

# James C. Reeder, III

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## Academic Employment

- Visiting Assistant Professor of Management – Krannert School of Management, Purdue University, August 2019 – Current
- Assistant Professor of Management – Marketing Department, Krannert School of Management, Purdue University, 2014 – May 2019

## 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 – Dec. 2019
- Momentum Summer Marketing Intern – Marketing Analytics, Bausch & Lomb,  
June 2006 – Aug 2006
- Pricing and Project Coordinator, Charles River Laboratories, Inc.,  
Sept. 2003 – May 2005

## Publications

- Gordon, Brett, Mitchell Lovett, Bowen Luo, and James Reeder, “Disentangling the Effects of Ad Tone on Voter Turnout and Candidate Choice in Presidential Elections” (Forthcoming at *Management Science*)

## Working Papers/Papers under Review

- Ellickson, Paul, Wreetaabrata Kar, and James Reeder, “Estimating Marketing Component Effects: Double Machine Learning from Targeted Email Promotions” (2<sup>nd</sup> Round Review at *Marketing Science*)
- Jens, Candace E., T. Beau Page and James Reeder, “Controlling for group-level heterogeneity in causal forest” (Under Review at *Management Science*)

- Beresteanu, Arie, Paul Ellickson, Sanjog Misra, and James Reeder, “The Dynamics of Retail Oligopoly” (Preparing for Submission)
- Rahman, Mohammad and James Reeder, “Disrupted and Changed Forever? Leveraging Digitization Insights from COVID Induced Changes in Personal Selling” (Preparing for Submission)
- “Nonlinear Price Incentives and Dynamic Brand Choice: B2B Purchasing Decisions with Quantity Discounts”
- Shin, Sangwoo, James Reeder and Qiang Liu, “Countering Negative Publicity: Micro-evidence from Prescription Patterns of Anti-cholesterol Drugs”

### **Works in Progress**

- “Proactive Salesforce Reassignment – a Remedy for Poor Relationship Management” (with Wreetabrata Kar and Gary L. Lilen)
- “Determinants of Competitive Rebate Offers” (with Jia Li and Paul Nelson)
- “Can Sales Agents Predict Future Sales? An Application of NLP and Machine Learning to Salesforce Data”

### **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, 2017
- 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 University<sup>1</sup>

- Marketing Management (Undergrad), Fall 2014 – Fall 2021 (4.73/5)
- Marketing Analytics (Undergrad), Fall 2014 – Spring 2021 (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, 2018, and 2019
- Outstanding and Distinguished Professor, Krannert School of Management, 2014 – 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- Spring 2018
- Member of the Committee for and Marketing Presenter within, Emerging Leaders' Retreat, Krannert School of Management, Purdue University, Spring 2018 – Summer 2021.

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<sup>1</sup> Instructor Ratings in Parenthesis – Average over the past 3 years

