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Current Positions

NewMarket Corporation Professor of Business Administration, Darden School of Business, University of Virginia. March 2011- current.

Associate Dean for Executive Degree Programs

Previous Positions

Senior Associate Dean for Degree Programs, 2015-2019

Associate Dean of MBA for Executives and Chaired Professor (Darden), 2012-2015

Associate Professor - Professor of Business Administration (Darden), 2001 - 2011

Visiting Associate Professor of Business Administration, Cheung Kong Graduate School of Business, Shanghai, P.R. China, Summer 2004 and 2005.

Economist, U.S. Securities and Exchange Commission, 1999 - 2000.

Assistant Professor of Industrial Administration, Graduate School of Industrial Administration (now the Tepper School of Business), Carnegie Mellon University, 1996-2001 (on leave during Academic Year 99-00).

Education

Ph.D. in Business Administration, Washington University, St. Louis, Missouri, December, 1996.

M.S. in Business Administration, Washington University, 1993.

Honors A.B. in Classics and Economics, Xavier University, 1990.

Books

Venkatesan, Rajkumar, Paul W. Farris and Ronald T. Wilcox (2020), Marketing Analytics: Essential Tools for Data Driven Decisions, *University of Virginia Press*.

Venkatesan, Rajkumar, Paul W. Farris and Ronald T. Wilcox (2014), Cutting Edge Marketing Analytics: Real Word Cases and Data Sets for Hands-on Learning, *Pearson Education*.

Wilcox, Ronald T. (2009), "Private Enterprise's Role in Increasing Savings," in Franklin's Thrift: The History of a Lost American Virtue, B. Blankenhorn, B. Dafoe-Whitehead and S. Brophy Warren eds., *Templeton Press*, May 2009.

Wilcox, Ronald T. (2008), Whatever Happened to Thrift? Why Americans Don't Save and What to Do About It, *Yale University Press*, May 2008. [Reviewed by *Wall Street Journal* and *Business Week*, Named "Top 5 Business Book of the Year" by Kiplinger]

Peer-reviewed Journal Articles

Zhang, Yi, Ronald T. Wilcox and Amar Cheema (2019), "The Effect of Student Loan Debt on Spending: The Role of Perceived Payment Difficulty," *Journal of Public Policy and Marketing*, August, 1-14.

Sun, Baohong, Ronald T. Wilcox and Ting Zhu (2007), "Ignoring Your Best Customer? An Investigation of Customer Satisfaction, Customer Retention and Their Financial Impact," *Journal of Relationship Marketing*, 6(3/4), 87-116.

Kamakura, W., et. al. (2005), "Choice Models and Customer Relationship Management," *Marketing Letters*, 16(3/4), 279-291.

Li, S., B. Sun, and R.T. Wilcox (2005), "Cross-selling Naturally Ordered Services: An Application to Consumer Banking Services," *Journal of Marketing Research*, May, 42, 233-239. ("Top 5" cited papers in *JMR* for 2006 – 2011 time frame)

Wilcox, R.T. (2005), "Developing Better Fee Structures for Mutual Funds," *Journal of Investment Management*, April, 3(1), 1-17.

Wilcox, R. T. (2003), "Bargain Hunting or Star Gazing: Investors' Preferences for Stock Mutual Funds," *Journal of Business*, 76(4), 645-663.

Wilcox, R.T. (2001), "Advertising Mutual Fund Returns: A Critical Analysis of a U.S. Securities and Exchange Commission Proposal to Change Advertising Law," *Journal of Public Policy and Marketing*, 20(1), 1-9.

Hsu, A. and R.T. Wilcox (2000), "Stochastic Prediction in Multinomial Logit Models," *Management Science*, 46(8), 1137-1144.

Wilcox, R.T. (1999), "Experts and Amateurs: The Role of Experience in Internet Auctions," *Marketing Letters*, 11(4), 363-374

Chen Y., J.D. Hess, R.T. Wilcox, and Z. Zhang (1999), "Accounting Profits Versus Marketing Profits: A Relevant Metric for Category Management," *Marketing Science*, 18(3), 208-229.

Kim, B., K. Srinivasan, and R.T. Wilcox (1999), "Identifying Price Sensitive Consumers: The Relative Merits of Demographic Versus Purchase Pattern Information," *Journal of Retailing*, 75(2), 173-193.

Narasimhan C., and R.T. Wilcox (1998), "Private-Labels and the Channel Relationship: A Cross-Category Analysis," *Journal of Business*, 71(4), 573-600.

Chiang, J., and R.T. Wilcox (1997), "A Cross-Category Analysis of Shelf-Space Allocation, Product Variety and Retail Margins," *Marketing Letters*, 8(2), 183-191.

Other Publications

Reply Brief in Support of Respondents, *Booking.com v. United States Patent and Trade Office*. 19-United 46, 2020. *Supreme Court of the United States*.

