

PEDRO GARDETE

PROFESSOR OF MARKETING

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PROFESSIONAL EXPERIENCE

PRESIDENT OF THE SCIENTIFIC COUNCIL, NOVA SBE	2023	PRESENT
FULL PROFESSOR OF MARKETING, NOVA SBE	2020	PRESENT
ASSOCIATE PROFESSOR OF MARKETING, STANFORD GSB	2016	2019
VISITING PROFESSOR, CATÓLICA LISBON SBE	2014	2015
ASSISTANT PROFESSOR OF MARKETING, STANFORD GSB	2011	2016

EDUCATION

PH.D. IN BUSINESS ADMINISTRATION, MARKETING UNIVERSITY OF CALIFORNIA, BERKELEY	2011
M.SC. ECONOMICS, MAGNA CUM LAUDE CATHOLIC UNIVERSITY OF PORTUGAL	2007
B.A. BUSINESS ADMINISTRATION CATHOLIC UNIVERSITY OF PORTUGAL	2003

TEACHING

Advanced Marketing (MSc.), Big Data and Data Science for Business Analytics (MBA), Markets and Competition (MBA), Econometric Methods (PhD), Marketing Management (MBA), Microeconomics (BSc), Statistics (BSc), Operations Management (BSc), Optimization and Decision Models (BSc) - AT NOVA SBE, STANFORD GSB, AND CATÓLICA LISBON SBE

PUBLICATIONS AND WORK IN PROGRESS

Advertising Competition with Associative Memory, with J. Miguel Villas-Boas
(working paper)

Subscription Screening with Non-Single-Crossing Preferences, with Daniela Schmitt and Florian Stahl
(working paper)

Multiattribute Search: Empirical Evidence and Information Design, with Megan Hunter,
Marketing Science, Sept-Oct 2024, Vol 43, No. 5, pp. 1052-1080.

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

HONORS AND AWARDS

Service Award, Associate Editor Marketing Science (2022-2024)	2024
Marketing Science Institute Scholar	2024
Winner, Dick Wittink Prize, for Article “Dynamic Effects of Price Promotions: A Large-Scale Field Experiment”	2020
Winner, Frank M. Bass Dissertation Paper Award for Article “Competing Under Asymmetric Information: The Case of DRAM Manufacturing”	2018
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”	2017
Fletcher Jones Faculty Scholar	2016
Dissertation Award, Competition Policy Center – UC Berkeley	2012
Hayase Award – UC Berkeley	2010
AMA-Sheth Doctoral Consortium Fellow – Georgia State University	2009
Graduate Fellowship, Pinto-Fialon – UC Berkeley	2006 2010
Graduate Fellowship – Fundação para a Ciência e a Tecnologia	2005 2010
Summer Institute in Competitive Strategy (SICS) – UC Berkeley	2006 2009
Rated 1st overall Teaching Assistant (Student Semester Evaluations) – Catholic University of Portugal	2003
Tuition and Fees waiver – Catholic University of Portugal and Somague	1998 1999

INVITED PRESENTATIONS IN RESEARCH SEMINARS

Pricing and Consumption in Subscription Settings	
London School of Economics	April 2025
University of Mannheim	November 2024

Search for Differentiated Products: Empirical Evidence and Information Design

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
Católica 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
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Tailored Cheap Talk

Warrington College of Business, University of Florida, February 2017	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
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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
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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

PRESENTATIONS AT CONFERENCES

Pricing and Consumption in Subscription Settings 2025 INFORMS Marketing Science Conference	June 2025
Search for Differentiated Products: Empirical Evidence and Information Design Marketing Camp, HEC Paris	November 2023 2020
2020 Econometric Society/Bocconi University World Congress (Online Presentation)	January 2020
2020 NBER Industrial Organization Program Meeting, SIEPR, Stanford	June 2019
2019 SICS - Summer Institute in Competitive Strategy, UC Berkeley	March 2019
Fourteenth Annual UT Dallas FORMS Conference	June 2018
2018 ISMS Marketing Science Conference, CMU-Temple 2018 Conference on Digital Marketing and Machine Learning	2018
Recommendation Systems: Beyond Matching Products to Buyers Fifteenth UT Dallas FORMS Conference	February 2021 2020
2020 European Quant Marketing Seminar (Virtual Presentation)	2020
2020 Econometric Society/Bocconi University World Congress	
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
	March 2018

<p>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</p>	<p>September 2017</p>
<p>Dynamic Effects of Price Promotions: A Large-Scale Field Experiment 2017 Quantitative Marketing and Economics Conference</p>	<p>September 2017</p>
<p>Tailored Cheap Talk Marketing Analytics and Big Data Conference, Columbia Business School, 2017 INFORMS Marketing Science Conference, June 2017 Marketing Science – Federal Trade Commission Economic Conference on Marketing and Consumer Protection Summer Institute in Competitive Strategy, UC Berkeley, July 2016</p>	<p>June 2017 September 2016 July 2016</p>
<p>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</p>	<p>October 2015 July 2015</p>
<p>Complementarities in Consumption and the Consumer Demand for Advertising Summer Institute in Competitive Strategy, July 2015</p>	<p>June 2015</p>
<p>Informative Advertising with Discretionary Search 2015 INFORMS Marketing Science Conference, June 2015</p>	<p>May 2014 June 2014</p>
<p>Social Effects in the In-Flight Marketplace: Characterization and Managerial Implications Yale Customer Insights Conference, May 2014 2014 INFORMS Marketing Science Conference, June 2014</p>	<p>July 2013 June 2013</p>
<p>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</p>	<p>July 2013 June 2013 February 2013</p>
<p>Cheap-Talk Advertising and Misrepresentation in Vertically-Differentiated Markets Seventh Annual UT Dallas FORMS Conference, February 2013</p>	<p>June 2012</p>
<p>Incentives to Share Market Information: The Case of the DRAM Industry</p>	

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 SERVICE

Associate Editor, Marketing Science	2022	2024
Senior Editor, Production and Operations Journal – Economics Interface	2020	2021

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