

# 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
- 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 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, Wreatabrata 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**

- “Fixing Bad Marriages – When Should Firms Reassign Sales Agents?” with Wreetabrata Kar and Gary L. Lilien (2<sup>nd</sup> Round R&R at *Journal of Marketing Research*)
- “Public Policy, Political Polarization, and Promotions: A Study in Localized Diffusion of Public Policy Initiatives” with Daniel Kebede (R&R at *Journal of Marketing*)
- “The Dynamics of Retail Oligopoly” with Arie Beresteanu, Paul Ellickson, and Sanjog Misra (R&R at *Management Science*)
- “Digital Transformation Quandary: Quantifying the Effectiveness of Remote versus In-Person Interactions in Sales” with Mohammad S. Rahman (Under Review)
- “Using Contextual Embeddings to Predict the Effectiveness of Novel Heterogeneous Treatments” with Paul Ellickson, Wreetabrata Kar, and Guang Zeng (Under Review)
- “Improving Sales Forecasting: Leveraging Unstructured CRM Activity Logs, Large Language Models, and Generative AI” with Nawar N. Chaker and Johannes Habel (Under Review)
- “Controlling for group-level heterogeneity in causal forest” with Candace E. Jens and T. Beau Page
- “Nonlinear Price Incentives and Dynamic Brand Choice: B2B Purchasing Decisions with Quantity Discounts”

## **Works in Progress**

- “Measuring the Impact of Targeted B2B Promotions – A Counterfactual Imputation Approach” with Paul Ellickson and Wreetabrata Kar
- “The Value of Human Intervention: Quantifying Human Interference in Data-Driven Heuristics” with Mohammad Rahman
- “Determinants of Competitive Rebate Offers” with Jia Li and Paul Nelson

## **Invited/Conference Presentations**

“Using Contextual Embeddings to Predict the Effectiveness of Novel Heterogeneous Treatments”

- 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

“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

“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**

- 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

- Advanced Causal Inference and Machine Learning (PhD), 2024 – Current
- 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

## **University Committees and Service**

- 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