James C. Reeder, III

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Academic Employment

- Assistant Professor of Marketing – Marketing Department, School of Business, University of Kansas, August 2023 – Current
- Visiting Assistant Professor of Management – Krannert School of Management, Purdue University, August 2019 – June 2023
- Assistant Professor of Management – Marketing Department, Krannert School of Management, Purdue University, August 2014 – May 2019

Education

- Ph.D. in Business Administration (Marketing), University of Rochester, 2014
- M.S. in Applied Economics and Statistics, University of Rochester, 2010
- M.B.A., Concentration in 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. 2018

Publications

- Gordon, Brett, Mitchell Lovett, Bowen Luo, and James C. Reeder, III, "Disentangling the Effects of Ad Tone on Voter Turnout and Candidate Choice in Presidential Elections", *Management Science*, 2023, **69**:1, 220-243.
- Ellickson, Paul, Wreetabrata Kar, and James C. Reeder, III, "Estimating Marketing Component Effects: Double Machine Learning from Targeted Digital Promotions", *Marketing Science*, 2023, **42**:4, 704-728.
  - Guy O. and Rosa Lee Mabry Best Paper Award Winner (2024)

Papers under Review or Revision

- "Using Contextual Embeddings to Predict the Effectiveness of Novel Heterogeneous Treatments" with Paul Ellickson, Wreetabrata Kar, and Guang Zeng (minor revision at *Journal of Marketing Research*)

- "The Dynamics of Retail Oligopoly" with Arie Beresteanu, Paul Ellickson, and Sanjog Misra (major revision at *Management Science*)
- "Heterogeneous Incentives and Their Impact on Prosocial Behavior: Evidence from COVID-19 Vaccinations" with Daniel Kebede (reject and resubmit at *Journal of Marketing*)
- "Controlling for group-level heterogeneity in causal forest" with Candace E. Jens and T. Beau Page (under review at *Journal of Financial Economics*)
- "Forecasting Sales in B2B Markets with Unstructured Data: Unreliable Narrators and Large Language Models" with Nawar N. Chaker, Johannes Habel, and Aldo Zucaro (under review at *Journal of Marketing Research*)
- "The Moderating Effect of Politics in Digital Transformation: Evidence from the Rapid Diffusion of Video Technology During COVID-19" with Mohammad S. Rahman (under review at *Management Science*)
- "Heterogenous Effects of Targeted Business-to-Business Promotions: A Dynamic, Double-Machine Learning Approach" with Paul Ellickson and Wreetabrata Kar (preparing for submission to *Management Science*)

Works in Progress

- "Quantifying the Effect of Sleep Deprivation on Selling Interactions: The Case of Daylight Savings Time" with Murali K. Mantrala
- "The Dynamic Effect of Status in Business-to-Business Relationships" with Wreetabrata Kar and Guang Zeng
- "Text-Based Measurement of Priming Strength" with Ahreum Maeng

Invited/Conference Presentations

"Causal Inference and Machine Learning in Organizational Frontline Research"
- Organizational Frontline Research SIG, Winter AMA Conference, 2026 (Scheduled)

"Heterogenous Effects of Targeted Business-to-Business Promotions: A Dynamic, Double-Machine Learning Approach"
- INFORMS, Marketing Science Conference, Washington, D.C., 2025*

"Forecasting with Second-Hand Information: Unreliable Narrators and Large Language Models"
- Special Session on Unstructured Data in Sales, Winter AMA Conference, 2026 (Scheduled)
- Haslam College of Business, University of Tennessee – Knoxville, 2025 (Scheduled)
- Sales Thought Leadership Conference, UCLA, 2025

"Quantifying the Effect of Sleep Deprivation on Selling Interactions: The Case of Daylight Savings Time"
- Sales Thought Leadership Conference, UCLA, 2025
- University of Kansas, School of Business (Marketing Group), 2025
- INFORMS, Marketing Science Conference, Washington, D.C., 2025*

"Using Contextual Embeddings to Predict the Effectiveness of Novel Heterogeneous Treatments"
- Frontiers in Machine Learning and Economics: Methods and Applications, Federal Reserve Bank of Philadelphia, Pennsylvania, 2024
- Business and Generative AI Workshop, Wharton, San Francisco, 2024
- Interactive Marketing Research Conference, Northeastern University, Boston, 2024*[1]
- University of Houston, C.T. Bauer College of Business, 2024
- University of Kansas, School of Business (Marketing Group), 2024
- University of Kansas, School of Business (AIO PhD Presentation), 2024

"Measuring the Impact of Targeted B2B Promotions – A Counterfactual Imputation Approach"
- ISBM Conference, Smeal College of Business, Penn State, 2024*
- Marketing Dynamics Conference, 2023*

"Generative AI for Marketing Research and Teaching"
- Marketing PhD Roundtable, University of Kansas, 2023

"Building a Better Email Promotion: ChatGPT and Double-Machine Learning"
- Business and Generative AI Workshop, Wharton, San Francisco, 2023

"Public Policy, Political Polarization, and Promotions: A Study in Localized Diffusion of Public Policy Initiatives"
- New Paradigms for a New World Symposium, Journal of Marketing, Virtual, 2023

"Digitizing High-Touch Interactions: The Divided Efficacy in Personal Selling"
- Louisiana State University, E. J. Ourso College of Business, 2022
- University of Kansas, School of Business, 2022
- Enhancing Sales Force Productivity Conference, University of Kansas, Kansas, 2022
- INFORMS, Marketing Science Conference, University of Chicago, Virtual, 2022

"The 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

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* Denotes presentation by a co-author.

"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, 2013

Awards, Fellowships, and Grants

- Guy O. and Rosa Lee Mabry Best Paper Award, 2024
- $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

School of Business, University of Kansas
- Customer Relationship Management (Undergrad), 2023 – Current
- Sales Analytics (Undergrad), 2023 – Current

Krannert School of Management, Purdue University
- Marketing Management (Undergrad), 2014 – 2023
- Experiential Marketing (Undergrad and Masters), 2018 – 2023
- Marketing Analytics (Undergrad), 2014 – 2023
- Marketing Analytics (Masters), 2018

Teaching Awards and Recognition, Purdue University
- Exceptional Early Career Teaching Award, Purdue University, Finalist, 2018
- Outstanding Undergraduate Teaching Award, Krannert School of Management, 2017 and 2018
- Outstanding or Distinguished Professor, Krannert School of Management, 2014 – 2021, 2023

Dissertation Committee Membership

University of Kansas
- Majedeh Esmizadeh – Co-chair of Dissertation Committee
- Devidutta Mohanty – Dissertation Committee Member

University Committees and Service

- AI & Business Education Taskforce, KU School of Business, University of Kansas, Current
- Mentored Scholars Program, KU School of Business, University of Kansas 2023 – Current
- New Faculty Teaching Mentor, Marketing Department, Purdue University 2022
- Member of the Committee for and Marketing Presenter within Empowering Women in Management Retreat, Purdue University, Spring 2018 – Summer 2022
- Member, Undergraduate Program Faculty Oversight Committee, Krannert School of Management, Purdue University, Fall 2017 – Spring 2018

Reviewing Activity

Ad hoc reviewer: *Journal of Marketing Research, Management Science, American Journal of Agriculture Economics*