PEDRO M. GARDETE

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2775-405 Carcavelos, Portugal

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PROFESSIONAL EXPERIENCE

2023 – Present   President of the Scientific Council, Nova SBE

2020 – Present   Full Professor of Marketing, Nova SBE

2016 – 2019   Associate Professor of Marketing, Stanford GSB

2014 – 2015   Visiting Professor at Católica Lisbon SBE

2011 – 2016   Assistant Professor of Marketing, Stanford GSB

EDUCATION

2011   Ph.D. in Business Administration, Marketing
          University of California, Berkeley

2007   M.Sc. Economics, *magna cum laude*
          Catholic University of Portugal

2003   B.A. Business Administration
          Catholic University of Portugal

RESEARCH INTERESTS

Roles of Information in Markets
Communication Strategies
Supply-Side Industrial Organization
Marketing Strategy

TEACHING ACTIVITIES

2020 – Present   Advanced Marketing (MSc.), Nova SBE
2021   Big Data & Data Science for Business Analytics, Nova SBE
2020 – 2022   Markets and Competition (MBA), Lisbon MBA, Nova SBE
2015 – 2019   Econometric Methods I (PhD), Stanford University
2012 – 2019   Marketing Management (MBA), Stanford University
2002 – 2005   Microeconomics, Statistics, Operations Management, Optimization and Decision Models – Católica Lisbon, School of Business & Economics

Pre-purchase Information Acquisition and Informative Advertising, with Liang Guo
Management Science, March 2021, 67(3):1696-1717.

Refocusing Loyalty Programs in the Era of Big Data: A Societal Lens Paradigm, with Valeria Stourm, Scott A. Neslin, Eric T. Bradlow, Els Breugelmans, So Yeon Chun, P. K. Kannan, Praveen Kopalle, Young-Hoon Park, David Restrepo Amariles, Raphael Thomadsen, Yuping Liu-Thompkins & Rajkumar Venkatesan
Marketing Letters, 2020, Vol. 31, pp. 405-418.

Dynamic Effects of Price Promotions: A Large-Scale Field Experiment, with Andrés Elberg, Rosario Macera and Carlos Noton
Quantitative Marketing and Economics, 2019, Vol. 17, pp. 1-58

Tailored Cheap Talk: The Effects of Privacy Policy on Ad Content and Market Outcomes, with Yakov Bart
Marketing Science, September-October 2018, Vol. 37, Issue 5, pp. 733-752

Television Ad-skipping, Consumption Complementarities and the Consumer Demand for Advertising, with Harikesh Nair and Anna Tuchman
Quantitative Marketing and Economics, June 2018, Vol. 16, Issue 2, pp. 111-174

Competing Under Asymmetric Information: The Case of DRAM Manufacturing Management Science, February 2016, Vol. 62, Issue 11, pp. 3291-3309

Social Effects in the In-Flight Marketplace: Characterization and Managerial Implications
Journal of Marketing Research, June 2015, Vol. 52, pp. 360-374

Multiplicity of Equilibria and Information Structures in Empirical Games: Challenges and Prospects, with P. Ellickson, B. Gordon, V. Aguirregabiria, P. Grieco, T. Gureckis, T. Ho, L. Mathevet, A. Sweeting
Marketing Letters, vol. 26, June 2014, pp. 115-125

Cheap-Talk Advertising and Misrepresentation in Vertically-Differentiated Markets
Marketing Science, July-August 2013, Vol. 32, Issue 4, pp. 609-621

WORKING PAPERS

Guiding Consumers through Lemons and Peaches: A Dynamic Model of Search over Multiple Characteristics, with Megan H. Antill

Managerial Mind Games

HONORS & AWARDS

2020 Winner, Dick Wittink Prize, for Article "Dynamic Effects of Price Promotions: A Large-Scale Field Experiment"

2018 Winner, Frank M. Bass Dissertation Paper Award for Article "Competing Under Asymmetric Information: The Case of DRAM Manufacturing"

2017 Finalist, Frank M. Bass Dissertation Paper Award for Article "Competing Under Asymmetric Information: The Case of DRAM Manufacturing"

2017 Finalist, John D. C. Little Award for Article "Competing Under Asymmetric Information: The Case of DRAM Manufacturing"

2016 Fletcher Jones Faculty Scholar

2012 Dissertation Award, Competition Policy Center – UC Berkeley

2010 Hayase Award – UC Berkeley

2009 AMA-Sheth Doctoral Consortium Fellow – Georgia State University

2006 – 2010 Graduate Fellowship, Pinto-Fialon – UC Berkeley

2005 – 2010 Graduate Fellowship – Fundação para a Ciência e a Tecnologia

2006 – 2009 Summer Institute in Competitive Strategy (SICS) – UC Berkeley

2003 Rated 1st overall Teaching Assistant (Student Semester Evaluations)
Catholic University of Portugal

1998 – 1999 Tuition and Fees waiver – Catholic University of Portugal and Somague

SEMINAR PRESENTATIONS

Guiding Consumers through Lemons and Peaches: A Dynamic Model of Search over Multiple Characteristics
University College of London, School of Management, April 2023
Bocconi University, April 2022
Católica Porto Business School, February 2022
University of Navarra, February 2022
London Business School (Online Presentation), May 2020
UC San Diego, January 2019
INSEAD, January 2019
Catolica Lisbon Business and Economics, January 2019
Nova School of Business and Economics, December 2018

No data? No problem! A Search-based Recommendation System with Cold Starts
Simon Business School, U. Rochester (Online Presentation), October 2020

Tailored Cheap Talk
Warrington College of Business, University of Florida, February 2017
MIT Sloan School of Management, September 2016

