

Alina Ferecatu

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Research Interests

Quantitative Marketing, Digital Marketing, Behavioral Decision Making, Reinforcement Learning, Bayesian Analysis

Appointments

2022–Present *Associate Professor of Marketing*

Rotterdam School of Management, Erasmus University, the Netherlands

2015–2022 *Assistant Professor of Marketing*

Rotterdam School of Management, Erasmus University, the Netherlands

2014–2015 *Visiting Assistant Professor of Marketing*

University of Texas at Dallas, USA

Education

2009–2014 Ph.D. in Business Administration (*Marketing*), ESSEC Business School, France

2007–2009 M.Sc. in Economics (*Applied Statistics*), Shizuoka University, Japan

2001–2005 B.A. in Marketing, Academy of Economic Studies, Romania

Academic experience

2013 Visiting Scholar (5 months), Laboratory for Behavioral Operations and Economics, University of Texas at Dallas, USA

2012 Visiting Scholar (4 months) SCANCOR Program, Stanford University, USA

2006–2007 Research Assistant, Shizuoka University, Japan

Publications

[1] Bolton, Gary, Alina Ferecatu, David Kusterer, 2022, “Rate this transaction: Coordinating mappings in market feedback systems,” forthcoming at *Management Science*

- [2] Ferecatu, Alina, Arnaud De Bruyn, 2022, “Understanding Managers’ Trade-offs between Exploration and Exploitation,” *Marketing Science*, 41(1): 139-165.
- [3] Liberali, Gui, Alina Ferecatu, 2022, “Morphing for Consumer Dynamics: Bandits Meet Hidden Markov Models,” *Marketing Science*, 41(4):341-366.
- [4] Ferecatu, Alina, Ayse Onculer, 2016, “Heterogeneous Risk and Time Preferences,” *Journal of Risk and Uncertainty*, 53(1): 1-28.

Working Papers — Under review or revision

- [1] “How Categorization Shapes the Probability Weighting Function,” with Dan Schley, Hang-Yee Chan, and Manissa Gunadi.
- [2] “Silently Killing Your Panelists: The True Cost of Email Solicitations,” with Arnaud De Bruyn and Prithwiraj Mukherjee.
- [3] “Customer-oriented Training Initiatives in Product-Service-Systems: A Tool for Sustainable Development,” with Ariovado Da Silva, Joelle Vanhamme, Stefano Puntoni, and Raphael A. Sousa e Silva.

Work in Progress

- [1] “An Experimental Paradigm for Studying Exposure to Fake News,” with Jason M.T. Roos and Martina Pocchiari.
- [2] “Categorization Meets Prospect Theory: Distorted Perceptions of Probabilities and Outcomes Crossing Categorical Boundaries,” with Dan Schley.

Invited Talks and Conference Presentations

2022

Bocconi University, Milan, Italy, November 2022
eQMW, European Marketing Research Online Workshop (EMAC), November 2022
INFORMS Marketing Science Conference, University of Chicago Booth, June 2022
eQMS, European Marketing Research Online Seminar (EMAC), May 2022

2021

University of Chicago Booth, Marketing Research Workshop, February 2021

2020

Interactive Marketing Research Conference, Cass Business School, City, University of London, November 2020
INFORMS Marketing Science Conference, Duke University, Durham, NC, USA, June 2020
First European Bayesians in Marketing Summit, HEC Paris, France, January 2020

2019

Humboldt University of Berlin, June 2019
INFORMS Marketing Science Conference, Rome, Italy, June 2019
EMAC conference, Hamburg, Germany, May 2019

Behavioral Industrial Organization and Marketing Symposium, University of Michigan, June 2019

2018

ESSEC Business School, December 2018

Dutch Stan Meetup, PointLogic, Brainpark, Rotterdam, November 2018

INFORMS Marketing Science Conference, Philadelphia, USA, June 2018

EMAC Special Interest Group on Quantitative Marketing, EMAC conference, Glasgow, UK, May 2018

