

MICHAELA DRAGANSKA

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ACADEMIC EMPLOYMENT

- Associate Professor of Marketing, Stanford - Graduate School of Business (2005 – present)
- Assistant Professor of Marketing, Stanford - Graduate School of Business (2001 – 2005)
- Instructor, Kellogg School of Management, Northwestern University (1999-2001)

EDUCATION

- Ph.D., J.L. Kellogg School of Management, Northwestern University, Marketing, June 2001
- M.S., J.L. Kellogg School of Management, Northwestern University, Marketing, June 1998
- Diplom-Kauffrau, Humboldt-Universität zu Berlin, Marketing and Statistics, June 1996

RESEARCH INTERESTS

- Product Assortment Decisions, New Product Positioning
- Competitive Strategy
- Advertising, Distribution Channels

PUBLICATIONS

- Draganska, M., Misra, S., Aguirregabiria, V., Bajari, P., Einav, L., Ellickson, P., Horsky, D., Narayanan, S., Orhun, Y., Reiss, P., Seim, K. Singh, V., Thomadsen, R., Zhu, T., (2008), “Discrete Choice Models of Firms’ Strategic Decisions”, *Marketing Letters*, forthcoming
- Berger, Jonah, Draganska, Michaela and Simonson, Itamar (2007), “The Influence of Variety on Brand Perceptions, Choice, and Experience”, *Marketing Science*, vol. 26, No. 4, pp. 460-472 (lead article)
- Draganska, Michaela and Klapper, Daniel (2007), “Retail Environment and Manufacturer Competitive Intensity”, *Journal of Retailing*, vol. 83, No. 2, pp. 183-198
- Draganska, Michaela and Jain, Dipak (2006), “Consumer Preferences and Product-line Pricing Strategies: An Empirical Analysis”, *Marketing Science*, vol. 25, No. 2, pp. 164-174
- Doraszelski, Ulrich and Draganska, Michaela (2006), “Market Segmentation Strategies of Multiproduct Firms”, *Journal of Industrial Economics*, vol. 54, No. 1, pp. 125-149
- Dube, J.-P., Sudhir, K., Ching, A., Crawford, G., Draganska, M., Fox, J., Hartmann, W., Hitsch, G., Viard, B., Villas-Boas, M. and Vilcassim, N. (2006), “Recent Advances in Structural Econometric Modeling: Dynamics, Product Positioning and Entry”, *Marketing Letters*, vol. 16, No. 3, pp. 209-224
- Draganska, Michaela and Jain, Dipak (2005), “Product Line Length as a Competitive Tool”, *Journal of Economics and Management Strategy*, vol. 14, No. 1, pp. 1–28 (lead article)
- Draganska, Michaela and Jain, Dipak (2004), “A Likelihood Approach to Estimating Market Equilibrium Models”, *Management Science*, vol. 50, No. 5, pp. 605–616

WORK IN PROGRESS

- Draganska, Michaela, Klapper, Daniel and Villas-Boas, Sofia, “A Larger Slice or a Larger Pie: An Empirical Investigation of Bargaining Power in the Distribution Channel”, *Marketing Science*, 2nd round revision

- Draganska, Michaela, Mazzeo, Michael and Seim, Katja, “Beyond Plain Vanilla: Modeling Joint Pricing and Product Assortment Choices”, *Quantitative Marketing and Economics*, 2nd round revision
- Clarke, Robert, Doraszelski, Ulrich and Draganska, Michaela, “Information or Persuasion: An Empirical Investigation of the Effect of Advertising on Brand Awareness and Perceived Quality Using Panel Data“, *Quantitative Marketing and Economics*, 2nd round revision
- Draganska, Michaela and Wosinska, Marta, “Channel (Mis)coordination: Who Reaps the Benefits from Advertising?”
- Doraszelski, Ulrich and Draganska, Michaela, “Ideal Point Dynamics”

