

KENNETH C. WILBUR

Assistant Professor of Marketing
Fuqua School of Business
Duke University
919-926-8536

<http://kennethcwilbur.com>
kennethcwilbur@gmail.com
100 Fuqua Drive, Box 90120
Durham, North Carolina 27708-0120

Research

I produce original, practical research at the intersection of advertising, media and technology.

Education

Ph.D. 2005, M.A. 2001, University of Virginia, Economics

B.S.C. 1997, University of Miami, Communication and Economics, *magna cum laude*

Positions

- 2009- Assistant Professor, Duke University Fuqua School of Business
Core Marketing (Daytime MBA, mean rating 6.0/7, n=191, 88% responding)
- 2005-2009 Assistant Professor, USC Marshall School of Business
Advertising Management (undergraduate, rated 4.6/5)
[Advanced Quantitative Methods in Marketing](#) (Ph.D., rated 5/5)
- 2003-2004 Instructor, University of Virginia
- 1997-1999 Business Analyst/Software Engineer, Accenture

Peer-Reviewed Publications [Google Scholar citation counts as of 8/2011]

- A. D. Rennhoff, K. C. Wilbur. 2011. [The Effectiveness of Post-Release Movie Advertising](#). *International Journal of Advertising*, 30 (2): 305-328. [4]
- Zhu, Y., K. C. Wilbur. 2011. [Hybrid Advertising Auctions](#). *Marketing Science*, 30 (2): 249-273. [9]
- Wilbur, K. C., Y. Zhu. 2009. [Click Fraud](#). *Marketing Science*, 28 (2): 293-308. [33]
- Farris, P. W., D. J. Reibstein, K. C. Wilbur. 2009. Distribution and Market share. in *Empirical Generalizations about Marketing Impact*, ed. by Mike Hanssens, Marketing Science Institute. (Invited)
- Ailawadi, K., et al., Wilbur, K.C., J. Zhang. 2009. Empirical Models of Manufacturer-Retailer Interaction: A Review and Agenda for Future Research. *Marketing Letters*, 21 (3): 273-285. (Invited)
- Wilbur, K. C. 2008. [A Two-Sided, Empirical Model of Television Advertising and Viewing Markets](#). *Marketing Science*, 27 (3): 356-378. [67]
Winner, Bass Award for best marketing thesis published in an INFORMS journal
Finalist, Little Award for best marketing paper published in an INFORMS journal
- Wilbur, K. C. 2008. [How the Digital Video Recorder Changes Traditional Television Advertising](#). *Journal of Advertising*, 37 (1): 143-149. [28]

Working Papers

- Wilbur, K.C. 2012. Television Advertising Avoidance.
- Kempe, D., K. C. Wilbur, L. Xu. 2011. [What can Television Networks Learn from Search Engines? How to Sell Audience Instead of Time](#).
- Xu, L., K. C. Wilbur, S. Siddarth, J. Silva-Risso. 2011. [Price Advertising by Multiple Channel Members](#).

- Joo, M., K. C. Wilbur, Y. Zhu. 2011. [Television Advertising and Online Search](#)
- Chen, X., Y. Chen, K. C. Wilbur. 2011. [Estimating Individual Contributions to Team Outcomes in NBA Basketball](#).
- Joo, M., K. C. Wilbur, Gauri, D.. 2011. [Structural Analysis of Dynamic Multiproduct Pricing and Advertising of a Capacity Constrained Firm](#).
- Rennhoff, A. D., K. C. Wilbur. 2011. [Local Media Ownership and Viewpoint Diversity in Local Television News](#).
- Rennhoff, A. D., K. C. Wilbur. 2011. [Local Media Ownership and Media Quality](#).
- Munagala, K., K. C. Wilbur. 2011. [Advertising Regulation in a Fragmented Media Market](#).
- Musalem, A., K. C. Wilbur, P. del Sol. 2011. A Simple Structural Model of Individual Demand for Multiple Related Goods.
- Wilbur, K. C., M. S. Goeree, G. Ridder. 2008. [Effects of Advertising and Product Placement on Television Audiences](#).
- Wilbur, K. C., P. W. Farris. 2008. [A Technique to Assess Managers' Pre-Launch Distribution Assumptions for New SKUs](#).

