

August, 2014

R E S U M E

Full name: Eitan Gerstner

Marital status: Married

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EDUCATION

BA (Statistics and Economics), Haifa University, Israel (1976)

MA (Economics), University of California, San Diego (1980)

Ph.D. (Economics), University of California, San Diego (1983)

ACADEMIC APPOINTMENTS

2009 – Present Professor, Faculty of Industrial Engineering and Management, Technion,
Israel

2008-2009 Storaid Chair Professor of Marketing and Retailing
Business School, Loughborough University, UK

1994-2007 Professor of Marketing
Graduate School of Management, University of California, Davis, USA

1983-1993 NC State University, Raleigh, NC, USA
Assistant Professor, Associate Professor, Professor of Marketing

Visiting Appointments

1987-1988 Visiting, Georgetown University, USA

1990 – 1997 Visiting, Haifa University, Israel

1997 - 2009: Visiting, Technion, Israel

RESEARCH INTERESTS

The general objective of my research is to identify and explain marketing phenomena that cannot be easily explained by existing theories, and to explore ideas and solutions to help improve marketing practices from the perspective of companies, consumers, and society. The specific researched areas include: Social Marketing, Service Management, and Product Failure Management.

TEACHING EXPERIENCE

Social Ventures (Undergraduate and MA)
Customers Service Management (MBA)
Marketing Strategies (Undergraduate and MBA)
Supervising MA and PhD Students

TECHNION SERVICE ACTIVITIES

2013 – Present, Chair of Ethics Committee for Research in Social Science
2013 – Present, Technion Representative, Consortium of Universities in Israel for Defending Academic Freedom
2010 – Present: Committee of International School, Technion, Israel
2009 - Present: Preparatory Committee
2008 – Present, MBA committee

PUBLIC PROFESSIONAL ACTIVITIES

Marketing Science

Area Editor, 2007 – 2008.

Editorial Board, 1995 – 2008 (Vol. 22, No. 3, 2003, mentioned as most productive reviewer)

Journal of Service Research

Editorial Board, 2005- 2009

International Journal of Research in Marketing

Editorial Board, 1993 - 1997

Reviewer

Marketing Science

Management Science

American Economic Review

Journal of Business

Managerial and Decision Economics

Journal of Service Research

Journal of Marketing Research

Journal of Business

Journal of Retailing

International Journal of Industrial Organization

RESEARCH GRANTS

1. 1987-1988, National Science Foundation Grant SES-8709669. Price Matching Strategies in Retailing. \$20,000.
2. 1990, N.C. Association of Nurserymen, "Consumer Purchase of Nursery Products.
3. 1991, College of Humanities and Social Sciences ORP grant, NCSU \$9000
4. 1994 -1998, UC Davis Faculty Research Grants. \$3000 every year
5. 2009-2011, ESRC Grant. Pricing that Encourage Over-Eating and Food Waste. 100,000 Pounds

