

# SHERIF NASSER

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## ACADEMIC EMPLOYMENT

Samuel Curtis Johnson Graduate School of Management, Cornell University  
Senior Lecturer, 2020 – Present

Charles H. Dyson School of Applied Economics and Management, and Samuel Curtis Johnson Graduate School of Management, Cornell University  
Visiting Assistant Professor of Marketing, 2015 – 2020

Olin Business School, Washington University in St. Louis  
Assistant Professor of Marketing, 2008 – 2015

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## EDUCATION

Ph.D., Marketing, *Stern School of Business, New York University*, 2008

M.Phil., Marketing, *Stern School of Business, New York University*, 2006

MBA, Marketing, *Baruch College, City University of New York*, 2001

B.S., Mechanical Engineering, *Cairo University, Egypt*, 1994

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## JOURNAL PUBLICATIONS

William J. Allender, Jura Liaukonyte, Sherif Nasser, Timothy J. Richards (forthcoming) Price Fairness and Strategic Obfuscation. *Marketing Science*.<sup>1</sup>

Sherif Nasser, Danko Turcic (2019). Temporary Contract Adjustment to a Retailer with a Private Demand Forecast. *Management Science* 65(1):209-229.

Sherif Nasser, Danko Turcic (2016). To commit or not to commit: Revisiting quantity vs. price competition in a differentiated industry. *Management Science* 62(6):1719-1733.

Sherif Nasser, Danko Turcic, Chakravarthi Narasimhan, (2013) National Brand's Response to Store Brands: Throw In the Towel or Fight Back? *Marketing Science* 32(4):591-608.

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<sup>1</sup> Authors' names are listed in alphabetical order.

**WORKING PAPERS AND ONGOING PROJECTS**

“Vertical Differentiation, Product Confusion and Branding,” with Thomas Jungbauer, preparing for second round (major revision) at Management Science.

“Unbelievable Lies,” with Andrew Little, preparing for submission to The Economic Journal

“Extracting Full Surplus via Subscription Pricing in e-Retailing,” with D. Turcic, preparing for submission to MSOM.

“Pricing Online Streaming Services and the Profitability of Uniform Subscription Prices”

“Sharing Product Information by Online Platforms,” with Thomas Jungbauer.

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**PUBLICATIONS IN CONFERENCE PROCEEDINGS**

“Extracting Full Surplus via Subscription Pricing in e-Retailing,” 2018, with D. Turcic, Proceedings of the 2020 MSOM Society Conference.

“The Steep Cost of Learning: Extracting Full Surplus via Two-Part Tariffs in e-Retailing,” 2018, with D. Turcic, Proceedings of the 2018 MSOM Society Conference.

“To Commit or not to Commit: Revisiting Quantity vs. Price Competition in a Differentiated Industry,” 2013, with D. Turcic, Proceedings of the 2013 MSOM Society Conference.

“National Label’s Response to Store Brands: Throw in the Towel or Fight Back?,” 2011, with D. Turcic and C. Narasimhan, Proceedings of the 2012 MSOM Society Conference.

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**CONFERENCE AND SEMINAR PRESENTATIONS**

“Vertical Differentiation, Product Confusion and Branding,” Marketing Science Conference held at U. of Rome, July 2019

“Strategic Obfuscation and Price Fairness,” ZEW Conference on the Economics of Information and Communication Technologies held at the the Leibniz Centre for European Economic Research in Mannheim, June 2019

“Channel Coordination with Search Advertising,” (Invited Discussant), Summer Institute in Competitive Strategy (SICS) Conference held at UC Berkeley, July 2016

“Temporary Contract Adjustment to a Retailer with a Private Demand Forecast,” Society for the Advancement of Economic Theory Conference, Brazil, July 2016

- “To Commit or not to Commit: Revisiting Quantity vs. Price Competition in a Differentiated Industry,” Marketing Seminar at the Naveen Jindal School of Management, UT Dallas, May 2015
- “To Commit or not to Commit: Revisiting Quantity vs. Price Competition in a Differentiated Industry,” Marketing Seminar at the Johnson Graduate School of Management, Cornell University, Jan 2015
- “Selling Consumer Targeting Information,” EMAC/AMA Marketing & Innovation Symposium held at the Erasmus School of Economics, Rotterdam, Netherlands, May 2014
- “Behavioral Targeting,” (Invited Discussant), 2014 Frank M. Bass Frontiers of Research in Marketing Science Conference, Dallas, TX, February 2014
- “To Commit or not to Commit: Revisiting Quantity vs. Price Competition in a Differentiated Industry,” 2013 Manufacturing and Services Operations Conference held at INSEAD, June 2013
- “National Label’s Response to Store Brands: Throw in the Towel or Fight Back?,” 2012 Summer Institute in Competitive Strategy (SICS) Conference held at University of California at Berkeley, July 2012
- “How Licensing Agreements can Mitigate Price Competition,” INFORMS Marketing Science Conference, Boston, MA, June 2012
- “National Label’s Response to Store Brands: Throw in the Towel or Fight Back?,” 2012 Manufacturing and Services Operations Conference held at Columbia University, June 2012
- “National Label’s Response to Store Brands: Throw in the Towel or Fight Back?,” 2011 Consumer Insights Conference held at Yale University, May 2011
- “National Label’s Response to Store Brands: Throw in the Towel or Fight Back?,” INFORMS Marketing Science Conference, Cologne, Germany, June 2010
- “Pricing Entertainment Products,” INFORMS Marketing Science Conference, Vancouver, Canada, June 2008
- “Network’s Social Structure and Shared Information via WOM,” INFORMS Marketing Science Conference, Pittsburgh, PA, June 2006.
- “Used Markets and Product Innovation in Durable Goods Markets,” 2005 INFORMS Marketing Science Conference, Atlanta, GA, June 2005.
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### TEACHING AWARDS

