

# Olivier Rubel

Professor of Marketing

University of California Davis, Graduate School of Management

orubel@ucdavis.edu

## ACADEMIC APPOINTMENTS

---

### University of California Davis, Graduate School of Management

Professor of Marketing, 2022–Present

Associate Professor of Marketing, 2015–2022

Assistant Professor of Marketing, 2008–2015

### INSEAD

Visiting Scholar, 2021–2022

### Purdue University, Daniels School of Business

Visiting Assistant Professor of Marketing, 2007–2008

## EDUCATION

---

Ph.D. in Marketing, HEC Montréal, 2007

M.Sc. in Operations Research, Université Paris Dauphine, 2003

B.Sc. in Economics, École Normale Supérieure Paris-Saclay, 2001

## PUBLICATIONS

---

1. Structuring and Managing Marketing-Sales Interactions in Customer Acquisition Funnels, with Rajdeep Grewal, Chen Zhou, and Jagmohan S. Raju, **Journal of Marketing**, conditionally accepted, 2026.
2. Robust Pricing in Marketing Channels, **Service Science**, 18(1), 18–30, 2026.
3. Agency Theory Perspectives on Interorganizational Relationships in Marketing, **Handbook of Interorganizational Relationships**, Edward Elgar Publishing Limited, Rajdeep Grewal, editor, 2026.
4. Rejoinder: On Dynamic Incentives in Salesforce Compensation, with Ashutosh Prasad, **Marketing Science**, 2024.
5. Real-Time Retail Analytics, with Harpreet Singh and Prasad Naik, in **Precision Retailing**, University of Toronto Press, edited by Dubé, Cohen, Yang, and Monla, 2024.
6. Platform Data Strategy, with Hemant Bhargava, Elizabeth Altman, Ramnik Arora, Jorn Boehnke, Kaitlin Daniels, Timothy Derdenger, Bryan Kirschner, Darin LaFramboise, Pantelis Loupos, Geoffrey Parker, and Adithya Pattabhiramaiah, **Marketing Letters**, 31, 323–334, 2020.
7. Product Recalls and Channel Pricing, in **Games in Management Science**, Springer, edited by P.O. Pineau, S.P. Sigué, and S. Taboubi, 2020.
8. Salesforce Compensation Design for Two-Sided Market Platforms, with Hemant Bhargava, **Journal of Marketing Research**, 56(4), 666–678, 2019.
9. Measuring and Forecasting Mobile App Engagement, with Ashwin Aravindakshan and Oliver Rutz, **International Journal of Research in Marketing**, 26(2), 185–199, 2019. Editor’s Selected Article, July 2019.

10. Profiting from Product-Harm Crises in Competitive Markets, **European Journal of Operational Research**, 265(1), 219–227, 2018.
11. Robust Dynamic Estimation, with Prasad Naik, **Marketing Science**, 36(3), 453–467, 2017.
12. Beyond the Opposition between Altruism and Self-Interest: Reciprocal Giving in Reward-Based Crowdfunding, with K. André, A. Gautier, and S. Bureau, **Journal of Business Ethics**, 146(2), 313–332, 2017.
13. Dynamic Incentives in Sales Force Compensation, with Ashutosh Prasad, **Marketing Science**, 35(4), 269–280, 2016.
14. Managing Blood Donations with Marketing, with Ashwin Aravindakshan and Oliver Rutz, **Marketing Science**, 34(2), 269–280, 2014.
15. Stochastic Competitive Entries and Dynamic Pricing, **European Journal of Operational Research**, 231, 381–392, 2013.
16. Optimal Advertising When Envisioning a Product-Harm Crisis, with Prasad Naik and Shuba Srinivasan, **Marketing Science**, 30(6), 1048–1065, 2011.
17. Competing for Consumer’s Attention, with Gerardo Martin-Herrán and Georges Zaccour, **Automatica**, 44, 361–370, 2008.
18. A Differential Game of a Dual Distribution Channel, with Georges Zaccour, **Advances in Dynamic Game Theory and Applications**, 9, 547–568, 2007.