RECENTLY SUPERVISED GRADUATES UNDERGRADUATES

Faculty of Industrial Engineering and Management

Student Supervised

Baher Dukaikek, M.E. 2011

Yefim Roth, MA, 2012

Yefim Roth, PhD Candidate, 2013

Emma Shkolnik, MA Thesis Submitted 2013

Supervision of Techen (one-year) Projects: 2011 - 2013

Thesis

Temporal Price Dispersion, 1983

Advisors: John Conlisk (Chair), Joel Sobel (Co-chairs), Tom Lee

Refereed papers in professional journals

1. **Cyclic Pricing by a Durable Goods Monopolist**, John Conlisk, Eitan Gerstner, and Joel Sobel, *The Quarterly Journal of Economics*, Vol. 99, No. 3 (Aug., 1984), pp. 489-505.
2. **Do Higher Prices Signal Higher Quality?** Eitan Gerstner, *Journal of Marketing Research*, Vol. 22, No. 2 (May, 1985), pp. 209-215.
3. **Sales – Demand-Supply Variation or Price discrimination**, Eitan Gerstner, *Journal of Economic and Business* (1985), 37 (2): 171-182.
4. **Peak Load Pricing in Competitive Markets**, Eitan Gerstner, *Economic Inquiry*, 24 (2): 349-361 April 1986.
5. **Profitable Pricing When Market Segments Overlap**, Eitan Gerstner and Duncan Holthausen, *Marketing Science*, Vol. 5, No. 1 (Winter, 1986), pp. 55-69.
6. **Why do Hot Dogs Come in Packs of 10 and Buns in 8s or 12s? A Demand-Side Investigation**, Eitan Gerstner and James D. Hess, *The Journal of Business*, Vol. 60, No. 4 (Oct., 1987), pp. 491-517.
7. **Loss Leader Pricing and Rain Check Policy**, James D. Hess; Eitan Gerstner, *Marketing Science*, Vol. 6, No. 4 (Autumn, 1987), pp. 358-374.
8. **Can Bait and Switch Benefit Consumers?**, Eitan Gerstner and James D. Hess *Marketing Science*, Vol. 9, No. 2 (Spring, 1990), pp. 114-124.
9. **Who Benefits From Large Rebates - Manufacturer, Retailer, or Consumer?** Eitan Gerstner and James D. Hess, *Economic Letters*, Vol. 36, No. 1 (1991), pp. 5-8.
10. **Price-Matching Policies: An Empirical Case**, James D. Hess and Eitan Gerstner *Managerial and Decision Economics*, Vol. 12, No. 4 (Aug., 1991), pp. 305-315.
11. **A Theory of Channel Price Promotions**, Eitan Gerstner and James D. Hess, *The American Economic Review*, Vol. 81, No. 4 (Sep., 1991), pp. 872-886.
12. **Demarketing as a Differentiation Strategy**, Eitan Gerstner, James D. Hess and Wujn Chu, *Marketing letters*, 4:1, 1993, 49-57.

13. **Double Couponing: Pricing and Consumer Perspectives**, James D Hess and Eitan Gerstner, *Marketing letters*, 4:2, (1993): 153-163.
14. **Price Discrimination through a Distribution Channel: Theory and Evidence**
Eitan Gerstner, James D. Hess and Duncan M. Holthausen, *The American Economic Review*, Vol. 84, No. 5 (Dec., 1994), pp. 1437-1445.
15. **Costs and Benefits of Hard-Sell**, Wujin Chu, Eitan Gerstner and James D. Hess
Journal of Marketing Research , Vol. 32, No. 1 (Feb., 1995), pp. 97-102.
16. **Pull Promotions and Channel Coordination**, Eitan Gerstner and James D. Hess,
Marketing Science, Vol. 14, No. 1 (1995), pp. 43-60.
17. **Money Back Guarantees in Retailing: Matching Products to Consumer Tastes**, Scott Davis, Eitan Gerstner and Michael Hagerty, *Journal of Retailing*, Vol. 71, No.1 (1995), 7-22. [**Best Paper Award, second place**].
18. **Controlling Product Returns in Direct Marketing**, James D Hess, Wujin Chu and Eitan Gerstner, *Marketing letters*, 7:4 (1996), 307-317.
19. **Return Policies and the Optimal Level of "Hassle"**, Scott Davis, Michael Hagerty and Eitan Gerstner, *Journal of Economics and Business*, Volume 50, No.5, September/October, 1998, 445-460.
20. **Managing Dissatisfaction**, How to Decrease Customer Opportunism by Partial Refunds," Wujin Chu, Eitan Gerstner and James D. Hess, *Journal of Service Research*, Volume 1, No.2, (November 1998), 140-154.
21. **Yes, "Bait and Switch" Really Benefits Consumers**, James D. Hess and Eitan Gerstner *Marketing Science* , Vol. 17, No. 3 (1998), pp. 283-289.
22. **Selling with" Satisfaction Guaranteed**," Gila Fruchter, Eitan Gerstner, *Journal of Service Research*, Vol. 1, No. 4, May 1999, 313-323.
23. **Overselling with Opportunistic Cancellations**, Eyal Biyalogorsky, Ziv Carmon, Gila Fruchter and Eitan Gerstner, *Marketing Science*, Vol. 18, No. 4 (1999), pp. 605-610.
24. **Customer Referral Management: Optimal Reward Programs**, Eyal Biyalogorsky, Eitan Gerstner and Barak Libai, *Marketing Science*, Vol. 20, No. 1 (Winter, 2001), pp. 82-95.

