

ANDRÉS MUSALEM

Department of Industrial Engineering
Physical and Mathematical Sciences Faculty
University of Chile
Santiago, Chile
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Education

UNIVERSITY OF PENNSYLVANIA, THE WHARTON SCHOOL

Ph.D. in Marketing, 2006.

M.A. in Statistics, August 2004.

Dissertation: "Bayesian Estimation of Models of Individual Behavior
Using Aggregate Data"

Thesis Advisors: Eric T. Bradlow and Jagmohan S. Raju.

Committee Members: David R. Bell, David C. Schmittlein and Edward I.
George.

UNIVERSITY OF CHILE

M.B.A., July 2001 (Highest Honors).

Industrial Engineer, March 1999 (Highest Honors).

B.Sc. in Industrial Engineering, December 1997.

Academic Experience

UNIVERSITY OF CHILE, INDUSTRIAL ENGINEERING DEPARTMENT

Professor 2025-

Associate Professor 2020-2025

Assistant Professor 2015-2020

Visiting Professor 2012-2015

Full-time instructor, 1999-2001

DUKE UNIVERSITY, FUQUA SCHOOL OF BUSINESS

Adjunct Professor, 2014-2017

Assistant Professor of Marketing, 2006-2014

Research Interests

General: Development and application of theory-driven (i.e., structural) methodologies to learn about consumer and firm behavior from limited, incomplete or aggregate information with applications to marketing, economics and operations management problems.

Bayesian Methods, Economics and Econometrics: Bayesian econometrics, missing data problems, structural estimation, direct utility models, empirical industrial organization, stochastic dynamic programming, game theory, signaling.

Marketing: retailing, promotions, marketing/operations management interface, customer relationship management, consumer response to out of stocks, service quality, store choice, word of mouth, eyetracking, content marketing, social media marketing.

Empirical Operations Management: out of stocks, queuing, staffing decisions, assortment, marketing/operations management interface.

Articles Published/Accepted/Forthcoming

Arias-Bolzmann, Leopoldo, Leonard M. Lodish, Orkun Sak, Andrés Musalem, Rodrigo Baez and Luis Jose de Souza (2003): "Wine pricing: The influence of country of origin, variety and wine magazine ratings," ***International Journal of Wine Marketing***, Vol. 15 (2): 47-57. Indexing: Emerging Sources Citation Index (journal renamed to *International Journal of Wine Business Research*).

Musalem, Andrés, Eric T. Bradlow and Jagmohan S. Raju (2008), "Who's got the coupon: Estimating Consumer Preferences and Coupon Usage from Aggregate Information", ***Journal of Marketing Research***, 45 (December): 715-730. Indexing: Social Sciences Citation Index.

Musalem, Andrés, Eric T. Bradlow and Jagmohan S. Raju (2009), "Bayesian Estimation of Random-Coefficients Choice Models Using Aggregate Data," ***Journal of Applied Econometrics***, 24 (3): 490-516. Indexing: Social Sciences Citation Index.

Musalem, Andrés and Yogesh Joshi (2009), "How Much Should You Invest In Each Customer Relationship: A Competitive Strategic Approach," ***Marketing Science***, 28 (3): 555-565. Indexing: Social Sciences Citation Index.

Musalem, Andrés, Marcelo Olivares, Eric T. Bradlow, Christian Terwiesch and Daniel Corsten (2010), "Structural Estimation of the Effect of Out-of-Stocks," ***Management Science***, 56 (7): 1180-1197. Indexing: Social Sciences Citation Index.

Lu, Yina, Andrés Musalem, Marcelo Olivares and Ariel Schilkrot (2013), "Measuring The effect of Queues on Customer Purchases," ***Management Science***, August, 59 (8): 1743-1763. Indexing: Social Sciences Citation Index.