## HONORS AND AWARDS

---

Academic Fellow, Direct Selling Education Foundation, 2018  
 AEF VP-Program, Placed at Young & Rubicam in Manhattan, 2012  
 Agrégation d’Économie et Gestion, 2002  
 AMA Sheth Foundation Doctoral Fellow, 2006  
 Duke Theory Rich Modeling Doctoral Workshop Fellow, 2007  
 Marketing Dynamics Conference Doctoral Fellow, 2006  
 Marketing Dynamics Conference Doctoral Fellow, 2005  
 Marketing Science Conference Doctoral Fellow, 2006  
 Marketing Science Service Award, 2024  
 Teacher of the Year, Graduate School of Management, 2013  
 Visiting Professor, École Normale Supérieure de Cachan, 2014

## GRANTS AND FELLOWSHIPS

---

Mack Institute for Innovation Management (Wharton) (2020)  
 Marketing Science Institute (MSI) Research Grant (2013)  
 UC Davis Small Research Grant (2009, 2010, 2011, 2012, 2013, 2022)  
 UC Davis Travel Grant (2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2022, 2024)  
 HEC Montréal Research Scholarship (2004-2007)  
 HEC Montréal Recruitment Scholarship (2003)  
 Éducation Nationale - ENS de Cachan Full Scholarship (1999-2003)

## **TEACHING**

---

Analytic Decision Making (MSBA, Executive Education)  
Dynamic Optimization (doctoral workshop)  
Marketing and Data Analytics (BA)  
Marketing Management (BA, MBA)  
Marketing Research (BA and Online)  
Marketing Strategies (MBA)  
Microeconomics (BA)  
Multichannel Marketing (MBA)  
Salesforce Operations (Independent Study Group, MBA)  
Strategic Thinking (Executive Education)

## **SELECTED INVITED PRESENTATIONS**

---

McGill University (2024)  
Analysis Group (2024)  
University of Technology Sydney (2024)  
UC Riverside (2022)  
UIUC-USTC (2022)  
Vienna University (2022)  
University of Mannheim (2022)  
INSEAD - Technology and Operations Management (2022)  
London Business School (2022)  
INSEAD Marketing Insights Lab (2021)  
University of North Carolina-Chapel Hill - Brown Bag (2020)  
Institute for the Study of Business Markets, Discussant (2020)  
UNC Chapel Hill-Brown Bag Seminar (2020)  
INSEAD - Marketing (2020)  
Santa Clara University (2019)  
The Millennium Alliance (2018)  
Queen's University (2017)  
University of Guelph (2017)  
Western University (2017)  
Arizona State University (2016)  
EPFL (2016)  
HEC Paris (2016)  
IDC Herzliya (2016)  
University of Alberta (2015)

University of South Carolina (2015)  
Rutgers University (2015)  
University of Buffalo (2015)  
University of Mannheim (2014)  
Université de Cergy-Pontoise (2014)  
Canadian Blood Services (2013)  
Young and Rubicam (2012)  
Stanford Blood Center (2012)  
École Normale Supérieure de Cachan (2014)  
UC Berkeley (2012)

### **Discussant**

Online Research Seminar on Digital Businesses (2026)  
ISBM Online Seminar (2021)  
TEIS Workshop (2020)  
TEIS Workshop (2013)  
TEIS Workshop (2011)

### **CONFERENCE PRESENTATIONS**

---

American Marketing Association Winter Conference (2026)  
American Marketing Association – Advanced Research Techniques (2009)  
Conference of the International Society of Dynamic Games (2018, 2013, 2007)  
International Society of Dynamic Games Workshop (2013)  
Enhancing Sales Force Productivity Conference (2018)  
INFORMS International Conference (2016)  
INFORMS Annual Conference (2024, 2020, 2019, 2015, 2010)  
Marketing Dynamics Conference (2016, 2014, 2012, 2011, 2009, 2006)  
Marketing Science Conference (2009-2020, 2024)  
McGill University Marketing Symposium (2015)  
Optimization Days (2012, 2011, 2010, 2009, 2006)  
POMS Conference (2017)  
Product and Service Innovation Conference (2026, 2023, 2019, 2018)  
Sales Thought Leadership Conference (2025, 2017)  
Theory and Practice in Marketing Conference (2014)  
Theory in Economics of Information Systems Workshop (2018)  
Triennial Invitational Choice Symposium (2023, 2019)  
UT Dallas Bass Conference (2020, 2018, 2012)

UC Davis Finance Days (2026)

Workshop on Dynamic Games in Economics and Management Science (2022)

Workshop on Dynamic Games and Applications (2023, 2025)