2017

Rotterdam School of Management, Erasmus University, Frontiers in Marketing Continued Education Seminar Series, February 2017

2016

Behavioral Industrial Organization and Marketing Symposium, University of Michigan, August 2016

INFORMS Marketing Science Conference, Shanghai, China, June 2016

2015

Rotterdam School of Management, Erasmus University, Laboratory for Optimization of Digital Experiments, Research Fridays Seminar Series, October 2015

University of Texas at Dallas, Center and Laboratory for Behavioral Operations and Economics Seminar Series, April 2015

2014

Rotterdam School of Management, Erasmus University, October 2014

University of Texas at Dallas, Marketing Ph.D. Seminar, September 2014

McGill University, March 2014

2013

Complexity in Business Conference, Washington DC, USA, November 2013

University of Cologne, October 2013

National University of Singapore, October 2013

University of Maryland, USA, September 2013

AMA Summer Educators' Conference, Boston, USA, August 2013

INFORMS Marketing Science Conference, Istanbul, Turkey, July 2013

Carnegie School of Organizational Learning Conference, Monterey, USA, March 2013

2012 and earlier

Marketing Dynamics Conference, Tilburg, The Netherlands, August 2012

INFORMS Marketing Science Conference, Boston, USA, June 2012

EMAC Conference, Ljubljana, Slovenia, May 2011

Teaching

2022	Digital Marketing Strategy (M.Sc. elective), Rotterdam School of Management, Erasmus University
2021	Current Topics in Marketing Research (Ph.D. seminar), Rotterdam School of Management, Erasmus University
2019–2022	Survey Methods (Ph.D. elective), Rotterdam School of Management, Erasmus University
2017, 2019	Advanced Decision Models in Marketing (Ph.D. seminar), Rotterdam School of Management, Erasmus University
2016–Present	Pricing: Creating and Capturing Value (M.Sc. elective), Rotterdam School of Management, Erasmus University
2015–2020	Consumer Marketing Research (M.Sc. core course), Rotterdam School of Management, Erasmus University
2015	Social Media Intelligence (M.Sc. elective), University of Texas at Dallas
2014–2015	Principles of Marketing (Undergraduate core course), University of Texas at Dallas
2014	International Marketing (Undergraduate core course), ESSEC Business School
2013	Marketing Management (M.Sc. core course), ESSEC Business School
2012–2013	Statistical Analysis for Business Using R (M.Sc., Ph.D. elective), ESSEC Business School

Awards, Honours and Grants

2015–Present	Co-director eCODE, the Erasmus Centre for Optimization of Digital Experiments
2015	Design and Behavior, German DFG Research Unit grant (FOR 1371), External Investigator
2012–2013	Doctoral Fellow, INFORMS Marketing Science Doctoral Consortium
2013	Doctoral Fellow, AMA-Sheth Foundation Doctoral Consortium
2012	Selected Participant, Asia Summer Institute in Behavioral Economics, National University of Singapore
2011	Doctoral Fellow, EMAC Doctoral Consortium
2009–2013	Research Scholarship, ESSEC Business School
2006–2009	MEXT Scholarship, Japanese Ministry of Education

Review

Ad-hoc Marketing Science
reviewer Management Science
 Production and Operations Management
 Journal of Risk and Uncertainty
 Journal of Interactive Marketing
 Southern Economic Journal

Non-academic Work Experience

2009 *Trainee*
 European Commission, Brussels, Belgium

2005 *Interpreter at Aichi World Expo, Japan*
 Romanian Ministry of Foreign Affairs

2005–2006 *Sales Executive, Group Incoming Department, Japan Section*
 Atlantic Tour, Bucharest, Romania

2003–2005 *PR Specialist, Marketing Assistant*
 Biofarm Bucharest, Bucharest, Romania

Computer skills

Stan, R, Matlab, C

Language skills

Proficient: English, French, Japanese, and Romanian Native

References

Available on request.