

# EVA ASCARZA

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## ACADEMIC POSITIONS

Harvard Business School, Harvard University

Jakurski Family Associate Professor of Business Administration (Dec 2018 – present)  
Associate Professor (July 2018 –Dec 2018)

Columbia Business School, Columbia University

Daniel W. Stanton Associate Professor of Business (July 2017 –June 2018)  
Associate Professor (July 2016 –June 2017)  
Assistant Professor (July 2010 –June 2016)

The Wharton School, University of Pennsylvania

Visiting Scholar (September – December 2014)

London Business School

Visiting Lecturer (October 2009 – March 2010)

## EDUCATIONAL BACKGROUND

- 2009      Ph.D. in Marketing, London Business School, UK  
Dissertation: “Modelling Customer Behaviour in Contractual Settings”
- 2004      M.Sc. in Economics and Finance, University of Navarra, Spain  
Thesis: “Long Memory and Sampling Frequency: Simulation and Empirical Study”
- 2001      B.Sc. in Mathematics, University of Zaragoza, Spain

## RESEARCH INTERESTS

Customer management | Churn/retention models | Customer analytics | Field experiments |  
Subscription-based services | Empirical models of consumer behavior | Pricing mechanisms

## **PUBLICATIONS**

Ascarza, Eva (2018), “Retention Futility: Targeting High Risk Customers Might be Ineffective.” *Journal of Marketing Research*.

- Winner, 2018 Paul E. Green Award

Ascarza, Eva, Oded Netzer and Bruce G.S. Hardie (2018), “Some Customers Would Rather Leave Without Saying Goodbye.” *Marketing Science*.

Ascarza, Eva, Scott A. Neslin, Oded Netzer, Zachery Anderson, Peter S. Fader, Sunil Gupta, Bruce G.S. Hardie, Aurélie Lemmens, Barak Libai, David Neal, Foster Provost, Rom Schrift (2018), “In Pursuit of Enhanced Customer Retention Management: Review, Key Issues, and Future Directions.” *Customer Needs and Solutions*.

- Finalist, 2019 MSI Robert D. Buzzell Best Paper Award

Ascarza, Eva, Peter Ebbes, Oded Netzer and Matthew Danielson (2017), “Beyond the Target Customer: Social effects in CRM campaigns.” *Journal of Marketing Research* (lead article).

- Finalist, 2017 Paul E. Green Award

Ascarza, Eva, Raghuram Iyengar and Martin Schleicher (2016), “The Perils of Proactive Churn Prevention using Plan Recommendations: Evidence from a Field Experiment.” *Journal of Marketing Research*.

- Finalist, 2016 Paul E. Green Award

Ascarza, Eva and Bruce G.S. Hardie (2013), “A Joint Model of Usage and Churn in Contractual Settings.” *Marketing Science*.

- Winner, 2014 Frank M. Bass Outstanding Dissertation Award

Ascarza, Eva, Anja Lambrecht and Naufel Vilcassim (2012), “When Talk is “Free”: An Analysis of Subscriber Behavior Under Two- and Three-Part Tariffs.” *Journal of Marketing Research*.

## **BOOK CHAPTERS**

Ascarza, Eva, Peter S. Fader, and Bruce G.S. Hardie (2017), “Marketing Models for the Customer-Centric Firm”, in the *Handbook of Marketing Decision Models*, edited by Berend Wierenga and Ralf van der Lans, Springer.

## **WORKING PAPERS**

Padilla, Nicolas and Eva Ascarza (2019), “The Value of First Impressions: Leveraging Acquisition Data for Customer Management.” Under review.

## **(SELECTED) RESEARCH IN PROGRESS**

“Enhancing customer retention via dynamic product design” coauthored with Oded Netzer and Julian Runge.

“Value Creation in FinTech: Using Social Media to Manage Customers in Financial Services” coauthored with Urooj Khan and Charles Calomiris.

“Predicting churn from social media data” coauthored with Yanyan Li.

