May 2008
- Econometric Institute, Erasmus University, 25 September 2008

Paulo Albuquerque and Bart J. Bronnenberg, “Demand for Automobiles at Point of Purchase”

- Research camp, Erasmus University, Rotterdam, 5 November 2007

Paulo Albuquerque and Bart J. Bronnenberg, “Measuring Consumer Switching to a New Brand of Consumer Packaged Goods”

- Marketing Dynamics Conference, Groningen, 23 August 2007
- Wharton School, Philadelphia, 14 June 2007
- University of Florida, Gainesville, 3 March 2007
- Tilburg University, 21 December 2006

Paulo Albuquerque, Bart J. Bronnenberg and Charles Corbett, “A Spatio-temporal Analysis of Global Diffusion of ISO 9000 and ISO 14000 Certification”

- CIBER / University of Texas, McCombs School of Business, 13 May 2006

Bronnenberg, Bart J., “Brand Competition in Packaged Goods: Sustaining Large Market Advantages with Little Product Differentiation”

- Yale University, New Haven, 12 May 2007
- MSI Trustees Meetings, Boston, 13 April 2007
- Columbia University, New York City, 10 April 2007
- Cornell University, Ithaca, 30 March 2007
- Emory University, Hightower Lecture, 21 April 2006
- University of Pennsylvania, Wharton School, 13 April 2006
- Carnegie Mellon University, 7 April 2006
- University of Michigan, Ann Arbor, 11 November 2005
- Business Decisions Conference, Montréal, 24 September 2005
- Kellogg School of Management, Evanston, 9 September 2005
- University of California, Haas School, Berkeley, 19 March 2004
- University of Toronto, Rotman School, Toronto, 5 March 2004
- Erasmus University, Rotterdam, 15 January 2004

Bronnenberg, Bart J., Jean-Pierre Dubé, and Sanjay Dhar, “Market Structure and the Geographic Distribution of Brand Shares in Consumer Packaged Goods Industries”

- HP Labs, Palo Alto, 6 July 6, 2006
- INSEAD, Fontainebleau, France, 14 October 2005
- University of Maastricht, 13 March 2005
- NBER Meetings, Stanford University, 4 February 2005
- Leuven University, Belgium, 10 December 2004
- Yale University, School of Management, 5 November 2004
- University of Chicago, GSB, 11 October 2004
- MIT, Sloan School, Buck Weaver Conference, 11 September 2004
- NYU, Stern School of Business, New York, 17 June 2004
- Invitational Choice Symposium, Estes Park, Colorado, 6 June 2004

Bronnenberg, Bart J., Carl F Mela, “Market Rollout and Retail Adoption for New Brands of Non-durable Goods”

- Groningen University, 9 January 2004
- Tilburg University, 7 January 2004
- London Business School, London, 14 July 2003
- Erasmus University, Rotterdam, 19 December 2002
- University of Maastricht, 18 December 2002
- INSEAD, 13 December 2002
- North-Western University, Kellogg School, 21 September 2002

- ART forum, June, 2002
- Duke University, Fuqua School, 26 March 2002
- Young Scholars Symposium, Park City Utah, 12 January 2001

Bronnenberg, Bart J., Catarina Sismeiro, “Using Multimarket Data to Predict Brand Performance in Markets for Which No or Poor Data Exist”

- ART forum, Paul Green Award Presentation, 4 June 2003
- Columbia University Research Camp, 9 June 2001
- Stanford University, 23 May 2001
- Harvard University, 11 April 2001
- University of Chicago, 19 February 2001
- Erasmus University, Rotterdam, 14 February 2000
- UCLA, Marketing Research Camp, 28 January 2000

Bronnenberg, Bart J., “Empirical Studies of New Product Growth and Market Structure”

- Duke University, Fuqua School, 13 November 2002

Bronnenberg, Bart J. and Vijay Mahajan, “Unobserved Retailer Behavior in Multimarket Data: Joint Spatial Dependence in Market Shares and Promotion Variables”

- Invitational Choice Symposium, UC Berkeley/Asilomar, 1 June 2001
- Erasmus University, Rotterdam, 11 February 2000

Bronnenberg, Bart J., Vijay Mahajan, and Wilfried R. Vanhonacker, “The Emergence of Market Structure in New Repeat-Purchase Categories: The Interplay of Market-Share and Retailer Distribution”

- Carnegie-Mellon University, 16 April 1999
- University of Pennsylvania, the Wharton School, 25 March 1999
- Stanford University, 24 February 1999
- Cornell University, Ithaca, 10 December 1998
- University of California, Berkeley, 25 September 1998
- University of California, Los Angeles, 10 September 1998
- Erasmus University, Rotterdam, 6 July 1998

Bronnenberg, Bart J., “Advertising Frequency Decisions in a Discrete Markov Process under a Budget Constraint”

- Washington University, St. Louis, 26 November 1997
- University of Texas at Dallas, 6 May 1997
- HKUST, Hong Kong, 9 December 1995

Bronnenberg, Bart J., "Advertising Pulsing Optima"

- Erasmus University, Rotterdam, 10 March 1994.