25. **Setting Referral Fees in Affiliate Marketing**, Barak Libai, Eyal Biyalogorsky and Eitan Gerstner, *Journal of Service Research*, Vol. 5, No. 4, 2003, 303-315.
26. **The Effects of Expert Quality Evaluations versus Brand Name on Price Premiums** , Eidan Aplebaum, Eitan Gerstner and Prasad Naik, *Journal of Product & Brand Management*, Vol. 12, Number 3, 2003, 154-163.
27. **Contingent Pricing to Reduce Price Risks**, Eyal Biyalogorsky, Eitan Gerstner, *Marketing Science*, Volume 23, Number 1, Winter 2004, 146-155.
28. **The Economics of Service Upgrades** , Eyal Biyalogorsky, Eitan Gerstner, Dan Weiss, and Jinhong Xie, *Journal of Service Research*, Vol 7, No. 3, February 2005, 233-244.
29. **Pre-Sale vs. Post-Sale e-Satisfaction: Impact on Repurchase Intention and Overall Satisfaction**, Thorsten Posselt and Eitan Gerstner, *Journal of Interactive Marketing*, Volume, 19, No. 4, Autumn 2005, 35-47.
30. **Offering Low Price Guarantees to Improve Customer Retention**, Bruce McWilliams and Eitan Gerstner, *Journal of Retailing*, 82 (2): 2006, 105-113.
31. **Why Does Poor Service Prevail?** Eitan Gerstner and Barak Libai, *Marketing Science*, Vol. 25, No. 6, November-December 2006, pp. 601-603.
32. **Service Escape: Profiting From Customer Cancellations**, Jinhong Xie and Eitan Gerstner, *Marketing Science*, Volume 26, No. 1, January-February 2007, pp. 18-30. [Lead Article].
33. **Rating E-Tailers' Money-Back Guarantees**, Posselt Thorsten , Eitan Gerstner and Dubravko Radic, *Journal of Service Research*, Vol. 10, No. 3, 2008, pp. 207-219. [Lead Article].
34. **Should Captive Sardines Be Compensated? Serving Customers in a Confined Zone**, Chen Rachel, Eitan Gerstner and Yinghui (Catherine) Yang, *Marketing Science*, Vol. 28 No. 3, 2009, pp. 599–608
35. **Do Higher Fees Lead to Lower Prices?** Ancarani, Fabio, Eitan Gerstner, Dubravko Radić, Thorsten Posselt . *Journal of Product & Brand Management*, Volume 18, issue 4, 2009, 297-305.
36. **For a Few Cents More: Why Supersize Unhealthy Food?** Dobson Paul and Eitan Gerstner, *Marketing Science*, Vol. 29, Issue 4, 2010, pp. 770-778

37. **Fee or Free? How Much To Add On For An Add-On**, Gila Fruchter, Eitan Gerstner, Paul Dobson, *Marketing Letters*, Volume 22, Issue 1, 2011, pp. 65-78.
38. **Customer Bill of Rights under No-fault Service Failure**, Chen Rachel, Eitan Gerstner and Yinghui (Catherine) Yang, *Marketing Science*, January/February, 2012 vol. 31 no. 1 pp. 157-171.

Other Publications

1. Hess James and Eitan Gerstner, "FTC Should Reconsider its Rain-Check Decision," *Marketing News*, February 1989, 4.
2. Armstrong M., Gerstner E. , and Hess, J.D., "Pocketing the Trade Deal," Proceedings from the NEC-63 Conference, Toronto, Ontario Canada, Spring 1994
3. Biyalogorsky E., Z. Carmon, G. Fruchter, and E. Gerstner, "Should Airlines and Hotels Use Short Selling," *OR/MS Today*, October 2000.

BOOKS AND BOOK CHAPTERS

1. *The Joy of Marketing: Jokes and Anecdotes from Around the World*, Davis, California, 1994, with Michal Gerstner (174 pp.)
2. "Advertising High Technology Products," in *The Handbook of Technology Management*, CRC Press and IEEE Press, Prasad Naik and Eitan Gerstner (2000).
3. "Branding and Private Label Strategies," in *The Handbook of Technology Management*, CRC Press and IEEE Press, Eitan Gerstner and Prasad Naik (2000).
4. "Promotion Activities for Technology Products, in *The Handbook of Technology Management*, CRC Press and IEEE Press, Richard Dorf and Eitan Gerstner (2000).