"Pricing Strategy Optimization," (2017) with Boston Consulting Group, Four Course Specialization, *Coursera*. (<https://www.coursera.org/specializations/uva-darden-bcg-pricing-strategy>).

"How Heinz Got Retailers and Consumers to Accept a Larger Ketchup Bottle," *Washington Post*, April 3rd, 2015

"How the Portland Trailblazers Won Back Their Fans," *Washington Post*, July 14th, 2014.

"Should Chip Maker Nix Flavors to Up Efficiency," *Washington Post*, March 3rd, 2012.

"Why Some MBA's are Wildly Successful," *Forbes*, December, 2011.

"The Hidden Taxation of Wealthy Americans," *Forbes*, November, 2011

“The Complexity of Bidding for Government Contracts,” *Washington Post*, September, 2011

“Understanding How to Value Customers,” *Financial Times*, August, 2011

“How Close Can You Stand to a Software Giant?” *Washington Post*, August, 2011

“The Thrifty Gene,” *Forbes*, March 24, 2009.

“Spending Won’t Save Us,” *Forbes*, Feb. 13, 2009.

“Increase Pay for Government Officials,” *Forbes*, Dec. 10, 2008

“A Conservative for Obama,” *Forbes*, Oct. 31, 2008

“American Optimists,” *Forbes*, Nov. 21, 2008

“How to Save the Economy,” *Forbes*, Nov. 11, 2008

“The Forgotten Issue,” *Financial Week*, Nov. 20, 2008.

Laseter T., A. Taylor, and R.T. Wilcox (2003), “The Big, The Bad and the Beautiful,” *Strategy + Business*; Booz, Allen, Hamilton, Winter.

“The Hidden Potential of Powerful Brands,” *Batten Briefings*, The Batten Institute, Fall.

“Using Conjoint Analysis to Develop Efficient Fee Structures,” *Proceedings of the Sawtooth Software Conference on Quantitative Methods in Marketing Research*.

Non-Published Papers

“Comfortably Numb: The Impact of Student Loan Debt on Price Sensitivity for Major Purchases (2018), with Y. Zhang, *working paper*.

“Mine Matter Most: The Self-reference Effect in Memory for Brands,” (2012) with K. Sharpe and S. Kesebir. *working paper*.

Wilcox R. and Raj Venkatesan (2010), “Strategies for Customer Win Back,” *working paper*.

Wilcox, R. and Kathryn Sharpe (2010), “Understanding the Decision to Consume Luxury Brands.” *working paper*,

Harris, R.S. and R.T. Wilcox (2009), “The Making of Business Leaders,”

Published Teaching Material

Patagonia Inc. (UVA-M-0857)

Legal Aspects of Pricing (UVA-M-0856)

Brand Positioning Statements (UVA-M-0827)

J.C. Penney: Think Big (Case: UVA-M-0841)

Product Line Pricing (Technical Note: UVA-M-0813)

Route 11 Chips (Field Case: UVA-M-0810; Teaching Note UVA-M-0810TN and Spreadsheet UVA-M-0810RX)

SmartOps: Forging Smart Alliances (Field Case: UVA-M-0797; Teaching Note UVA-M-0797TN; Portfolio: 0797TNF)

Parsons Brinckerhoff: The Second Avenue Subway (A) (Field Case: UVA-M-0793)

Parsons Brinckerhoff: The Second Avenue Subway (B) (Field Case: UVA-M-0794)

Parsons Brinckerhoff: The Second Avenue Subway (C) (Field Case: UVA-M-0795)

Parsons Brinckerhoff: The Second Avenue Subway (Teaching Note: UVA-M-0793TN)

The Influence of Social Media on Purchase Decisions in High Involvement Categories (Technical Note: UVA-M-0786)

Retail Relay (Field Case: UVA-M-0784; Teaching Note: UVA-M-0784-TN; Spreadsheet S-M-0784; Instructor Spreadsheet S-M-0784TN)

H. J. Heinz (Field Case: UVA-M-0777; Teaching Note: UVA-M-0777TN; Portfolio UVA-M-0777TNX)

Portland Trail Blazers (Field Case: UVA-M-0773; Teaching Note UVA-M-0773-TN)

Dragon Systems (A) (Field Case: UVA-M-0724)

Dragon Systems (B) (Field Case: UVA-M-0725)

Big O Tires (Field Case: UVA-M-0692)

Big O Tires Teaching Note (UVA-M-0692TN-M) [Multimedia Teaching Note]

XM Satellite Radio (Public Source Case: UVA-M-0708)

Fidelity Inc.: Pricing the Blue Chip Growth Fund (Field Case: UVA-M-0674) [*Wachovia Award for Pedagogical Excellence*]

Fidelity Inc.: Pricing the Blue Chip Growth Fund *Teaching Note* (Case: UVA-M-0674TN)

NorthStar Consulting (Field Case: UVA-M-0673)

Mass Mutual Inc. (Public Source Case: UVA-M-0672) [Multimedia Case]

A Practical Guide to Conjoint Analysis (Technical Note: UVA-M-0675)

Methods for Producing Perceptual Maps from Data (Technical Note: UVA-M-0665).