- 1) Outstanding Faculty Award, 2013, Olin Business School, Washington University in St Louis.  
Faculty member significantly impacting the academic and professional development of MBA students at Olin as voted by the graduating class.
  - 2) MBA Reid Teaching Award, 2013, Olin Business School, Washington University in St Louis.  
Presented by Olin's graduating students to professors whose enthusiasm and exceptional teaching most inspire, energize, and transform MBA students.
  - 3) Outstanding Faculty Award, 2009, Olin Business School, Washington University in St Louis.  
Faculty member significantly impacting the academic and professional development of MBA students at Olin as voted by the graduating class.
  - 4) Teaching Excellence Award, 2007, Stern School of Business, New York University.  
Awarded by the Stern Doctoral Office for promising teaching performance by a Doctoral student.
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### TEACHING EXPERIENCE

- 1) *Digital Marketing Immersion* – MBA elective, Johnson Graduate School of Management, Cornell University. Scheduled for Spring 2021.
- 2) *Pricing Strategies* – EMBA Metro NY program, Johnson Graduate School of Management, Cornell University. Scheduled for Spring 2021.
- 3) *Product and Brand Strategies* – MBA elective and MPS in Management, Johnson Graduate School of Management, Cornell University. Years taught: 2017 through present.
- 4) *Product and Brand Strategies* – EMBA/MS in Healthcare program, Johnson Graduate School of Management, Cornell University. Years taught: 2018 through present.
- 5) *Marketing Strategy* – MBA elective and MPS in Management, Johnson Graduate School of Management, Cornell University. Years taught: 2019 through present.
- 6) *Strategic Product and Marketing Immersion (co-instructor)* – MBA elective, Johnson Graduate School of Management, Cornell University. Years taught: 2017 through present.
- 7) *Marketing Management* – MBA Core, Johnson Graduate School of Management, Cornell University. Years taught: 2016 and scheduled for summer 2020.

- 8) *Marketing Research* – MBA Elective, Johnson Graduate School of Management, Cornell University. Years taught: 2016
  - 9) *Innovation and New Product Management* – Undergraduate Elective, Charles H. Dyson School of Applied Economics and Management, Cornell University. Years taught: 2016 through 2020
  - 10) *Marketing for Dyson Majors* – Undergraduate Core, Charles H. Dyson School of Applied Economics and Management, Cornell University. Years taught: 2016 through 2020
  - 11) *Creating Innovative Products and Services* – MBA Elective, Olin Business School, Washington University in St Louis. Years taught: 2008 through 2014
  - 12) *Marketing Strategies for Innovative Products and Services* – MBA Elective, Olin Business School, Washington University in St Louis. Years taught: 2008 through 2014
  - 13) *New Product Management* – Undergraduate Elective, Olin Business School, Washington University in St Louis. Years taught: 2008 through 2014
  - 14) *Introduction to Marketing* – Undergraduate Core, Stern School of Business, *New York University*, Years taught: 2006 and 2007
  - 15) *Analytical Modeling in Marketing* – PhD Course, Olin Business School, Washington University in St Louis. Years taught: 2011 and 2013
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#### **HONORS AND AWARDS**

James T. Clifford Fellowship, Stern school-wide competitive funding grant, 2007-2008

AMA-Sheth Doctoral Consortium Fellow, University of Maryland, 2006

INFORMS Marketing Science Doctoral Consortium Fellow, 2006

Doctoral Fellowship in Marketing, NYU, 2003-2007

Elected for Beta Gamma Sigma Membership, Baruch College Chapter, 2001

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**INDUSTRY EXPERIENCE**

*Senior Marketing Analyst*, Triton Systems, Inc., Chelmsford, MA, 2003

*Marketing Director*, eVionyx, Inc., Hawthorn, NY, 2001 – 2003

*Technical Sales Manager*, Tekcast Industries, Inc., New Rochelle, NY, 1997-2001

*Project Manager*, Egypt Gas, Egypt, 1994-1996

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**CONSULTING PROJECTS**

Nestle Purina, 2013

UPS, 2012 and 2013

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**PERSONAL**

Dual Citizen of USA and Egypt

Fluent in Arabic (Native Language)

Married to Julieta Caunedo

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