

Richard Schaefer
Department of Marketing
Rutgers Business School-Newark and New Brunswick
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Academic Employment

Rutgers Business School-Newark and New Brunswick
Assistant Professor 2015 - present

Education

Ph.D., Marketing 2015
University of Texas at Austin

B.A., Economics (Magna Cum Laude) 2006
Trinity University, Texas

Research Interests

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

Publications

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

Working Papers

"Marketing Self-Improvement Programs for Self-Signaling Consumers." with Raghunath
Singh Rao and Vijay Mahajan. Under third-round review at *Marketing Science*.

"Decision Fatigue and Online Dynamic Pricing." To be submitted to *Marketing Science* or
Management Science in late spring/ early summer 2018.

"Willpower Depletion and Price Promotion Timing." with Raghunath Singh Rao and Vijay
Mahajan. To be submitted to *Marketing Science* or *Management Science* in late 2018/ early
2019.

Works in Progress

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

"Peer Effects and Self-Improvement Program Pricing."

"Hyperbolic Discounting and Consumption Externalities."

Presentations

"Decision Fatigue and Online Dynamic Pricing."

INFORMS Marketing Science Conference, Philadelphia, PA. 2018 (Planned).

"Willpower Depletion and Price Promotion Timing."

INFORMS Marketing Science Conference, Baltimore, MD. 2015.

"Marketing Self-Improvement Programs for Self-Signaling Consumers."

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.

"Conspicuous Consumption and Dynamic Pricing."

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.

Murchison Scholarship, Trinity University, 2002-06.

Brackenridge Scholarship, Trinity University, 2002-06.

Teaching Interests

Marketing Research, Marketing Analytics, Pricing, Marketing Models

Teaching Experience

Rutgers Business School-Newark and New Brunswick
(Undergraduate) Marketing Research: Fall 2015 – Spring 2017 (6 sections)

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

Service

Reviewer, Ph.D. Comprehensive Exams (Marketing Department): 2017
Sole Reviewer, Ph.D. Summer Research Proposals (Marketing Department): 2016 – 2017
Academic Standing Committee (New Brunswick Undergraduate): 2016

Professional Experience

Institute for Economic Development
Research Analyst, 2009.

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

Additional Qualifications

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

Society of Actuaries Examinations: P (2006), FM (2006), MLC (2006), C (2007), FAP
Modules 1-5 (2008)