“Interaction models and heterogeneous treatment effects” coauthored with Stefan Wager.

“Disentangling the short and long-term effects of marketing actions: A HMM approach” coauthored with Ricardo Montoya, Nicolas Padilla, and Oded Netzer.

“Targeting based on Social CLV” coauthored with Peter Ebbes and Oded Netzer.

## **HONORS, AWARDS AND SCHOLARSHIPS**

Winner, 2018 Paul E. Green Award for the best article in the *Journal of Marketing Research* that demonstrates the greatest potential to contribute significantly to the practice of marketing research, 2019

Winner, 2019 Erin Anderson Award for an Emerging Female Marketing Scholar and Mentor. 2019

Finalist, 2017 Paul E. Green Award, 2018

Rudolph Schoenheimer Faculty Fund at Columbia Business School. 2016-17

Finalist, 2016 Paul E. Green Award, 2017

Marketing Science Institute, Young Scholar Program, 2017

AMA Sheth Foundation Doctoral Consortium Faculty Fellow, 2015, 2018, 2019

Winner, 2014 Frank M. Bass Outstanding Dissertation Award for best marketing paper derived from a Ph.D. thesis published in *Marketing Science* or *Management Science*, 2015

INFORMS Doctoral Consortium Fellow, University of British Columbia, 2008

AMA Sheth Foundation Doctoral Consortium Fellow, 2007

Doctoral Fellowship, London Business School, 2004–2009

Economic and Social Research Council (ESRC) Full-time student scholarship, 2004–2008

Research Fellowship. Fundación Empresa Universidad de Navarra, 2002–2003

Research Scholarship. Fundación de Amigos Universidad de Navarra, 2001–2004

## **TEACHING**

Marketing [core] (Fall 2018) MBA program, Harvard Business School

Strategic Marketing [core] (Summer 2018, Spring 2018, Summer 2017, Spring 2017, Fall 2016, Spring 2016, Fall 2015, Spring 2015, Spring 2014) EMBA/GEMBA programs, Columbia Business School

Statistical Thinking for Data Science and Analytics. Module: Introduction to Bayesian Modeling. (Fall 2015) EdX, Online learning. Data Science Institute, Columbia University.

Workshop on Hidden Markov Models (Fall 2014). Master-PhD Workshop, HEC Paris

Marketing: Innovation Through Customer Centricity [core] (Spring 2014). MBA program, Columbia Business School

Marketing Strategy and Management [core] (Fall 2013, Spring 2013, Fall 2012, Fall 2011). EMBA/GEMBA programs, Columbia Business School

Marketing Strategy [core] (Fall 2012, Fall 2011, Fall 2010). MBA program, Columbia Business School

Market Analysis and Planning [core] (Spring 2010). MiM programme, London Business School

Statistical Research Methods II (Spring 2010). PhD programme, London Business School

## **Cases Authored**

Ascarza, Eva, and Keith Wilcox, “Kate Spade New York: Will Expansion Deepen or Dilute the Brand?”, Columbia Case Works, January 2015.

Ascarza, Eva, and Keith Wilcox, “EPILOGUE: Kate Spade New York: Will Expansion Deepen or Dilute the Brand?”, Columbia Case Works, September 2015.

## **INVITED TALKS (Academic Institutions)**

Rady School of Management, UCSD. San Diego CA. February 2019

Questrom School of Business, Boston University. Boston MA. February 2019

Tuck School of Business at Dartmouth. Hanover NH. Marketing Research Camp. May 2018

Tilburg University. Tilburg, The Netherlands. April 2018

Rotterdam School of Management, Erasmus University. Rotterdam, The Netherlands. April 2018

McCombs School of Business, The University of Texas at Austin. Austin TX. April 2018

Harvard Business School, Harvard University. Boston MA. March 2018

London Business School, London UK. Jan 2018

University of Washington Foster School of Business, Seattle WA. Sept 2017

Frontiers of Applied Statistics in Marketing. Data Science Institute. Columbia University. April 2017