## CONFERENCE PRESENTATIONS

George Knox, Hannes Datta and Bart J. Bronnenberg (2018), "The Impact of Music Streaming on the Similarity of Listening Behavior across Consumers"

- Marketing Science Conference, Philadelphia, 14 June, 2018

Bart J. Bronnenberg (2017), "Innovation and Distribution: A General Equilibrium Model of Manufacturing and Retailing"

- Marketing Science Conference, Los Angeles, 10 June, 2017

Bart J. Bronnenberg, Jean-Pierre Dubé and Robbert E. Sanders (2016), "Is There Proof in the Eating: Blind Taste Tests of Private Label and National Brands"

- Marketing Science Conference, Shanghai, 17 June, 2016

Jun B. Kim, Paulo Albuquerque, and Bart J. Bronnenberg (2012), "Optimal Search and Choice Decisions: Consumer Uncertainty about Innovative Features"

- Marketing Science Conference, Boston University, 7 June, 2012

Bart J. Bronnenberg, Jean-Pierre Dubé, Matthew Gentzkow and Jesse Shapiro, "Do Pharmacists Buy Bayer: Sophisticated Shoppers and the Brand Premium"

- Marketing Science Conference, University of Cologne, 18 June, 2010

Bart J. Bronnenberg, Jean-Pierre Dubé and Matthew Gentzkow, "Measuring Lifetime Persistence of Preferences for Consumer Packaged Goods"

- Marketing Science Conference, University of Michigan, Ann Arbor, 4 June, 2009

Paulo Albuquerque and Bart J. Bronnenberg, "Measuring Consumer Switching to a New Brand of Consumer Packaged Goods"

- Marketing Dynamics Conference, Groningen University, 22 August 2007

Bronnenberg, Bart J., "Brand Competition in Packaged Goods: Sustaining Large Market Advantages with Little Product Differentiation"

- EMAC Conference, Special Session on Competition, May 26, 2006

Paulo Albuquerque, Bart J. Bronnenberg and Charles Corbett (2004), "A Spatio-temporal Analysis of Global Diffusion of ISO 9000 and ISO 14000 Certification"

- Marketing Science Conference, Emory University, June 2005

Bronnenberg, Bart J., "Multi-market Competition in Packaged Goods: Sustaining Large Local Advantages with Little Product Differentiation"



- Marketing Science Conference, University of Maryland, June 2003

Bronnenberg, Bart J., Sanjay Dhar and Jean-Pierre Dubé, “Explaining Spatial Variation in Market Shares and Prices of Repeat Purchase Goods”

- Marketing Science Conference, University of Maryland, June 2003

Bronnenberg, Bart J., Carl F. Mela, “Market Rollout and Retailer Adoption of New Brands of Repeat Purchase Goods”

- Advanced Research Techniques Forum, Vail, June 2002
- Marketing Science Conference, Edmonton, Canada, July 2002

Bronnenberg, Bart J., Carl F. Mela, “Spatio-temporal Diffusion of Retail Distribution for New Repeat Purchase Goods”

- Marketing Science Conference, Wiesbaden, Germany, June, 2001

Bronnenberg, Bart J., Carl F. Mela, and William F. Boulding, "The Effect of Category and Brand Characteristics on the Dynamics of Competitive Price Reactions"

- MSI conference on Competitive Responsiveness, Boston, May 17, 2001

Bronnenberg, Bart J., Catarina Sismeiro, “Spatial Prediction of Market Shares using Sparsely Sampled Multimarket Data”

- INFORMS Marketing Science Conference, UC Los Angeles, June 25, 2000

Bronnenberg, Bart J. and Vijay Mahajan, “Spatial Dependence in Multimarket Data: an Application to Endogeneity in Promotion and Price Data,”

- American Marketing Association Conference, 5 August 2000
- INFORMS Marketing Science Conference, Syracuse, 22 May, 1999

Wathieu, Luc and Bart J. Bronnenberg, “Variety Seeking Induced by Variety”

- INFORMS Marketing Science Conference, INSEAD, 11 July 1998

Bronnenberg, Bart J., Vijay Mahajan, and Wilfried R. Vanhonacker: “The Emergence of Market Structure in New Repeat-Purchase Categories: A Dynamic Approach and an Empirical Application”

