

VINCENT R. NIJS

Academic positions held

Associate Professor of Marketing, Rady School of Management, UCSD, 2014 – present

Assistant Professor of Marketing, Rady School of Management, UCSD, 2010 – 2014

Assistant Professor of Marketing, Kellogg School of Management, Northwestern University, 2001 – 2010

Education

2001 Ph.D. in Marketing, Catholic University of Leuven, Belgium

1997 MSc. degree in Marketing Research, University of Groningen, The Netherlands

1994 Bachelors degree in Marketing Management, HEAO Eindhoven, The Netherlands

Awards & honors

Excellence in Teaching Award, Full-Time MBA Class of 2012, Rady School of Management¹

McManus Research Professor 2008-2009

Sidney J. Levy Teaching Award for outstanding teaching in an elective course, 2006.

MSI, Young Scholars Program, honoring "the most promising pre-tenure young faculty members" and expected "future leaders of the next generation of marketing academics," 2005.

Winner of the 2002 Frank M. Bass Award of the INFORMS College on Marketing for the best marketing paper derived from a Ph.D. thesis (for the paper "The Category-Demand Effects of Price Promotions," published in *Marketing Science* 2001).

Winner of the 2001 John D.C. Little Best Paper Award of the INFORMS College on Marketing (for the paper "The Category-Demand Effects of Price Promotions," published in *Marketing Science*).

Finalist for the 2011 INFORMS Society for Marketing Science Long Term Impact Award (LTI Award) is to be given annually to a marketing paper published in *Marketing Science*, or *Management Science*, or another INFORMS journal, that is viewed to have made a significant long run impact on the field of Marketing (for the paper "The Category-Demand Effects of Price Promotions," published in *Marketing Science*).

¹ First time the prize was awarded for an elective class.

Research interests

Category captains & lead suppliers, price rigidity, marketing inertia, counter conditioning, advertising pulsing, competitive timing & reactions.

Publications

1. Nijs, Vincent R., Marnik G. Dekimpe, Jan-Benedict E.M. Steenkamp, and Dominique M. Hanssens (2001), "The Category-Demand Effects of Price Promotions," *Marketing Science*, 20 (1), 1-22 [also available as *Marketing Science Institute* working paper, report no. 00-109, 2000].
 - Lead Article
 - 2001 John D.C. Little best paper award
 - 2002 Frank M. Bass award
 - Featured in McAlister, L., R. Bolton, and R. Rizley (eds.) (2006), "Essential Readings in Marketing," Cambridge, MA: Marketing Science Institute.
 - Finalist for the INFORMS Society for Marketing Science Long Term Impact Award (2011)
2. Dekimpe, Marnik G., Dominique M. Hanssens, Vincent R. Nijs, and Jan-Benedict E.M. Steenkamp (2005), "Measuring Short- and Long-run Promotional Effectiveness on Scanner Data Using Persistence Modeling," *Applied Stochastic Models in Business and Industry*, 21, 409-416.
3. Dekimpe, Marnik G., Dominique M. Hanssens, Vincent R. Nijs, and Jan-Benedict E.M. Steenkamp (2005), "Rejoinder" to the comment by J-B. Kazmierczak, *Applied Stochastic Models in Business and Industry*, 21, 421-422.
4. Steenkamp, Jan-Benedict E.M., Vincent R. Nijs, Dominique M. Hanssens, and Marnik G. Dekimpe (2005), "Competitive Reactions to Advertising and Promotion Attacks," *Marketing Science*, 24 (1), 35-54.
5. Nijs, Vincent R., Shuba Srinivasan, and Koen Pauwels (2007), "Retail-Price Drivers and Retailer Profits," *Marketing Science*, 26 (4), 473-487.
6. Srinivasan, Shuba, Koen Pauwels, and Vincent R. Nijs (2008), "Demand-Based Pricing Versus Past-Price Dependence: A Cost-Benefit Analysis," *Journal of Marketing*, 72 (March), 15-27.
7. Nijs, Vincent R., Kanishka Misra, Eric Anderson, Karsten Hansen, and Lakshman Krishnamurthi, (2010), "Channel Pass-Through of Trade Promotions," *Marketing Science*, 29 (2), 250-267.
8. Ailawadi, Kusum, Eric Bradlow, Michaela Draganska, Vincent Nijs, Robert Roderkerk, K. Sudhir, Kenneth Wilbur, and Jie Zhang (2010), "Empirical Models of Manufacturer-Retailer Interaction," *Marketing Letters*, 21 (3), 273-285.