Awards:

- *Finalist for the MSOM Society’s 2016 Best OM paper in Management Science.*
- *2015 MSOM Service Management SIG Best Paper Award*
- *Yina Lu was the recipient of the First Prize in the 2012 INFORMS MSOM Student Paper Competition for this manuscript.*

Berry, Steve, Ahmed Khwaja, Vineet Kumar, Andres Musalem, Ken Wilbur, Greg Allenby, Bharat Anand, Pradeep Chintagunta, Michael Hanemann, Przemek Jeziorski and Angelo Mele (2014), “Structural Models of Complementary Choices,” *Marketing Letters*, 25: 245-256 (co-chairs in bold). Indexing: Social Sciences Citation Index.

Martin Meißner, Andres Musalem and Joel Huber (2016) “Eye-Tracking Reveals a Process of Conjoint Choice that is Quick, Efficient and Largely Free from Contextual Biases,” *Journal of Marketing Research (lead article)*, 53: 1 (February):1-17. Indexing: Social Sciences Citation Index.

Andres Musalem, Luis Aburto and Maximo Bosch (2018) “Market Basket Analysis Insights To Support Category Management”, *European Journal of Marketing*, 52 (7/8):1550-1573. Indexing: Social Sciences Citation Index.

Andrés Musalem, Marcelo Olivares and Ariel Schilkrut (2021) "Retail in High Definition: Using Video Analytics in Salesforce Management," *Manufacturing & Service Operations Management*, 23(5):1025-1042. Indexing: Social Sciences Citation Index.

Andres Musalem, Ricardo Montoya, Martin Meißner, and Joel Huber (2021) “Components of effort for repeated tasks,” *Journal of Behavioral Decision Making*, 34(1): 99-115. Indexing: Social Sciences Citation Index.

Joshi, Yogesh and Andrés Musalem (2021) “When Consumers Learn, Money Burns: Signaling Quality Via Advertising With Observational Learning And Word Of Mouth,” *Marketing Science*, 40(1):168-188. Indexing: Social Sciences Citation Index.

Joshi, Yogesh and Andrés Musalem (2021) "Lockdowns lose one third of their impact on mobility in a month," *Scientific Reports*, 11:22658(1): 1-10. Indexing: Web of Science.

Robert Rooderkerk, Nicole DeHoratius and Andrés Musalem (2022) " The Past, Present, and Future of Retail Analytics: Insights from a Survey of Academic Research and Interviews with Practitioners," *Production and Operations Management*, 31(10): 3727-3748. Indexing: Web of Science.

Andres Musalem, Marcelo Olivares and Daniel Yung (2023) “Balancing Agent Retention and Waiting Time in Service Platforms”, *Operations Research*, 23(5):1025-1042. Indexing: Web of Science.

Nicole DeHoratius, Andrés Musalem and Robert Rooderkerk (2023) "Why Retailers Fail to Adopt Advanced Data Analytics," *Harvard Business Review Online*, February 27th.

Rudolf-Harri Oberg and Andrés Musalem (2025) "Consumer Response to Monetary Subsidies: A Structural Demand Analysis of the Supplemental Nutrition Assistance Program," *Marketing Science*, 44(6):1232-1257. Indexing: Web of Science.

Jan Klostermann, Martin Meißner, Andrés Musalem and Reinhold Decker (2026) "Post versus product engagement of influencer endorsement posts," accepted at *Journal of the Academy of Marketing Science*.

Working Paper and Manuscripts Under Review

"Earthquakes and Brand Loyalty: A quasi-natural experiment to investigate brand loyalty under severe product unavailability," with Cristian Figueroa and Carlos Noton.

"When Demand Projections Are Too Optimistic: A Structural Model Of Product Line And Pricing Decisions".

"A Review of Choice Modeling in the Marketing-Operations Management Interface," with Marcelo Olivares, Sharad Borle, Hai Che, Christopher T. Conlon, Karan Girotra, Sachin Gupta, Kanishka Misra, Julie Holland Mortimer, Gustavo Vulcano and Fanyin Zheng.

