

RICHARD SCHAEFER

Department of Marketing ◊ Rutgers Business School- Newark and New Brunswick
1 Washington Park ◊ Newark, NJ 07102
rschaefer@business.rutgers.edu

ACADEMIC EMPLOYMENT

Rutgers Business School- Newark and New Brunswick
Assistant Professor

2015 - Present

EDUCATION

University of Texas at Austin
Ph.D. in Marketing

2015

Trinity University
B.A. in Economics, Magna Cum Laude

2006

RESEARCH INTERESTS

Topics: Bounded Rationality, Social Interaction, Pricing, Promotion
Methods: Game Theory, Behavioral Economics

PUBLICATIONS

Li, Krista, Jianqiang Zhang, and Richard Schaefer. "Parallel Imports of Status Goods: A Strategic Analysis of Aesthetic Design." Forthcoming at *Production and Operations Management*.

Schaefer, Richard, Raghunath Singh Rao, and Vijay Mahajan. "Marketing Self-Improvement Programs for Self-Signaling Consumers." *Marketing Science*, 37.6 (2018): 912-929.

Rao, Raghunath Singh and Richard Schaefer (equal authorship). "Conspicuous Consumption and Dynamic Pricing." *Marketing Science*, 32.5 (2013): 786-804.

WORKING PAPERS AND UNDER REVIEW

"Decision Fatigue and Online Dynamic Pricing."

"Basking in the Warm Glow: Pay as You Wish Pricing and Charitable Donations." with Raghunath Singh Rao and Andreas Kraft.

"Willpower Depletion and Price Promotion Timing." with Raghunath Singh Rao and Vijay Mahajan.

WORKS IN PROGRESS

"Loss Aversion and Firm Manipulation of Online Word-of-Mouth." with Raghunath Singh Rao.

"Peer Effects and Self-Improvement Program Pricing."

PRESENTATIONS AND CONFERENCES

Professors Institute, Dallas, TX, 2019.
INFORMS Marketing Science Conference, Philadelphia, PA, 2018.
INFORMS Marketing Science Conference, Baltimore, MD, 2015.
Summer Institute in Competitive Strategy, Berkeley, CA, 2015.
Rutgers Business School- Newark and New Brunswick, 2014.
University College London, 2014.
University of Cambridge, 2014.
University of Texas at San Antonio, 2014.
INFORMS Marketing Science Conference, Atlanta, GA, 2014.
INFORMS Marketing Science Conference, Houston, TX, 2011.
University of Houston Doctoral Symposium, Houston, TX, 2011.

HONORS

AMA-Sheth Foundation Doctoral Consortium, 2014.
Winner, Fordham University Doctoral Dissertation Competition in Behavioral Pricing, 2014.
College Continuing Fellowship, University of Texas at Austin, 2013-14.
Graduate Bruton Fellowship, University of Texas at Austin, 2013-14.
Fellow, University of Houston Doctoral Symposium, 2011.
Dean's Fellowship, University of Texas at Austin, 2009-13.
Coopers Fellowship, University of Texas at Austin, 2009-10.
Graduate Recruitment Fellowship, University of Texas at Austin, 2009-10.

TEACHING INTERESTS

Marketing Research, Marketing Analytics, Pricing, Marketing Models

TEACHING EXPERIENCE

Rutgers Business School- Newark and New Brunswick
(Undergraduate) Marketing Research: Fall 2015 - Spring 2022
(MBA) Marketing Research: Spring 2020 - Fall 2020

University of Texas at Austin
(Undergraduate) Principles of Marketing: Fall 2012

COLLEGE AND UNIVERSITY SERVICE

New Brunswick Undergraduate Policy Committee: 2018-2020
Advisor, National 2nd place team, J&J Case Competition: 2018
New Brunswick Undergraduate Academic Standing Committee: 2016

DEPARTMENT SERVICE

Teaching Performance and Evaluation Committee: 2018-2019
Ph.D. Curriculum Committee: 2018-2019
Ph.D. Admissions Committee: 2017-2018; 2021-2022
Dissertation Committee Member, Yule Kim: 2019-2020

Dissertation Committee Member, Ignacio Inostroza Quezada: 2018-2021

Dissertation Committee Member, Junhou Zhang: 2018-2021

First Year Ph.D. Advisor, Yule Kim: 2017-2018

Reviewer, Ph.D. Comprehensive Exams: 2017-2020

Evaluator, Ph.D. Summer Research Proposals: 2016-2017

DISCIPLINE SERVICE

Ad-hoc Referee: *International Journal of Research in Marketing, Production and Operations Management*,
Journal of the Operational Research Society

PRE-ACADEMIC EMPLOYMENT

Institute for Economic Development: Research Analyst, 2009.

Great American Financial Resources, Inc.: Actuarial Analyst, 2006-2008.

MISCELLANEOUS

Programs: Mathematica, LaTeX, R, SAS, SQL, VBA

Associations: American Marketing Association, INFORMS Society for Marketing Science