Dynamic Effects of Price Promotions: A Large-Scale Field Experiment
Haas School of Business, UC Berkeley, November 2015

Complementarities in Consumption and the Consumer Demand for Advertising
The Fuqua School of Business, Duke University, September 2015
Rotterdam School of Management, February 2015
INSEAD Business School, January 2015

Informative Advertising with Discretionary Search
The Wharton School at the University of Pennsylvania, December 2014

Dynamic Effects of Price Promotions: A Large-Scale Field Experiment
Santa Clara University, Leavey School of Business, May 2017
HKUST, HKUST Business School, March 2014
University of Washington at St. Louis, Olin Business School, January 2014

Competing under Asymmetric Information: The case of DRAM Manufacturing
Católica Lisbon, School of Business & Economics, October 2014
Yale University – Industrial Organization Seminar, March 2013
University of Zurich (UZH), March 2012
The University of Chicago Booth School of Business, March 2012
Harvard Business School, Harvard University, February 2012
S. C. Johnson Graduate School of Management, Cornell University, January 2012
University of Washington at St. Louis, Olin Business School, November 2010
University of Toronto, Rotman School of Management, November 2010
UT Dallas, School of Management, November 2010
Stanford University, Graduate School of Business, November 2010
Columbia University, Columbia Business School, October 2010
New York University, Stern School of Business, October 2010
Carnegie-Mellon University, Tepper School of Business, October 2010
HKUST, HKUST Business School, October 2010
National University of Singapore, NUS Business School, October 2010
University of Virginia, Darden School of Business, October 2010
IESE Business School – Barcelona, August 2010
University of California at Berkeley – Haas School of Business, August 2010

CONFERENCE PRESENTATIONS

Recommendation Systems: Beyond Matching Products to Buyers
Fifteenth UT Dallas FORMS Conference, February 2021
2020 European Quant Marketing Seminar (Virtual Presentation)
2020 Econometric Society/Bocconi University World Congress

Guiding Consumers through Lemons and Peaches: A Dynamic Model of Search over Multiple Characteristics
2020 Econometric Society/Bocconi University World Congress (Online Presentation)
2020 NBER Industrial Organization Program Meeting, SIEPR, Stanford, January 2020
2019 SICS - Summer Institute in Competitive Strategy, UC Berkeley, June 2019
Fourteenth Annual UT Dallas FORMS Conference, March 2019
2018 ISMS Marketing Science Conference, June 2018
CMU-Temple 2018 Conference on Digital Marketing and Machine Learning

Discussion of 'Non-Informational Advertising Informing Consumers: How Advertising Affects Consumers' Decision-Making in the U.S.' by Yi-Lin Tsai and Elisabeth Honka
Workshop on the Economics of Advertising and Marketing, Columbia Business School, July 2018

Discussion of 'The McMansion Curse: Housing Size Inequality, Status Competition and House Valuation in American Suburbs' by Clément Bellet
Summer Institute in Competitive Strategy, UC Berkeley, June 2018

Discussion of 'Advertising Strategy in the Presence of Reviews: An Empirical Analysis' by Brett Hollenbeck, Sridhar Moorthy, and Davide Proserpio
Twelfth Annual UT Dallas FORMS Conference, March 2018

Dynamic Effects of Price Promotions: A Large-Scale Field Experiment
2017 Quantitative Marketing and Economics Conference, September 2017

Tailored Cheap Talk
Marketing Analytics and Big Data Conference, Columbia Business School, September 2017
2017 INFORMS Marketing Science Conference, June 2017
Marketing Science – Federal Trade Commission Economic Conference on Marketing and Consumer Protection, September 2016
Summer Institute in Competitive Strategy, UC Berkeley, July 2016

Discussion of 'Social Learning and Solar Photovoltaic Adoption: Evidence from a Field Experiment' by Kenneth Gillingham, Bryan Bollinger and Hilary Staver
Quantitative Marketing and Economics Conference, October 2015

Complementarities in Consumption and the Consumer Demand for Advertising
Summer Institute in Competitive Strategy, July 2015

Informative Advertising with Discretionary Search
2015 INFORMS Marketing Science Conference, June 2015

Social Effects in the In-Flight Marketplace: Characterization and Managerial Implications
Yale Customer Insights Conference, May 2014

2014 INFORMS Marketing Science Conference, June 2014

Discussion of 'When Technology Products Meet Social Needs: Product Pricing and Design' by Jiong Sun, Tao Chen, Jihong Xie, Fei Li and Gao Wang
Summer Institute in Competitive Strategy, July 2013

Discussion of 'Dynamic Platform Competition in a Two-Sided Market' by Byung-Cheol Kim, Jeongsik Lee and Hyunwoo Park
NET Institute, Berkeley, June 2013

Cheap-Talk Advertising and Misrepresentation in Vertically-Differentiated Markets
Seventh Annual UT Dallas FORMS Conference, February 2013

Incentives to Share Market Information: The Case of the DRAM Industry
2012 INFORMS Marketing Science Conference, June 2012

OTHER ACADEMIC ACTIVITIES

Dissertation Committee Member

Caio Waisman (Stanford Economics, 2018)
Kristina Brecko (Marketing, 2016)
Xing Li (Stanford Economics, 2016)
Michael Leung (Stanford Economics, 2015)

Journal Positions

2022 – Present   Associate Editor, Marketing Science
2020 – 2021   Senior Editor, Production and Operations Journal – Economics Interface

Referee Service

Information Systems Research
Journal of Applied Econometrics
Journal of Choice Modelling
Journal of Economics & Management Strategy
Journal of Marketing Research
Management Science
Marketing Science
Quantitative Marketing and Economics
RAND Journal of Economics

Memberships

American Marketing Association
INFORMS (Institute of Operations Research and Management Science)