"An Empirical Study of Customer Spillover Learning about Service Quality," with Yan Shang and Jeannette Song.

"A Parsimonious Structural Model of Individual Demand for Multiple Related Goods," with Kenneth Wilbur and Patricio del Sol.

Research Seminars

"Robotics, IoT And Point Of Sales Data To Measure The Impact Of Shelf Position On Sales"

New York University (Stern School of Business), February 14th, 2024

Universidad de Chile, School of Business, November 3rd, 2023

Universidad de los Andes, June 23rd, 2023

"Earthquakes and Brand Loyalty: A quasi-natural experiment to investigate brand loyalty under severe product unavailability"

University of California San Diego (Rady School of Business), May 12th, 2022.

“Balancing Agent Retention and Waiting Time in Service Platforms”

Uber, CAS Science Jam, October 23rd, 2025.

Pontificia Universidad Catolica de Chile (Business Administration), August 2020.

Universidad de los Andes (Business School, talk given to graduate and undergraduate students), October 2018.

Pontificia Universidad Catolica de Chile (Industrial and Systems Engineering), October 2018.

Universidad Torcuato Di Tella, September 2018.

“Estimating Customer Spillover Learning of Service Quality: A Bayesian Hierarchical Approach”

MIT Sloan School of Management, June 2018

Universidad de los Andes, May 2017.

“Word of Mouth Bias and Optimal Communication Strategies”

Universidad de Chile, April 2014.

“When Demand Projections Are Too Optimistic: A Structural Model Of Product Line And Pricing Decisions”

Pontificia Universidad Católica de Chile, November 2015.

Universidad de Chile (Ind. Eng.), March 2015.

Universidad de Chile (Empirical Workshop in Management Science and Applied Economics), January 2014.

London Business School (Marketing Summer Camp), July 2009.

“Retail in High Definition: Using Video Analytics to Study Customer-Salesperson Interactions”

The Wharton School, U. of Pennsylvania, June 2014.

Duke University, August 2013.

U. of Maryland, August 2013.

“Quantitative Marketing”

Universidad de Chile (ISCI PhD Winter School), July 2013.

“The importance of Feature and Object Fixations in Choice-Based Conjoint Analysis”

Universidad de Chile (Empirical Workshop in Management Science and Applied Economics), March 2013.

“Retail in High Definition: Marketing and Operations Management Lessons from Digital Images and Videos of Retail Stores”

Universidad de Los Andes, May 2013.

Universidad Adolfo Ibañez, April 2013.

INSEAD, March 2013.

Telefonica Chile, January 2013.

Universidad de Chile (Retail Analytics Workshop), December 2012.

“Customer Waiting Time and Purchasing Behavior: An Empirical Study of Supermarket Queues”

University of North Carolina at Chapel Hill, May 2012.

Duke University, July 2011.

“Structural Estimation of the Effect of Out of Stocks”:

Stanford (GSB), May 2010.

University of Michigan, Ann Arbor, February 2009.

University of Chicago (GSB), June 2008.

“How much should you invest in each customer relationship: A competitive strategic approach”:

Universidad de Chile (Ind. Eng.), December 2007.

“Estimating Consumer Preferences and Coupon Usage from Aggregate Information”, September-November 2005 (job-market):

Cornell University

Dartmouth College

Duke University

INSEAD

Purdue University

University of Maryland

University of North Carolina

University of Rochester

University of Southern California

University of Texas at Austin

University of Texas at Dallas

Washington University in St. Louis

“Estimating Models of Individual Behavior Using Aggregate Information”:

Universidad de Chile (Ind. Eng.), December 2004.

Conference Participation and Discussions

Andres Musalem (2025): “Multidisciplinary views on strategy research,” Chile Strategy Conference, Pontificia Universidad Católica de Chile, Santiago, Chile (December 18th, 2025).

