

James C. Reeder, III

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Academic Employment

- Assistant Professor of Management – Marketing Department, Krannert School of Management, Purdue University, 2014 - Current

Education

- Ph.D. in Business Administration (Marketing), University of Rochester, 2014
Committee: Paul Ellickson (Chair), Sanjog Misra (Chair), and Dan Horsky
- M.S. in Applied Economics and Statistics, University of Rochester, 2010
- M.B.A., Focusing on Marketing and Strategy, University of Rochester, 2007
- B.A. in Management with Departmental Honors, Hood College, 2003
- A.A. in Business Administration, Frederick Community College, 2001

Professional Employment

- Collaborative Researcher with Adobe Research Labs,
Feb. 2018 - Current
- Momentum Summer Marketing Intern – Marketing Analytics, Bausch & Lomb,
June 2006 – Aug 2006
- Pricing and Project Coordinator, Charles River Laboratories, Inc.,
Sept. 2003 – May 2005

Working Papers/Papers Under Review

- Beresteanu, Arie, Paul Ellickson, Sanjog Misra, and James Reeder, “The Dynamics of Retail Oligopoly”
- Kar, Wreetabrata and James Reeder, “Customer Engagement, Email Promotions, and Conversion: An Application of Machine Learning on Targeted Promotions”
- Reeder, James, Sangwoo Shin, and Qiang Liu, “Countering Negative Publicity: Micro-evidence from Prescription Patterns of Anti-cholesterol Drugs”
- Kar, Wreetabrata and James Reeder, “Quantifying the Effect of a Long-Term Salesforce Relationship”
- “Nonlinear Price Incentives and Dynamic Brand Choice: B2B Purchasing Decisions with Quantity Discounts”

Works in Progress

- “Demand for Negativity: An Empirical Analysis of the Effect of Political Advertising Tone on Preferences” (with Brett Gordon, Mitchell Lovett, and Bowen Luo)
- “Determinants of Competitive Rebate Offers” (with Jia Li)
- “Success Driving Choice: Leveraging Sentiment Analysis to Understand Detailing Actions”

Invited/Conference Presentations:

“Dynamics of Retail Oligopoly”

- Marketing Dynamics Conference, Southern Methodist University, Texas, 2018

“Customer Engagement, Email Promotions, and Conversion: An Application of Machine Learning on Targeted Promotions”

- Digital Marketing and Machine Learning Conference, Carnegie Mellon, Pennsylvania, 2018
- INFORMS, Marketing Science Conference, Temple University, Pennsylvania, 2018

“Quantifying the Effect of a Long-Term Salesforce Relationship”

- Enhancing Sales Force Productivity Conference, University of Missouri, Missouri, 2018
- INFORMS, Marketing Science Conference, USC, California, 2017

“Nonlinear Price Incentives and Dynamic Brand Choice: B2B Purchasing Decisions with Quantity Discounts”

- Michigan State University, Broad School of Business, 2014
- Purdue University, Krannert School of Management, 2014
- Southern Methodist University, Cox School of Business, 2014
- Columbia University, GSB, 2013
- University of Chicago, Booth School of Business, 2013
- University of Toronto, Rotman School of Management, 2013
- Duke University, Fuqua School of Business, 2013
- Johns Hopkins University, W. P. Carey School of Business, 2013
- University of British Columbia, Sauder School of Business, 2013
- Pricing and Retailing Conference, Babson College, Massachusetts, 2013
- INFORMS, Marketing Science Conference, Rice University, 2011

Awards, Fellowships, and Grants

- \$5,000 Adobe Research Grant, 2018
- Dean’s Service Award, Krannert School of Management, 2018
- Doctoral Fellowship, Simon School of Business, 2007 – 2014
- ISBM Doctoral Dissertation Award Finalist, 2013
- ISMS Doctoral Consortium Fellow, 2012
- AMA-Sheth Doctoral Consortium Fellow, 2011
- Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Economics Fellow, 2010
- Institute on Computational Economics Fellow, 2009

- Phillip T. Meyers Scholarship Award, Simon School of Business, 2007
- William E. Simon Fellowship, Simon School of Business, 2005 – 2007
- Hood College Academic Achievement Prize, Hood College, 2003
- Valedictorian and Summa cum Laude, Hood College, 2003
- Larry T. Campbell Memorial Award, Hood College, 2003
- Honors Fellow, Hood College, 2001 – 2003

Teaching Experience and Awards

Krannert School of Management, Purdue University¹

- Marketing Management (Undergrad), Fall 2014 – Fall 2018 (4.73/5)
- Marketing Analytics (Undergrad), Fall 2014 – Fall 2018 (4.94/5)
- Marketing Analytics (Masters), Fall 2018 (4.7/5)

Teaching Awards and Recognition, Purdue University:

- Exceptional Early Career Teaching Award, Purdue University, Finalist, 2018
- Outstanding Undergraduate Teaching Award, Honorable Mention, Krannert School of Management, 2017 and 2018
- Outstanding and Distinguished Professor, Krannert School of Management, 2015 – 2018

Simon School of Business, University of Rochester

- Marketing Research (Masters) – Lab Instructor and Co-Instructor
- Framing and Analyzing Business Problems (Masters) – Lab Instructor

University Committees and Service

- Member, Undergraduate Program Faculty Oversight Committee, Krannert School of Management, Purdue University, Fall 2017-current
- Member, Emerging Leaders' Retreat Committee, Krannert School of Management, Purdue University, Spring 2018

¹ Instructor Ratings in Parenthesis – Average over the past 3 years