Marketing Economics: Break-even Analysis and Contribution Margin (Technical Note: UVA-M-0648).

Professional Presentations

2012 Winter American Marketing Association, “Developing Protocols for On-line Panels”

2011 Winter American Marketing Association, “Bringing Finance into the Marketing Classroom,”

2007-2011 Speeches on Whatever Happened to Thrift? Why Americans Don't Save and What to Do About It, *Yale University Press* for National Co-op Bank, Visa, Genworth Financial, Navy Federal Credit Union, Financial Planners Society of Virginia, AARP, United Technologies, and various chapters of the University of Virginia Alumni Association.

2008 United Technologies, “Using Conjoint Analysis to Predict the Demand for New Technologies.”

2004 Investment Company Institute Symposium on Mutual Funds: Business Strategies and Public Policy, “Distribution Strategies for Mutual Funds.”

2004 Marketing Science Conference (Rotterdam, The Netherlands), “Cross-selling Naturally Ordered Services: An Application to Consumer Banking.”

2004 Boulder Invitational Choice Symposium, “The State of the Art in Customer Lifecycle Analysis.”

2004 Wharton Mutual Fund Conference, discussant on “Advertising and Mutual Funds.”

2004 Batten Institute (Northern Virginia Series), “The New Science of Behavioral Finance.”

2002 Kenan-Flagler School of Business, University of North Carolina, “Individual-level Utility Estimation in Reduced-rank Experimental Designs: An Application to Mutual Fund Selection”

2002 Williams School of Business, Xavier University, “Rational Choice and the Mutual Fund Selection Decision.”

2002 McIntire School of Commerce, University of Virginia, “Rational Choice and the Mutual Fund Selection Decision.”

2001 Darden Graduate School of Business Administration, University of Virginia, “Understanding Investors Evaluation of Mutual Fund Fees.”

2001 Marketing Science Conference (Frankfurt, Germany), “Understanding Investors’ Evaluation of Mutual Fund Fees.”

2000 Heinz School of Public Policy, Carnegie Mellon University, “Advertising Mutual Fund Returns: A Critical Analysis of a U.S. Securities and Exchange Commission Proposal to Change Advertising Law.”

1999 Darden Graduate School of Business Administration, University of Virginia, “Bargain Hunting or Star Gazing? How Consumers Choose Mutual Funds.”

1999 Kellogg School of Management, Northwestern University, “Bargain Hunting or Star Gazing? How Consumers Choose Mutual Funds.”

1999 Sawtooth Software Advanced Research Forum (SanDiego), “Stochastic Prediction in Multinomial Logit Models: Applications to Conjoint Analysis.”

1999 The U.S. Securities and Exchange Commission (Washington DC), “Bargain Hunting or Star Gazing? How Consumers Choose Mutual Funds.”

1999 Association for Consumer Research Conference (Columbus), “Bargain Hunting or Star Gazing? How Consumers Choose Mutual Funds.”

1999 Marketing Science Conference (Syracuse), “Stochastic Prediction in Multinomial Logit Models.”

1998 Columbia Business School, Columbia University, “Efficient Fee Structures for Mutual Funds.”

1998 Marketing Science Conference (INSEAD), “Efficient Fee Structures for Mutual Funds.”

1997 Fall INFORMS Conference (Dallas), “A Cross-Category Analysis of Retailers' Promotional Strategies.”

1997 Marketing Science Conference (Berkeley), “Signaling New Product Quality When Firms Have Reputations.”

1996 Fall INFORMS Conference (New Orleans), “Private-Labels and the Channel Relationship: A Cross-Category Analysis.”

1995 Marketing Science Conference (Tucson), “A Channel Theory of Private-Labels.”

Honors and Awards

“Top 5 Business Books of 2008,” *Kiplinger*

Wachovia Award for Excellence, Practitioner Publication (2008)

- In winning this award became only Darden faculty member to have received the faculty excellence award in three areas (peer-reviewed publication, practitioner publication and course materials)

Wachovia Award for Excellence, Publication in Peer-Reviewed Journal (2006)

Wachovia Award for Pedagogical Excellence in Course Materials, The Darden School, University of Virginia (2003)

British Petroleum Term Chair in Management Science, Graduate School of Industrial Administration, Carnegie Mellon University (2000)

Runner-up, Davidson Award for the best paper published in the *Journal of Retailing* (1999)

Recipient of a *Marketing Science Institute* research grant. (1999)

Clayton Award, *Marketing Science Institute* (1996).

Consulting Activity – Representative Firms

Cornerstone Research
Jones Day, LLC
Latham & Watkins, LLC
Debevoise & Plimpton, LLC
IRS

Jenner & Block, LLC
Sidley Austin, LLC