Andres Musalem, Sofia Pontigo, Ariel Schilkrut (2025): Keynote address: “Robotics, IoT And Point Of Sales Data To Measure The Impact Of Shelf Position On Sales,” 2025 DTOM: Digital Technologies in Operations and Marketing, Heilbronn, Germany (October 6th, 2025).

Cristian Figueroa, Andrés Musalem and Carlos Noton (2025): “Earthquakes and Persistent Effects of Product Unavailability,” 2025 Manufacturing and Service Operations Management Conference – Supply Chain Special Interest Group, London, England. (June 27th, 2025)

Cristian Figueroa, Andrés Musalem and Carlos Noton (2025): “Earthquakes and Persistent Effects of Product Unavailability,” 2025 Marketing Science Conference, Washington D.C., USA. (June 13th, 2025)

Cristian Figueroa, Andrés Musalem and Carlos Noton (2025): “Earthquakes and Persistent Effects of Product Unavailability,” 2025 Management Science Workshop, Pucon, Chile. (January 3rd 2025)

Andres Musalem, Jan Klostermann, Martin Meissner and Reinhold Decker (2023): “Product Salience in Influencer Endorsement Posts,” Competition Policy and Digital Transformation, Santiago, Chile (August 14th, 2024).

Andres Musalem, Sofia Pontigo, Ariel Schilkrut (2023): “Robotics, IoT And Point Of Sales Data To Measure The Impact Of Shelf Position On Sales,” 2023 Management Science Workshop, San Pedro de Atacama, Chile (December 22nd, 2023).

Andres Musalem, Sofia Pontigo, Ariel Schilkrut (2023): “Robotics, IoT And Point Of Sales Data To Measure The Impact Of Shelf Position On Sales,” 15^o Congresso Latino-Americano de Varejo e Consumo: Building the Future of Retail Consumption, Escola de Administração de Empresas de São Paulo, Fundação Getulio Vargas (October 26th, 2023) – Keynote Talk.

Andres Musalem, Sofia Pontigo (2023): “Robotics, IoT And Point Of Sales Data To Measure The Impact Of Shelf Position On Sales,” 2023 Marketing Science Conference, Miami, FL (June 8th, 2023).

Andres Musalem, Jan Klostermann, Martin Meissner and Reinhold Decker (2023): “Post Versus Product Engagement of Influencer Endorsement Posts,” 2023 Management Science Workshop, Puerto Varas, Chile (January 6th, 2023).

Andres Musalem, Jan Klostermann, Martin Meissner and Reinhold Decker (2022): “Post Versus Product Engagement of Influencer Endorsement Posts,” 2022 Marketing Science Conference, U. of Chicago (June 17th, 2022, online conference).

Andres Musalem, Sofia Pontigo (2021): “Robotics, IoT And Point Of Sales Data To Measure The Impact Of Shelf Position On Sales,” 2021 Informs Annual Meeting, Anaheim, CA (October 26th, 2021, online participation).