## EDITORIAL AND PROFESSIONAL SERVICE

---

### Editorial Roles

Associate Editor, **Service Science**, 2024–Present

Guest Associate Editor, **Management Science**

Editorial Board Member, **Marketing Science**, 2022–Present

Editorial Board Member, **Journal of Business Research**, 2018–Present

Editorial Board Member, **Customer Needs and Solutions**, 2018–Present

Editorial Board Member, **Journal of Marketing Research**, 2019–2022

### Ad-Hoc Reviewing

Annals of Operations Research, Artificial Intelligence and Law, Automatica, Belgium Science Foundation, Customer Needs and Solutions, Dynamic Games and Applications, Energy Review, European Journal of Operational Research, European Journal of Marketing, International Journal of Research in Marketing, Information Systems Research, International Transactions in Operations Research, ISBM Dissertation Proposal Competition, Israel Science Foundation, Journal of African Business, Journal of Economics and Management Strategy, Journal of Marketing, Journal of Marketing Research, Journal of the Operational Research Society, Journal of Retailing, Management and Business Review, Management Science, Marketing Science, MSI Clayton Award, MSOM, Natural Sciences and Engineering Research Council of Canada (NSERC), O'Dell Best Paper Award (American Marketing Association), Operations Research, Production and Operations Management, RAIRO - Operations Research, Shankar Spiegel Doctoral Award, Social Sciences and Humanities Research Council of Canada (SSHRC).

### Service to the Profession

External Reviewer, Arizona State University (USA), Ben Gurion University (Israel), Bar-Ilan University (Israel), McGill University (Canada)

External Reviewer, ISBM Dissertation Proposal Competition, 2017

INFORMS Service Science Best Student Paper Award, Committee Member, 2024

Invited Organizer for a Special Session on Marketing, INFORMS Annual Conference, 2015

Invited Organizer, Special Session for the E-Business Cluster at the INFORMS Annual Conference, 2009

Organizer and Session Co-Chair, Marketing Science Conference, 2018

Organizer and Session Co-Chair, Marketing Science Conference, 2011

Organizer and Session Co-Chair, Marketing Science Conference, 2010

Session Chair, Marketing Science Conference, 2014

Session Chair, Optimization Days Conference, 2013

Session Chair, Optimization Days Conference, 2010

Session Chair, Optimization Days Conference, 2005

Session Co-Chair, POMS Conference, 2017

Session Co-organizer, Eleventh Triennial Invitational Choice Symposium, 2019

## UNIVERSITY AND SCHOOL SERVICE

---

### Service to UC System

Ad Hoc Review Committee for Academic Personnel, 2017

### Service to UC Davis

Academic Senate Executive Council, Member, 2026–2027

Academic Senate Executive Council, Member, 2025–2026

Administrator Review Committee, Member, 2024–2025

ARE Graduate Program Review Committee, Member, 2025

Committee for Global Centers-Europe, Member, 2016–2017

Committee on Course Materials and Service Fees, Member, 2025–2026

Committee on Elections, Rules, and Jurisdiction, Chair, 2026–2027

Committee on Elections, Rules, and Jurisdiction, Chair, 2025–2026

Committee on Elections, Rules, and Jurisdiction, Member, 2024–2025

Committee on Undergraduate Scholarships, Member, 2023–2024

Committee on Undergraduate Scholarships, Member, 2022–2023

Recruiting Committee, Marketing Director at UC Davis, 2009

Representative Assembly, Member, 2026–2027

Representative Assembly, Member, 2025–2026

### Service to the Graduate School of Management

Committee on Courses, Member, 2012–2019

Committee on Faculty Recruitment, Chair, 2023–2024

Committee on Faculty Recruitment, Member, 2020–2021

Committee on Faculty Recruitment, Member, 2016–2017

Committee on Faculty Recruitment, Member, 2015–2016

Committee on Research, Member, 2018–2019

Committee on Research, Member, 2011–2012

Committee on Research, Member, 2010–2011

Committee on Teaching Equity, 2022–2023

Committee on Undergraduate Programs, 2018–2019

Committee on Undergraduate Programs, 2017–2018

Committee on Undergraduate Programs, 2009–2010

Committee on Undergraduate Programs, 2008–2009

Diversity Committee, Member, 2016–2017

Faculty Executive Committee, Member, 2026–2027

Faculty Executive Committee, Member, 2022–2023

Faculty Executive Committee, Member, 2019–2020  
Faculty Recruitment Committee, Member, 2025–2026  
GSM AI Ad Hoc Committee, Member, 2024–2025  
Marketing Area Convener, 2024–2025  
Master Class, Incoming MBA students, 2026  
MBA Graduate Program Committee, 2023–2025  
MBA Task Force Committee, Member, 2019–2020  
MSBA Admission Committee, Chair, 2024–2026  
MSBA Admission Committee, Member, 2017–2024  
MSBA Graduate Program Committee, 2026–2027  
MSBA Graduate Program Committee, 2017–2025  
Panelist at the Peer-to-Pier, GSM, 2011  
Senate Faculty Search Committee (Marketing), Chair, 2022-2023  
Senate Faculty Search Committee (Management), Member, 2018–2019