INVITED PRESENTATIONS

- Beyond Plain Vanilla: Modeling Joint Pricing and Product Assortment Choices, SICS, UC Berkeley, July 2007; USC Research Camp, March 2006; UNC, January 2006; Duke Economics, January 2006
- Determinants of Margins in the Distribution Channel: An Empirical Investigation, University of Frankfurt, May 2006
- Market Segmentation Strategies of Multiproduct Firms, SICS, UC Berkeley, June 2005
- Modeling Joint Pricing and Product Assortment Choices, Sloan School of Management, April 2005
- Determinants of Margins in the Distribution Channel: An Empirical Investigation, Tuck School of Business, March 2005
- Modeling Joint Pricing and Product Assortment Choices, University of Chicago, March 2005
- Modeling Joint Pricing and Product Assortment Choices, HEC Montreal, March 2005
- Beyond Plain Vanilla: Modeling Product Assortment Decisions in the Ice Cream Market, June 2004, 6th Invitational Choice Symposium, Boulder, Colorado
- Product Line Length as a Competitive Tool, University of California, Berkeley, October 2003
- The Competitive Effects of Product Line Composition, June 2003, Summer Institute for Competitive Strategy, Berkeley
- Estimating Equilibrium Models of Competitive Market Behavior Using Disaggregate Data, Johann-Wolfgang-Goethe University, Frankfurt am Main, September 2002
- Estimating Equilibrium Models of Competitive Market Behavior Using Disaggregate Data, University of Regensburg, December 2001
- Pricing and Product-Line Length Decisions, Humboldt-Universität zu Berlin, December 2000
- Product-Line Length Decisions in a Competitive Environment, Fall 2000: Hong Kong University of Science and Technology, Washington University, Carnegie Mellon University, New York University, Columbia University, Duke University, Wharton School of Business, Yale University, Harvard University, MIT, UCLA, Stanford University, UC Berkeley, University of Southern California, University of Florida, University of Rochester, Dartmouth College, University of Toronto

CONFERENCE PRESENTATIONS

- Beyond Plain Vanilla: Modeling Joint Pricing and Product Assortment Choices, June 2007, *Marketing Science Conference*, Singapore
- Market Segmentation Strategies of Multiproduct Firms, September 2005, *EARIE Conference*, Porto
- The Competitive Effects of Product Line Composition, July 2003, *INFORMS Conference*, Istanbul

- Consumers' Choice Process: Implications for Product Line Pricing, June 2003, *Marketing Science Conference*, Maryland
- The Competitive Effects of Product Line Composition, June 2003, *Marketing Science Conference*, Maryland
- Structural Models of Competitive Market Behavior: An Estimation Approach Using Disaggregate Data, June 2002, *8th International Conference of the Society for Computational Economics*, Aix-en-Provence, France
- Market Segmentation and Product Line Length, July 2001, *Marketing Science Conference*, Wiesbaden, Germany
- Product-Line Length and Competitive Pricing, June 2000, *Marketing Science Conference*, Los Angeles
- Estimating Equilibrium Models of Market Behavior Using Disaggregate Data, May 1999, *Marketing Science Conference*, Syracuse
- Inference Bias in Cross-Sectional Aggregation, May 1999, *Marketing Science Conference*, Syracuse
- Estimating Equilibrium Models of Market Behavior Using Disaggregate Data, April 1999, *Haring Symposium*, Indiana University

HONORS AND AWARDS

- Honorable mention, 2004 MSI/JCP competition "Product Assortment and Variety Seeking in Consumer Choice"
- Procter & Gamble Marketing Innovation Research Fund Award, 1999-2000
- AMA-Sheth Doctoral Consortium Fellow, 2000
- Haring Symposium Fellow, Indiana University, 1999
- Northwestern University, Doctoral Fellowship 1996-1999
- University Fellowship, Humboldt University Berlin (Germany), 1991

PROFESSIONAL SERVICE

- Editorial board *Marketing Science*
- Ad-hoc reviewer for *Journal of Econometrics*, *Journal of Industrial Economics*, *Journal of Marketing*, *Journal of Marketing Research*, *Management Science*, *Marketing Science*, *Marketing Letters*, *Quantitative Marketing and Economics*

PROFESSIONAL AFFILIATIONS

- American Marketing Association, INFORMS