- Andres Musalem, Sofia Pontigo (2021): "Robotics, IoT And Point Of Sales Data To Measure The Impact Of Shelf Position On Sales," 2021 Consortium for Operational Excellence in Retail, The Wharton School of the University of Pennsylvania, Philadelphia, PA (June 22nd, 2021, online conference).
- Andres Musalem, Sofia Pontigo (2021): "Robotics, IoT And Point Of Sales Data To Measure The Impact Of Shelf Position On Sales," 2021 Marketing Science Conference, Rochester, NY (June 4th, 2021, online conference).
- Andrés Musalem, Juan Pablo Torres, Rene San Martin (2020): "Eyes On the Game: Eye-tracking Analysis of the Beer Game," 2020 Marketing Science Conference, Durham, NC (June 11th, 2020, online conference).
- Andrés Musalem, Juan Pablo Torres, Rene San Martin (2019): "Eyes On the Game: Eye-tracking Analysis of the Beer Game," 2019 Informs Annual Conference, Seattle, WA (October 23rd 2019).
- Andrés Musalem, Luis Aburto, Jochen De Weerd, Maria Óskarsdóttir, Richard Weber (2019): "A Machine Learning Approach for Predicting Shopping Trip Motivations Using Retail Transactional Data," 2019 Informs Annual Conference, Seattle, WA (October 22nd 2019).
- Cristian Figueroa, Andrés Musalem and Carlos Noton (2019): "Earthquakes and Brand Loyalty: Beyond the Short-term Effects of Stockouts," 2019 Marketing Science Conference, Rome, Italy. (June 20th 2019)
- Andres Musalem, Marcelo Olivares, Pablo Jofre and Ariel Schilkrot (2019): "Using Video Analytics in Retail Salesforce Management," Thought Leadership on The Sales Profession Conference, Stanford University, Stanford, CA. (May 31st, 2019).
- Andrés Musalem, Marcelo Olivares, Daniel Yung (2018): "Balancing Service Speed and Agent Utilization for an Online Insurance Platform," 2018 Informs Annual Conference, Phoenix, AZ (November 7th 2018).
- Andrés Musalem, Yan Shang and Jeannette Song (2018): "An Empirical Study of Customer Spillover Learning about Service Quality," Interdisciplinary Choice Workshop, Santiago, Chile (Aug. 10th 2018)
- Andrés Musalem, Marcelo Olivares, Daniel Yung (2018): "Balancing Service Speed and Agent Utilization for an Online Insurance Platform," 2018 Marketing Science Conference, Philadelphia, PA (June 14th 2018).
- Andrés Musalem, Yan Shang and Jeannette Song (2018): "Estimating Customer Spillover Learning of Service Quality: A Bayesian Hierarchical Approach," Management Science Conference, Pucon, Chile (Jan. 4th 2018)

- Andrés Musalem, Ricardo Montoya, Martin Meißner, Joel Huber (2017): “Effort Reduction in Repeated Rule-based Choices,” INFORMS Annual Conference, Houston, TX. (Oct. 22nd 2017)
- Andrés Musalem, Yan Shang and Jeannette Song (2017): “Estimating Customer Spillover Learning of Service Quality: A Bayesian Hierarchical Approach,” INFORMS Annual Conference, Houston, TX. (Oct. 23rd 2017)
- Andrés Musalem, Yan Shang and Jeannette Song (2017): “Estimating Customer Spillover Learning of Service Quality: A Bayesian Hierarchical Approach,” 2017 Marketing Science Conference, Los Angeles, CA. (June 9th 2017)
- Andrés Musalem, Yan Shang and Jeannette Song (2016): “Estimating Customer Spillover Learning of Service Quality: A Bayesian Hierarchical Approach,” 2016 Quantitative Marketing and Economics (QME) Conference, Evanston, IL, USA.
- Andrés Musalem, Yan Shang and Jeannette Song (2016): “Estimating Customer Spillover Learning of Service Quality: A Bayesian Hierarchical Approach,” 2016 Latin-Iberoamerican Conference on Operations Research, CLAIO, Santiago, Chile.
- Andrés Musalem, Yan Shang and Jeannette Song (2016): “Estimating Customer Spillover Learning of Service Quality: A Bayesian Hierarchical Approach,” 2016 Invitational Choice Symposium, Lake Louise, Alberta, Canada.
- Andrés Musalem (2016): “When Demand Projections Are Too Optimistic: A Structural Model Of Product Line And Pricing Decisions,” Workshop in Consumer Analytics, Universidad de Chile, San Pedro de Atacama, Chile.
- Andres Musalem, Marcelo Olivares and Ariel Schilkrut (2015): “Retail in High Definition: Using Video Analytics in Salesforce Management,” Workshop on Empirical Research in Operations Management, The Wharton School of the University of Pennsylvania, Philadelphia, PA.
- Andrés Musalem (2015): “This Call May Be Recorded: Using Call Center Data to Predict Customer Retention”, 2015 Marketing Science Conference, Johns Hopkins University, Baltimore, MD.
- Ricardo Montoya, Andres Musalem and Marcelo Olivares (2014): “Detecting Shelf Stock-outs using Real Time Point-of-Sales Data,” Consortium for Operational Excellence in Retail, The Wharton School of the University of Pennsylvania, Philadelphia, PA.
- Andres Musalem, Marcelo Olivares, Ariel Schilkrut and Nicolas Garcias (2014): “Retail in High Definition: Using Video Analytics to Study Customer-Salesperson