9. Huang, Qingyi, Vincent R. Nijs, Karsten Hansen, and Eric Anderson (2012), "Wal-Mart's Impact on Supplier Profits," *Journal of Marketing Research*, 49 (2), 131-143.

- Lead Article

10. Nijs, Vincent R., Kanishka Misra, and Karsten Hansen (2013), "Outsourcing Retail Pricing to a Category Captain: The Role of Information Firewalls," *Marketing Science*, forthcoming.

Note: Empirical Generalizations derived from papers 1, 4, 5, 6, and 7 were published in *Empirical Generalizations of Marketing Impact*, Dominique Hanssens (Ed.), Cambridge, MA: Marketing Science Institute, 2009.

Working papers

11. "Specific Counter-Conditioning of Brand Attitudes," with Miguel Brendl, Eva Walther, and Jana Moeller. Revision requested, *Journal of Marketing Research*.

12. "Advertising Timing: In-Phase or Out-of-Phase with Competitors?" with Maarten Gijsenberg. Revision requested. *Journal of Marketing Research*.

13. "Wal-Mart's Impact on Local Supermarkets," with Qingyi Huang.

14. "Tracing the Impact of Price Promotions across Categories".

Work in progress

15. "Managing Brand Equity with Product Line Extensions and Contractions," with Koen Pauwels and Shuba Srinivasan.

16. "Category-price coordination," with Kanishka Misra and Hyoduk Shin.

17. "Identifying the mechanism underlying counter-conditioning of emotions," with Miguel Brendl and Moran Cerf.

Invited seminars

- Boston University (2013)
- Amsterdam Business School (2013)
- INSEAD (2013)
- HEC (2013)
- UC Davis (2013)
- UCLA (2009)
- USC (2009)
- UCSD (2009)
- University of Groningen (2009)

- UBC (2009)
- Monash University (2009)
- Australian Graduate School of Management (2009)
- University of Technology Sydney (2009)
- University of Texas at Dallas (2008)
- Washington University St. Louis (2007)
- University of Chicago (2001)
- Erasmus University (2001)
- University of Colorado (2000)
- UBC (2000)
- USC (2000)
- Northwestern University, Evanston (2000)
- Washington University, St. Louis (2000)
- Stanford (2000)
- UCLA (2000)
- University of Minnesota (2000)
- University of Wisconsin (2000)
- Carnegie Mellon (2000)
- NYU (2000)
- Columbia University (2000)
- University of Texas at Dallas (2000)
- INSEAD (2000)
- HEC (2000)

Conference presentations

Vincent Nijs, Kanishka Misra, and Karsten Hansen, “Should Retailers Outsource Category Management: The Impact of Using a Category Captain on Manufacturers, Retailers, and Consumers,” paper presented at the INFORMS Marketing Science Conference, Boston, Massachusetts, June 7-9, 2012.

Vincent Nijs, Kanishka Misra, and Karsten Hansen, “Should Retailers Outsource Category Management: The Impact of Using a Category Captain on Manufacturers, Retailers, and Consumers,” paper presented at the Theory + Practice in Marketing Conference, Harvard Business School, May 3-5, 2012.

Qingyi Huang, Vincent Nijs, Karsten Hansen, and Eric Anderson, “Wal-Mart’s Impact on Supplier Profits,” paper presented at the INFORMS Conference, Austin, Texas, November 7-10, 2010.

Qingyi Huang, Vincent Nijs, Karsten Hansen, and Eric Anderson, “Dominant Retailer Impact on Manufacturers: Profit, Price, Volume, and Assortment,” paper presented at the Marketing Dynamics Conference, The University of Waikato, Hamilton, New Zealand, January 4-6, 2009.