CONFERENCES

1. TIMS/ORSA, "Profitable Pricing When Market Segments Overlap." November 6, 1985, Atlanta, Georgia, USA
2. TIMS/ORSA, "Price Guarantees," October 27, 1986, Miami, Florida, USA
3. TIMS/ORSA, "Bait and Switch Pricing," October 25, 1987, Washington, D.C., USA

4. TIMS/ORSA "Competitive Pricing and Promotion " April 26, 1989, St. Louis, Missouri, USA
5. Marketing Science Conference, "How to Quote Price? March 25, 1990, Urbana, Illinois, USA
6. Marketing Science Conference, "To Deal or Not To Deal? March 23, 1991, Wilmington, Delaware, USA
7. Why Did Cheer Detergent Have a \$1.00 Coupon but Smuckers Jam Only \$0.25" June 29, 1992, Euro/TIMS, Helsinki, Finland
8. Hard Sell Dies Hard." July 1. 1992, Euro/TIMS, Helsinki, Finland
9. Marketing Science Conference "Coupons Repair Breakdown in Channel Price Promotions," July 14, 1992, London, England
10. TIMS/ORSA, November, "All You Can Eat Pricing," 1993, Phoenix, Arizona, USA
12. Marketing Science Conference, "Money Back Guarantees: Helping Market Experience Goods," March 19, 1994, Tucson, Arizona, USA
13. TIMS International, "Money Back Guarantees in Retailing" June 27, 1995, Singapore
14. Marketing Science Conference, "Controlling Product Returns Through Shipping and Restocking Fees " July 3, 1995, Sydney, Australia
15. Marketing Science Conference, " Partial Refunds or Money-Back Guarantees?" March, 1997, Berkeley CA, USA
16. "Partial Refunds or Money- Back Guarantees?" INFORMS Joint International Meeting Conference, July 14, 1997 Barcelona, Spain
17. Quality Innovation vs. Brand Differentiation, Marketing Science Conference, July 16, 1998, INSEAD, France
18. Quality Innovation vs. Price Differentiation in Competitive Markets, Marketing Exchange Colloquium, July 24, 1998, Vienna, Austria,
19. Marketing Through Customer Referrals, EIRASS, Conference, July 7, 2000, Sintra, Portugal
20. Spring Research Retreat, March 2001, Gainesville, Florida, USA

21. Contingent Pricing, December 2001, Marketing in Israel
22. Setting Referral Fees in Affiliate Marketing, Marketing Science Conference, June 2002, University of Alberta, Edmonton, Canada
23. Affiliate Marketing, December 2002, Marketing in Israel
24. Euro/Informs Joint International Meeting, July 2003, Istanbul, Turkey
25. Service Escape: Profiting from Customer Cancellations, Marketing Science Conference, June 2004, Rotterdam, Netherland
26. INFORMS Doctoral Consortium, Marketing Science Conference, June 2004, Rotterdam, Netherland
27. Service Escape: Profiting from Customer Cancellations, EIRASS, Conference, July 2004, Prague, The Czech Republic
28. Trick or Treat? Transaction Profits at Currency-Exchange Stores, Marketing Science Conference, June 2006, Pittsburgh, Pennsylvania, USA
29. EIRASS, Conference, Budapest, July 2006, “The Price Ain’t Rights: Can Signaling Protect Customers from Pricing Tricks?” with Thorsten Posselt and Dubravko Radić
30. INFORMS Marketing Science Conference, June 2007, “Are Fees Bad for Consumers“ Singapore 2007, with Fabio Ancarani, Dubravko Radić, Thorsten Posselt
31. Rating e-Tailers' Money-back Guarantees, INFORMS Marketing Science Conference, June 2007, Singapore
32. Should Captive Sardines Be Compensated? Serving Customers in a Confined Zone, INFORMS Marketing Science Conference, June 2008, Vancouver, Canada
33. For a Few Cents More: Why Supersize Unhealthy Food?, INFORMS Marketing Science Conference, June 2010, Koeln Germany
34. Dangerous Pricing, German-French-Austrian Conference on Marketing, 16-18 September 2010, Vienna, Austria
35. Is your brand dangerous to our health & wealth? April 5, 2011, Conference on Social Marketing, Tel Aviv University, Israel

36. Dangerous Pricing, Fourth International conference on Corporate Social Responsibility, 22-24 September 2012, Berlin, Germany.
37. The Hidden Benefits of Cross Selling and Price Bundling, POMS Meeting, Chicago, April 2012.
38. The Overlooked Advantage of Price Bundling POMS: 4th World Conference on Production & Operation Management, July 2012, Amsterdam, Netherland
39. Fattening Competition, INFORMS Marketing Science Conference, July 12, 2013, Istanbul, Turkey.
40. Service Failure Management, and Protection Plan Design, INFORMS Manufacturing and Service Operations, hosted by the University of Washington, June 19-21, 2014.