- Interactions,” 2014 Marketing Science Conference, Emory University, Atlanta, GA.
- Andrés Musalem (2014): “When Demand Projections Are Too Optimistic: A Structural Model Of Product Line And Pricing Decisions,” XII International Industrial Organization Conference, Northwestern University, Chicago, IL.
- Andrés Musalem, Martin Meißner and Joel Huber (2013): “The importance of feature and object fixations in choice-based conjoint analysis,” 2013 Marketing Science Conference, Özyeğin University, Istanbul, Turkey.
- Joshi, Yogesh and Andrés Musalem (2013): “Word of Mouth Bias and Optimal Communication Strategies,” 2013 Marketing Science Conference, Özyeğin University, Istanbul, Turkey.
- Andrés Musalem, Kenneth Wilbur and Patricio del Sol (2013): “A Parsimonious Structural Model of Individual Demand for Multiple Related Goods,” 2013 Invitational Choice Symposium, Noordwijk, Neatherlands.
- Andrés Musalem, Kenneth Wilbur and Patricio del Sol (2012): “A Direct Utility Multiple-Choice-Quantity Model with Interdependent Choice Utilities: An application to the Chilean TV advertising industry,” 2012 Marketing Science Conference, Boston University, Boston, MA..
- Yina Lu, Marcelo Olivares, Andrés Musalem and Ariel Schilkrut (2011): “Customer Waiting Time and Purchasing Behavior: An Empirical Study of Supermarket Queues,” 2011 Workshop on Empirical Research in Operations Management, The Wharton School of the University of Pennsylvania, Philadelphia, PA.
- Yina Lu, Marcelo Olivares, Andrés Musalem and Ariel Schilkrut (2011): “Customer Waiting Time and Purchasing Behavior: An Empirical Study of Supermarket Queues,” 2011 Marketing Science Conference, University of Houston, Houston, TX.
- Musalem, Andrés and Woochoel Shin (2009): “When Demand Projections Are Too Optimistic: A Structural Model Of Product Line And Pricing Decisions,” 2009 Marketing Science Conference, University of Michigan, Ann Arbor, MI.
- Musalem, Andrés and Woochoel Shin (2009): “When Demand Projections Are Too Optimistic: A Structural Model Of Product Line And Pricing Decisions,” VII International Industrial Organization Conference, Northeastern University, Boston, MA.
- Musalem, Andrés (2009): Discussion of “The Impact of Initial Financial State on Firm Duration Across Entry Cohorts,” by Kim P. Huynh, Robert C. Petrunia and Marcel