University of Chile, Department of Industrial Engineering. Chile. March 2017

Ross School of Business, University of Michigan. Ann Arbor MI. Feb 2017

S. C. Johnson Graduate School of Management, Cornell University, Ithaca NY. Feb 2017

The 9th MSI Young Scholars Conference. Park City, UT. Jan 2017

Mendoza College of Business, University of Notre Dame. Notre Dame IN. Nov 2016

Robert H. Smith School of Business, University of Maryland. Marketing Research Camp. College Park MD. Oct 2016

Saïd Business School, University of Oxford. Oxford, England. Marketing Research Camp. Sept 2016

Harvard Business School, Harvard University. Boston MA. March 2016

Bocconi University. Milan, Italy. Feb 2016

HKUST. Hong Kong. Nov 2015

Carlson School of Management, University of Minnesota. Minneapolis MN. Oct 2015

Fox School of Business, Temple University. Philadelphia PA. Feb 2015

Leeds School of Business, University of Colorado Boulder. Boulder CO. Feb 2015

Chicago Booth, University of Chicago. Chicago IL. Nov 2014

The Wharton School, University of Pennsylvania. Philadelphia PA. Oct 2014

HEC Paris. Jouy-en-Josas, France. Oct 2014

Goizueta Business School, Emory University. Atlanta GA. Sept 2014

INSEAD. Fontainebleau, France. Feb 2014

Stanford GSB. Stanford CA. Feb 2014

Cheung Kong Graduate School of Business. Beijing, China. Oct 2013

MIT Sloan School of Management. Boston MA. March 2012

Katz Graduate School of Business. University of Pittsburgh. Pittsburgh PA. Feb 2012

The Four School Colloquium. NYU – Wharton – Yale – Columbia. April 2011

IE Business School. Madrid, Spain. Dec 2009

University of Groningen. Groningen, The Netherlands. Nov 2009

Tilburg University. Tilburg, The Netherlands. Nov 2009

IESE Business School, University of Navarra. Barcelona, Spain. Nov 2009

Fisher College of Business. Ohio State University. Columbus OH. Oct 2009

Stern School of Business. New York University. New York NY. Oct 2009

Columbia Business School. Columbia University. New York NY. Oct 2009

Simon Graduate School of Business. University of Rochester. Rochester NY. Oct 2009  
Harvard Business School, Harvard University. Boston MA. Sept 2009  
Tuck School of Business at Dartmouth. Hanover NH. Sept 2009  
Ross School of Business, University of Michigan. Ann Arbor MI. Sept 2009  
Olin Business School, Washington University in St. Louis. Saint Louis MO. Sept 2009  
London Business School. London, UK. Sept 2009  
School of Economics and Business, Universidad de Navarra. Pamplona, Spain. April 2009  
Ozyegin University. Istanbul, Turkey. April 2009  
Rotterdam School of Management, Erasmus University. Rotterdam, The Netherlands. March 2009

## **CONFERENCE PRESENTATIONS**

“Retention futility: Targeting high risk customers might be ineffective”

CODE Conference @ MIT, Boston (October 2018)  
Marketing Science Conference, Los Angeles (June 2017)  
Marketing Analytics and Big Data Conference, Chicago Booth (September 2016)  
Choice Symposium, Alberta (May 2016)

“Beyond the target customer: Social effects of CRM campaigns”

Yale Customer Insights Conference, Yale School of Management (May 2016)  
Marketing Science Conference, Baltimore (June 2015)  
Digital Big Data, Smart Life, Mobile Marketing Analytics, NYU (October 2015)

“How firms can go wrong by offering the right service contract: Evidence from a field experiment”

Marketing Science Conference, Atlanta (June 2014)  
Theory + Practice in Marketing, Kellogg School of Management (May 2014)  
Marketing in Israel, (Dec 2013)

“Some Customers Would Rather Leave Without Saying Goodbye”

Joint Statistical Meetings, Boston (August 2014)  
Marketing Science Conference, Istanbul, Turkey (July 2013)

“A Joint Model of Usage and Churn”.

