

EVA ASCARZA

Columbia Business School
3022 Broadway
Uris Hall, room 524
New York, NY 10027-6902

Phone: +1 (212) 854-7173
Fax: +1 (212) 854-7647
e-mail: ascarza@columbia.edu
Web: www.evaascarza.com

ACADEMIC POSITIONS

Columbia Business School, Columbia University, NY
Assistant Professor (July 2010 –Present)

London Business School, UK
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 MSc in Economics and Finance, University of Navarra, Spain
 Thesis: “Long Memory and Sampling Frequency: Simulation and Empirical
 Study”
- 2001 BSc in Mathematics, University of Zaragoza, Spain

TEACHING EXPERIENCE

Marketing Strategy (Marketing Core). MBA (Fall 2010) Columbia Business School

Market Analysis and Planning (Marketing Core). MiM, London Business School

Statistical Research Methods II. PhD, London Business School

RESEARCH INTERESTS

Empirical models of consumer behavior

Pricing mechanisms

Bayesian methodology

WORKING PAPERS

Ascarza, Eva and Bruce G.S. Hardie (2011), “[A Joint Model of Usage and Churn in Contractual Settings](#)”, under review at *Marketing Science* (second round).

Ascarza, Eva, Anja Lambrecht and Naufel Vilcassim (2009), “[When Talk is “Free”: An Analysis of Subscriber Behavior Under Two- and Three-Part Tariffs](#)”, revision requested by *Journal of Marketing Research*.

RESEARCH IN PROGRESS

“Measuring the Impact of Competitive Entry on Top-Up and Usage Behavior in Prepaid Markets”, with Bruce G.S. Hardie and Naufel Vilcassim.

“Understanding Customer Switching Behavior to Three-part Tariffs”, with Marco Bertini and Naufel Vilcassim.

“Just How Good is the Customer Migration Model?”, with Bruce G.S. Hardie.

INVITED TALKS

IE Business School. Madrid, Spain. December 2009

University of Groningen. Groningen, The Netherlands. November 2009

Tilburg University, Tilburg, The Netherlands. November 2009

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

Fisher College of Business. Ohio State University, Columbus OH, October 2009

Stern School of Business. New York University, New York NY, October 2009

Columbia Business School. Columbia University, New York NY, October 2009

Simon Graduate School of Business. University of Rochester, Rochester NY. October 2009

Harvard Business School, Boston MA. September 2009

Tuck School of Business at Dartmouth, Hanover NH. September 2009

University of Michigan Ross School of Business, Ann Arbor MI. September 2009

Washington University in St. Louis, Saint Louis MO. September 2009

London Business School, London UK. September 2009

School of Economics and Business Administration. Universidad de Navarra, Pamplona, Spain. April 2009

Ozyegin University, Istanbul, Turkey. April 2009

Erasmus University, Rotterdam, The Netherlands. March 2009

CONFERENCE PRESENTATIONS

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

The Four Schools Colloquium, NYC (April 2011)

Marketing Science Conference, Ann Arbor, MI (June 2009)

“Modeling Churn and Usage Behavior in Contractual Settings”.

ART Forum (AMA), San Francisco, CA (June 2010)

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)

PROFESSIONAL EXPERIENCE

2006 *Royal Opera House, London, UK*
Summer internship in the Development Department (Loyalty Programme Project)

2002–03 *Caja Navarra (Savings Bank) Pamplona, Spain*
Annual Internship in the Marketing Department (CRM project)

HONORS, AWARDS AND SCHOLARSHIPS

AMA-Sheth Doctoral Consortium Fellow, 2007

Economic and Social Research Council (ESRC) Full-time student scholarship, 2004–08

Research Fellowship. Fundación Empresa Universidad de Navarra, 2002–03

Research Scholarship. Fundación de Amigos Universidad de Navarra, 2001–04

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA)

Institute for Operations Research and the Management Sciences (INFORMS)

Last updated: 2011-07-27