

Adam N. Smith

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UCL School of Management
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ACADEMIC POSITIONS

Assistant Professor of Marketing, UCL School of Management, 2017 - present

EDUCATION

Ph.D., Marketing, The Ohio State University, 2017

M.S., Statistics, The Ohio State University, 2014

B.A., Economics, *magna cum laude*, The Ohio State University, 2012

RESEARCH INTERESTS

Demand Estimation, Consumer Heterogeneity, Targeted Marketing, Bayesian Statistics, Computational Methods

PUBLICATIONS

A. Smith, P. Rossi, and G. Allenby (2019) "Inference for Product Competition and Separable Demand," *Marketing Science*, 38(4): 690-710.

A. Smith and G. Allenby (2020) "Demand Models with Random Partitions," *Journal of the American Statistical Association*, 115(529): 47-65.

CURRENT RESEARCH

Learned Complementarity, with D. Ershov

Shrinkage Priors for High-Dimensional Demand Estimation, with J. Griffin

Capturing Flexible Price Elasticities in Direct Utility Models, with C. Kim, J. Kim, and G. Allenby

An Integrated Model of Variety Seeking Dynamics, with N. Terui, Y. Li, S. Hasegawa, and G. Allenby

PRESENTATIONS

- 2020 University of Kent (Statistics), Tilburg University (postponed), Virtual Quantitative Marketing Seminar, 16th Symposium on Statistical Challenges in E-Commerce Research
- 2019 Marketing Science Conference (Rome), Brigham Young University (Marketing and Statistics)
- 2018 Goethe University Frankfurt, EMAC Conference (Glasgow), Bayesian Young Statisticians Meeting (University of Warwick)
- 2017 Joint Statistical Meetings (Baltimore), Stanford University
- 2016 UT Dallas FORMS Conference, Haring Symposium (Indiana University), University of Delaware, University of British Columbia, University of Chicago, University of Pennsylvania, University College London, INSEAD, UCLA, Northwestern University, UT Dallas

TEACHING

University College London

Data Analytics I (undergraduate) Autumn 2017, 2018, 2019

Marketing Science (undergraduate) Autumn 2018, 2019

London School of Economics

Marketing Analytics I (master's) Autumn 2018

The Ohio State University

Marketing Research (undergraduate) Summer 2015, 2016

HONORS AND AWARDS

AMA Sheth Consortium Fellow, University of Notre Dame, 2016

Honorable Mention for Best Presentation Award, Haring Symposium, 2016

P&G Marketing Analysis Fellowship, Fisher College of Business, 2015 - 2016

Workshop on Quantitative Marketing and Structural Econometrics Student Fellow, Duke University, 2013

Department of Statistics Corporate Fellowship, The Ohio State University, 2012 - 2013

PROFESSIONAL SERVICE

Ad-hoc reviewer for: *Journal of Business & Economic Statistics, Marketing Science*

PERSONAL

Born 04/02/1990, American citizen, married