- C. Voia, VII International Industrial Organization Conference, Northeastern University, Boston, MA.
- Musalem, Andrés (2009): Discussion of "Shopping Cost and Brand Exploration in Online Grocery," by Andrea Pozzi, VII International Industrial Organization Conference, Northeastern University, Boston, MA.
- Musalem, Andrés (2008): Invited discussion of "A Simple Nonparametric Estimator for the Distribution of Random Coefficients in Discrete Choice Models," by Patrick Bajari, Jeremy Fox, Kyoo il Kim and Stephen Ryan, VI Quantitative Marketing and Economics Conference, New York University, New York, NY.
- Musalem, Andrés and Wagner Kamakura (2007): "An Ecological-Inference Model for Drawing Conclusions about Individuals from Aggregate Data," XXIX Marketing Science Conference, INFORMS, Singapore Management University, Singapore.
- Musalem, Andrés and Wagner Kamakura (2007): "A Bayesian Latent Class Approach to Ecological Inference for Multi-way Contingency Tables," Seminar on Bayesian Inference in Econometrics and Statistics, Washington University in St. Louis, St. Louis, Missouri.
- Musalem, Andrés, Eric T. Bradlow, Daniel Corsten, Marcelo Olivares and Christian Terwiesch (2006): "Structural Estimation of Retail Demand Under Unobserved Out of Stocks," Joint Statistical Meetings, ASA, Seattle, Washington.
- Musalem, Andrés, Eric T. Bradlow, Daniel Corsten, Marcelo Olivares and Christian Terwiesch (2006): "Structural Estimation of Retail Demand Under Unobserved Out of Stocks," XXVIII Marketing Science Conference, INFORMS, University of Pittsburgh, Pittsburgh, Pennsylvania.
- Musalem, Andrés, Eric T. Bradlow and Jagmohan S. Raju (2005): "Who's got the Coupon: Estimating Consumer Preferences and Coupon Usage from Aggregate Information," XXVII Marketing Science Conference, INFORMS, Emory University, Atlanta, Georgia.
- Mondschein, Susana and Andrés Musalem (2003): "Determining optimal service quality investments for different customer segments," XXV Marketing Science Conference, INFORMS, University of Maryland, College Park, Maryland.
- Musalem, Andrés (2000): "Determining Service Quality Impact on profits of a financial services firm," X Latin Ibero-American Congress on Operations Research and Systems, Ciudad de Mexico, Mexico (CD-ROM).

Bosch, Máximo and Andrés Musalem (2000): “Category Management in Retailing: an Operations Research Vision,” X Latin Ibero-American Congress on Operations Research and Systems, Ciudad de Mexico, Mexico (CD-ROM).

Musalem, Andrés (1999): “Calidad de Servicio y Rentabilidad: midiendo el impacto de la calidad de servicio en la rentabilidad de una empresa de servicios,” III Chilean Congress on Operations Research (OPTIMA), Arica, Chile (pp. 145-153). (Translation: “Service Quality and Profitability: measuring service quality impact on the profitability of a financial services firm”)

General Interest Talks

“Robotics, IoT and Point of Sales Data: Estimating the effect of shelf space on sales”, Engineering Systems Winter School, University of Chile, July 25th, 2024.

“Internet of Things en Marketing: algunas aplicaciones”, Webinar Series, Executive Education, Industrial Engineering Department, August 13th 2020.

Publications in Spanish

Bosch, Máximo and Andrés Musalem (2001): “Análisis de Interrelaciones en las canastas de compras de un supermercado”, *Revista de Ingeniería de Sistemas*, Vol. 15 (1): 49-72. (Translation: “Analysis of Interrelations in Supermarket Shopping Baskets”)

Bosch, Máximo, Cristián Espinoza, Andrés Musalem, Cristián Paz and Martín Vega (2000): “Experiencias de Administración por Categorías en Chile”, Working Paper Series, Industrial Engineering Department, University of Chile. (Translation: “Category Management Experiences in Chile”)

Academic Service

Associate Editor: *Manufacturing & Service Operations Management* (since January 2021).

Editorial Board Member: *Journal of Marketing Research* (July 1st 2020-June 30th 2023), *International Journal of Research in Marketing* (since August 1st 2021).

Reviewer for: *Marketing Science*, *Journal of Marketing Research*, *Quantitative Marketing and Economics*, *Management Science*, *MSOM*, *POM*, *Journal of Business and Economic Statistics*, *Journal of Econometrics*, *Operations Research*, *Psychometrika*, *Computational Statistics and Data Analysis*, *Journal of Choice Modelling*, *European Journal of Marketing*, *European Journal of Operational*

Research, Alden G. Clayton Dissertation Proposal Award, FONDECYT (The Chilean Research Fund Council).