- INFORMS Marketing Science Conference, INSEAD, 11 July 1998

Bronnenberg, Bart J. and Luc Wathieu: “Asymmetric Promotion Effects and Brand Positioning”

- Marketing Science Conference, Sydney, Australia, 5 July 1995

Wathieu, Luc and Bart J. Bronnenberg: “Do Promotions Advertise Lower Price Brands”

- INFORMS Marketing Science Conference, UC Berkeley, 24 March 1997
- EIRAS Conference on Retailing in Austria, 23 June 1996
- INFORMS Marketing Science Conference, Gainesville, 8 March 1996

Wathieu, Luc and Bart J. Bronnenberg, "Asymmetric Post Promotion Effects"

- INFORMS meeting in Dallas, 28 October 1997

Bronnenberg, Bart J. and Wilfried R. Vanhonacker: "Limited Choice Sets, Local Price Response and Implied Measures of Price Competition"

- INFORMS Marketing Science Conference, Sydney Australia, 6 July 1995
- INFORMS Conference, Los Angeles, 24 April 1995
- University of Texas, Austin, 18 November 1994

## **TEACHING and MENTORSHIP**

### **DEGREE PROGRAM TEACHING**

Marketing Management, Stanford University 2018-  
Market Assessment and Data Driven Decision Making, MSc level, Tilburg University, 2007-2017  
Marketing Core, MBA level, Tilburg University, 2011-2013  
Empirical IO (I) / Econometric Models, PhD level, Tilburg University, 2009-2017  
Bayesian Statistics, PhD level, Tilburg University, 2008-2009  
Marketing Core II, MBA level, UCLA, 2005-2007  
Market Assessment, MBA level, UCLA, 1998-2005  
PhD Seminar, PhD level, UCLA, 2000-2007  
New Product Design and Management, MBA level, UT Austin, 1998  
Marketing Research, BBA level, UT Austin, 1994-1998  
PhD Seminar, PhD level, UT Austin, 1994-1998  
Current Issues in Marketing, BBA level, UT Austin, 1994

### **EXECUTIVE EDUCATION TEACHING**

UCLA: GKN Program; University de Chile, Santiago: CIBER program; HEC: CIBER program; Faculty director, Medical Marketing Program; Johnson and Johnson Healthcare Program; Credit Suisse; ITS program; Customer Information and Feedback EP; Strategic Leadership Institute; Marketing Strategy in the Information Age Program; Executive Management Program; Northrop-Grumman Program

Other: Marketing Masters, TIAS; Medical Marketing Program, CBS-SIMI; Marketing Strategy MarkStrat, Chinese European Institute of Business Studies, Shanghai, PRC; Marketing Strategy Executive MBA, China-Europe Institute of Business Studies, Shanghai, PRC; Executive Program, University of Texas at Austin, New Product Development

### **PHD STUDENTS**

Advisor to PhD Students (advising role, first placement, year)  
Ilya Morozv (Advisor, exp graduation date 2019)  
Yan Xu (Chair, Hong Kong Polytechnic, 2017)

Yufeng Huang (Chair, Rochester, 2015)  
Minha Hwang (Chair, McGill, 2010)  
Jun Kim (Chair, Georgia Tech, 2009)  
Paulo Albuquerque (Chair, Rochester, 2007)  
Andres Terech (Committee member, University of Buenos Aires, 2004)  
Catarina Sismeiro (Committee member, USC, 2002)  
Koen Pauwels (Committee member, Dartmouth College, 2001)  
Ashutosh Prasad (Committee member, UT Dallas, 1999)

## **MISCELLANEOUS**

### **PROFESSIONAL ASSOCIATION MEMBERSHIPS**

The American Marketing Association (AMA)  
The American Economic Association (AEA)  
The Econometric Society  
The Institute for Operations Research and Management Science (INFORMS)

### **EXTERNAL REPRESENTATION**

AC Nielsen; Arrow International; Autry Museum of Western Heritage; Bausch & Lomb; Becton-Dickinson Biosciences; California State Lottery; Catalina Marketing Corporation; Dey, LP; Gen-Probe; Global Windows; Greenberg, Glusker, Fields, Claman, Machtiger & Kinsella LLP; Hewlett-Packard; Medical Marketing Association; Nestlé-USA; Strategic Datacorp; Wells Fargo

Advisory board memberships:

M-Factor (2007-2009); Benchmark Metrics (2006); The Modellers Group – 4C (2004 – 2007); Strategic Datacorp (1999-2001)

### **MEDIA**

(post 2007)

Business+Strategy, the Economist, Enterprise Post, Financial Times, Huffington Post, Science Daily, Sun Times, Wall Street Journal, Bloomberg, Daily Herald, Voc.com, BNR Radio, Marketing Tribune, Me Judice