- Nijs, Vincent R., Kanishka Misra, Eric Anderson, Karsten Hansen, and Lakshman Krishnamurthi, "Channel Pass-Through of Trade Promotions," paper presented at the Erin Anderson Conference at Wharton, Philadelphia, PA, USA, October 2008.
- Pauwels, Koen, Vincent R. Nijs, and Shuba Srinivasan, "Managing brand equity with product line extensions and contractions," paper presented at INFORMS Marketing Science Conference, Vancouver, Canada, June 12-14, 2008.
- Pauwels, Koen, Vincent R. Nijs, and Shuba Srinivasan, "Managing brand equity with product line extensions and contractions," paper presented at the Marketing Dynamics Conference, University of Groningen, The Netherlands, August 22-24, 2007.
- Nijs, Vincent R., Kanishka Misra, Eric Anderson, Karsten Hansen, and Lakshman Krishnamurthi, "Channel Pass-Through of Trade Promotions," paper presented at the Northwestern/Chicago I.O. and Marketing Conference, Evanston, IL, USA, June 2007.
- Nijs, Vincent R., Kanishka Misra, Eric Anderson, Karsten Hansen, and Laskhman Krishnamurthi "Channel Pricing and Promotion." paper presented at the Kellogg Marketing Camp, Kellogg School of Management, Evanston, USA, September 8-10, 2006.
- Nijs, Vincent R., Kanishka Misra, Eric Anderson, Karsten Hansen, and Laskhman Krishnamurthi "Channel Pricing and Promotion." paper presented at the Summer Institute in Competitive Strategy, Haas School of Business, Berkeley, USA, June 26-30, 2006.
- Nijs, Vincent R., Kanishka Misra, Eric Anderson, Karsten Hansen, and Laskhman Krishnamurthi "Channel Pricing and Promotion." paper presented at the INFORMS Marketing Science Conference, Pittsburgh, USA, June 8-10, 2006.
- Nijs, Vincent R., "Tracing the Impact of Price Promotions across Categories," paper presented at the INFORMS Marketing Science Conference, Atlanta, USA, June 16-18, 2005.
- Nijs, Vincent R. and Peter Bouman, "Timing and Targeting of Promotions," paper presented at the INFORMS Marketing Science Conference, Rotterdam, The Netherlands, June 24-27, 2004.
- Nijs, Vincent R. and Robert Blattberg, "Identifying Determinants of Competitive Structure at the SKU level," paper presented at the INFORMS Marketing Science Conference, Edmonton, Canada, June 27-30, 2002.
- Nijs, Vincent R., Marnik G. Dekimpe, Jan-Benedict E.M. Steenkamp, and Dominique M. Hanssens, "Tracing the Effects of Price Promotions across Categories," paper presented at the INFORMS Marketing Science Conference, Wiesbaden, Germany, July 5-8, 2001
- Nijs, Vincent R., Marnik G. Dekimpe, Jan-Benedict E.M. Steenkamp, and Dominique M. Hanssens, "The Category Demand Effects of Price Promotions," paper presented at:
- INFORMS Marketing Science Conference, The Anderson Graduate School of Management at UCLA, Los Angeles, USA, June 22-25, 2000

- 29th European Marketing Academy (EMAC) Conference, Rotterdam, The Netherlands, May 23-26, 2000
- Marketing Winter Research Camp, Leuven, Belgium, December 17, 1999
- Conference on Competition and Marketing, Mainz/Wiesbaden, Germany, June 20-21, 1999

Nijs, Vincent R., “Category Demand in Marketing”:

- Poster session, 29th EMAC Conference, Rotterdam, The Netherlands, May 23-26, 2000
- 13th EMAC Doctoral Consortium, Rotterdam, The Netherlands, May 21-23, 2000

Course taught

Research for Marketing Decisions (MBA)

Teaching interests

Research for Marketing Decisions; Marketing Channels; Retailing; Business Marketing

Referee activity

- *International Journal of Research in Marketing* (editorial board)
- *Marketing Science*
- *Journal of Marketing Research*
- *Journal of Marketing*
- *Quantitative Marketing and Economics*
- *Marketing Letters*
- *Journal of Retailing*
- *Journal of Advertising*
- *European Journal of Operational Research*
- *Review of Marketing Science*
- *International Journal of Forecasting*
- *American Journal of Agricultural Economics*

Grants

Alexander von Humboldt grant (EUR 31,085.88) for the project “Anti-Rumor Therapy,” with Miguel Brendl and Eva Walther.

MSI research grant (\$14,000) for the project “Managing brand equity with product line extensions and contractions,” with Shuba Srinivasan and Koen Pauwels.

National Bureau of Economic Research, Inc, and Ohio State University, \$2100.