Recent Conference Presentations and Invited Seminars

- 2011 AMA Winter Educators' Conference, Austin
 Marketing in Israel Conference, Tel Aviv
 Summer Institute in Competitive Strategy, Berkeley
 UTD Frontiers of Research in Marketing Science (discussant)
 ZEW Conference on Information and Communication Technologies, Mannheim
 Google (3x), LBS, Michigan, Santa Clara, UC-Berkeley, UC-San Diego, UNC-CH,
 Yahoo! (2x), Zurich
- 2010 Cross-Platform and Multi-Channel Customer Behavior Conference, Wharton
 III Conference on the Economics of Advertising and Marketing, IESE
 INFORMS Marketing Science Conference, Cologne
 Emory, Florida, UC3M, US Federal Communications Commission
- 2009 ARF Audience Measurement 4.0, NYC
 INFORMS Marketing Science Conference, Ann Arbor
 NET Institute Conference, NYU (discussant)
 CEMFI, CERGE-EI, Facebook, Google, Harvard, MIT, Texas, Tilburg, UC3M,
 UCLA, UCSD, Warwick

Doctoral Students

- Yi Zhu, USC, Co-chair. Expected completion: 2013.
- Mingyu ("Max") Joo, Syracuse, Co-advisor with Amiya Basu. 2012. First job: Ohio State
- Linli Xu, USC, Co-advisor with S. Siddarth. 2012. First job: University of Minnesota
- Woochoel Shin, Duke, Reader, 2010. First job: University of Florida

External Research Funding

- Yahoo! Faculty Research and Engagement Program, 2011, \$4,000
- Marketing Science Institute Seed Grant, 2011, \$3,000
- FCC Media Ownership Studies, co-PI with Adam Rennhoff, 2011, \$100,800
- Google/WPP Research Grant, co-PI with Anita Elberse, 2010, \$68,000
- MSI/WIMI grant, co-PI with Mingyu Joo and Yi Zhu, 2010, \$12,000

NET Institute Summer Research Grant, co-PI with Yi Zhu, 2008, \$3,000

Service

2010 *Management Science* Meritorious Reviewer

Refereeing: *Economica*, *Economics Letters*, *Information Economics and Policy*, *International Journal of Industrial Organization*, *Journal of Advertising*, *Journal of the Academy of Marketing Science*, *Journal of Industrial Economics*, *Journal of Interactive Marketing*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Mass Communications and Journalism*, *Journal of Media Economics*, *Management Science*, *Managerial and Decision Economics*, *Marketing Science*, *RAND Journal of Economics*, *Southern Economic Journal*, 2007 FCC Media Ownership Studies

National Media Exposure: *All Things Considered* on National Public Radio, *CNN*, *Fox Business News* (3x), *Los Angeles Times* (2x), *Marketplace* on National Public Radio (20+), *Media Briefing*, *Media Daily News*, *Media Life Magazine*

National Student Advertising Competition, American Advertising Federation, USC Chapter Faculty Advisor, 2006-2007. Won district and placed 3rd overall of 255 universities nationwide. Coke implemented elements of our campaign at *cokebubbles.com*
Faculty Co-advisor, 2007-2008. Won district and finished 13th overall nationwide

President, UVA Graduate Student Council, 2002-2003

President, UVA Economics Graduate Student Association, 2001-2002

Languages: English (native), Spanish

Citizenship: USA

Last Updated

December 2011

Appendix. Earlier Conference Presentations and Invited Seminars

- 2008 Erin Anderson Memorial Conference, Wharton
QME Conference, NYU (discussant)
Research Frontiers in Marketing Sciences Conference at UT-Dallas
uxTV Video Conference, Microsoft Research
Workshop on the Economics of Advertising and Marketing, Bad Homburg
Yale SOM CCI Collaborative & Multidisciplinary Conference 2008
Duke, Mannheim, Northwestern, UBC
- 2007 2nd Workshop on Game Theory in Marketing, Montreal
Canadian Competition Bureau
European Association for Research in Industrial Economics Conference, Valencia
INFORMS Annual Meeting, Seattle
INFORMS Marketing Science Conference, Singapore
International Industrial Organization Conference, Georgia
Marketing Executives Networking Group, Los Angeles
Marketing Executives Networking Group, National Webinar
Southern California Marketing Colloquium
Claremont McKenna, Melbourne, Stanford, UC-Berkeley, UC-Irvine,
UCLA QME working group, USC Annenberg
- 2003-6 2nd Annual Workshop in Media Economics, 2004
4th Annual Workshop in Media Economics, 2006
Federal Communications Commission
IDEI/ZEI Conference on Regulation of Media Markets
Southern Economic Association Conference, 2004
Chicago, CSU-Northridge, Georgia, NYU, Toronto, UBC, USC, WUSTL