DMEF conference, Boston, MA (October 2011)  
ART Forum (AMA), San Francisco, CA (June 2010)

“When Talk is “Free”: An Analysis of Subscriber Behavior Under Two- and Three-Part Tariffs”.

Four School Symposium, NYU-Wharton-Yale-Columbia (April 2011)  
Marketing Science Conference, Ann Arbor, MI (June 2009)

“Modeling Churn and Usage Behavior in Contractual Settings”.

Marketing Dynamics Conference, Hamilton, New Zealand (Jan 2009)

Marketing Science Conference, Vancouver, Canada (June 2008)

European Marketing Academy Conference (EMAC), Brighton, UK (May 2008)

“Understanding Customer Switching Behavior to Three-Part Tariffs”.

Marketing Science Conference, Vancouver, Canada (June 2008)

European Marketing Academy Conference (EMAC), Brighton, UK (May 2008)

“Just How Good is the Customer Migration Model?”.

European Marketing Academy Conference (EMAC), Athens (May 2007)

## **DOCTORAL DISSERTATION COMMITTEE SERVICE**

Yael Karlinsky, Post-doc, NYU-Stern. (Dissertation Committee Member)

- Dissertation: *Automation, Decision Making and Business to Business Pricing*. (2018).
- Graduated from Columbia Business School

Valeria Stourm, Assistant Professor, HEC Paris. (Dissertation Committee Member)

- Dissertation: *New insights from emerging types of retail loyalty programs*. (2015).
- Graduated from The Wharton School

Yang (Cathy) Liu, Assistant Professor, HEC Paris. (Dissertation Committee Member)

- Dissertation: *Attention and Preference Measurement*. (2014).
- Graduated from Columbia Business School

Nicholas Reinholtz, Assistant Professor, University of Colorado Boulder. (Dissertation Committee Member)

- Dissertation: *Persistence in Consumer Search*. (2014).
- Graduated from Columbia Business School

## **INVITED PRESENTATIONS (Non-Academic Audiences)**

Customer Retention workshop (MSI). Columbia Business School. Oct 2017

- Co-organizer
- Presenter

Field Experimentation workshop (MSI). Kellogg School of Management. June 2017

- Academic panelist

Customer Centricity @ GOOGLE. Google New York. June 2017

- Invited lecturer

BRITE conference “Social effects of CRM campaigns.” Columbia University. March 2017

- Presenter

Internet Week “Machine Intelligence Moves to Mobile.” New York. June 2015

- Panelist

## **PROFESSIONAL AFFILIATIONS**

American Marketing Association (AMA)

Institute for Operations Research and the Management Sciences (INFORMS)

## **EXTERNAL PROFESSIONAL ACTIVITIES & SERVICE**

Advisory Council of the INFORMS Society of Marketing Science (ISMS) (2018 – Present)

Editorial Board

- Customer Needs and Solutions (2012 – Present)
- Marketing Science (2017 – Present)
- Journal of Marketing Research (2018 – Present)
- Quantitative Marketing and Economics (QME) (2018 – Present)
- Journal of Marketing (2018 – Present)
- Journal of Interactive Marketing (2018 – Present)

Ad hoc reviewer for Management Science, International Journal of Research in Marketing (IJRM), Journal of Consumer Research (JCR), EMAC conference, Israel Science Foundation (ISF), Manufacturing and Service Operations Management (MSOM), Agencia Estatal de Investigacion (AEI).

The 11th Triennial Choice Symposium, Georgetown University, May 2019 – Session Co-chair

The 10th Triennial Choice Symposium, University of Alberta, May 2016 – Session Co-chair

Marketing Analytics and Big Data conference, Columbia University, Sep 2017 – Co-chair

The EMAC-AMA workshop

Hamburg, May 2019 – Co-chair

Glasgow, May 2018 – Co-chair

Groningen, May 2017 – Co-chair