Plenary or invited talks

1. Penn State University, "Profitable Pricing When Market Segments overlap," Oct 28, 1985
2. Georgetown University, "Price Matching Guarantees," Feb. 6, 1986
3. Tulane University, School of Business, "Price Matching Guarantees," Dec 12, 1986
4. University of British Columbia, "Price Matching Guarantees," Jan 1987
5. University of Chicago, "Bait and Switch Strategies," May 16, 1988
6. University of Rochester, "Price Promotions in a Distribution Channel," Jan 18, 1991
7. University of North Carolina, "Price Discrimination within a Channel of Distribution," Feb 4, 1991
8. Technion, Israel, "Price Discrimination within a Channel of Distribution," May 27, 1991
9. University of Tel Aviv, Israel "Price Matching Guarantees," June 7, 1991
10. Dartmouth College, "Double Couponing," Oct 12, 1991
11. MIT, Sloan School of Management, "Double Couponing," October 21, 1991

12. Universite Catholique, Mons, Belgium, "Price Promotion within a Channel of Distribution," July 9, 1992
13. University of California, Berkeley, "Price Discrimination within a Channel of Distribution," Jan 31, 1994
14. Technion, Israel, "Money Back Guarantees," Apr 12, 1994
15. University of Haifa, "Money-Back Guarantees," May 12, 1994
16. University of Tel Aviv, "Money Back Guarantees," May 17, 1994
17. Stanford University, California, "A Theory of Channel Price Promotions." March 8, 1995
18. London School of Business, London, "Money-Back Guarantees," Nov 1995
19. INSEAD, France, "Money-Back Guarantees," Nov, 1995
20. University of Auckland, Auckland, New Zealand, "A Theory of Channel Price Promotions," July 12, 1995
21. Technion, Israel, "Partial Refunds or Money Back Guarantees?," January 13, 1997
22. Universidad Politecnica de Catalunia, Barcelona, "Dissatisfaction Management," July 14, 1997
23. University of California, Irvine, "Overselling with Opportunistic Cancellations," March 19, 1999.
24. INSEAD, Fontainebleau, France "Strategies to Reduce Price Risk", Dec 18, 2000.
25. Leuven, Belgium, Universite Catholique, Dec 13-14, 2001.
26. Leipzig, Germany, University of Leipzig, "Contingent Pricing," December 16, 2002.
27. Mexico City, Mexico, ITAM, "Contingent Pricing Methods," March 7, 2003.
28. University of Washington, Seattle, " Price Unbundling: The Logic of Supplementary Fees, March 24, 2005
29. University of California, Irvine, "Who Benefits from Negative Advertising," April 10, 2006.

30. University of California, San Diego, "Who Benefits from Negative Advertising," April 13, 2006.
31. University of Houston, Texas, "Negative Advertising in Business Markets: "An Eye for an Eye?" March 23, 2007.
32. Humboldt University, Berlin, "Why Supersize Unhealthy Products," October 27, 2008.
33. Tel Aviv University, Israel, "Why Supersize Unhealthy Products," December 2, 2008.
34. Technion, Israel, "Why Supersize Unhealthy Products," April 1, 2009.
35. Bar Ilan University, "Dangerous Pricing in Food Retailing: Threats and Cures," September 11, 2009
36. Hebrew University, Rehovot, "Dangerous Pricing in Food Retailing: Threats and Cures," November 15, 2009
37. Ben Gurion University, "What's Behind this Brand Ben Gurion University," Dec 14, 2010.
38. Leipzig University, "Is your brand dangerous to our health & wealth?" April 19, 2011
39. Fraunhofer, Mittel-Und-Osteuropa Zentrumoez, Leipzig, "Is your brand dangerous to our health & wealth?" April 19, 2011
40. Luiss University, Rome Italy, "Do Food Brands Help Make Customers Unhealthy and Poor?" September 15, 2011.
41. ESMT Berlin, Germany, Personal Business Models, October 10, 2011.