Committee Member, Nicholson Student Paper Competition, INFORMS, 2013-2014.

Study Group Member, Economics and Management, Fondecyt Grant Program, CONICYT, 2019-2020.

Study Group Director Alterno, Economics and Management, Fondecyt Grant Program, CONICYT, 2021.

Doctoral Thesis Committees

Pablo Jofré, (Universidad de Chile's Industrial Engineering Department, Engineering Systems, Thesis Co-Supervisor, graduation year: 2026)

José Soto Martínez, (Pontificia Universidad Católica de Chile, Engineering Sciences – Industrial and Transportation Engineering, committee member, graduation year: 2024).

Tsan-Yao Huang, (University of Minnesota's Health Services Research, Policy and Administration, committee member, graduation year: 2020).

Rudolf-Harri Oberg (Duke University's Economics Department, committee member, graduation year: 2020).

Luis Aburto (Universidad de Chile's Industrial Engineering Department, Engineering Systems, Thesis Co-Chair, graduation year: 2019)

Daniel Yung (Universidad de Chile's Industrial Engineering Department, Engineering Systems, Thesis Committee Member, graduation year: 2019)

Yan Shang (Duke University's Fuqua School of Business, Operations Management, Thesis Co-Chair, graduation year: 2016)

Yina Lu (Columbia University, Business School, Decision, Risk and Operations, Thesis Committee Member: graduation year: 2013)

Song Yao (Duke University's Fuqua School of Business, Marketing, Thesis Committee Member, graduation year: 2009)

Grants

Fondecyt Project 1181201: “Managing Capacity Utilization in Service Platforms”. Role: Co-Investigator. Principal Investigator: Marcelo Olivares.

Fondef Idea Project IT17I 0066: “Desarrollo de una Plataforma Software-as-a-Service para Apoyar Decisiones de Dotación de Personal en Cadenas de Retail”. Role: Principal Investigator. Co-Investigator: Marcelo Olivares.

Fondecyt Project 1161333: “Econometric Modeling in Dynamic Labor Allocation Systems”. Role: Principal Investigator. Co-Investigator: Marcelo Olivares.

Fondecyt Project 1130412: “A Structural Model Of Product Line And Pricing Decisions”. Role: Principal Investigator.

Fondef Project IT13I20031: “Desarrollo de una herramienta para la evaluación económica de niveles de servicio al cliente en retail” (translation: “Development of a tool for the economic evaluation of service levels towards customers in retail”).

Complex Engineering Systems Institute: participation as researcher in the Complex Engineering Systems Institute, which has received funding from the Millenium Science Initiative (Ministry of Economics, Development and Tourism) and Conicyt/ANID (most recent grant code: Basal AFB180003).

Honors and Awards

2025 Keynote Speaker, DTOM: Digital Technologies in Operations and Marketing, Heilbronn, Germany (October 6th, 2025).

2023 Keynote Speaker, 15º Congresso Latino-Americano de Varejo e Consumo: Building the Future of Retail Consumption, Escola de Administração de Empresas de São Paulo, Fundação Getulio Vargas (October 26th, 2023).

2022 Strategic Management Society (SMS) London Research Methods Paper Prize for “Eye-tracking Analysis of a Managerial Decision-making Process” (coauthors: Juan Pablo Torres and Alejandro Hirmas).

2022 MBA Teaching Award, Industrial Engineering Department, University of Chile, awarded by the entering part-time class of 2019.

2020 Undergraduate Teaching Award, Industrial Engineering Department, University of Chile.

2018 MBA Teaching Award, Industrial Engineering Department, University of Chile, awarded by the entering part-time class of 2017.

2017 MBA Teaching Award, Industrial Engineering Department, University of Chile, awarded by the entering part-time class of 2016.

Recognition from University of Chile for being awarded a Fondecyt Regular Project in 2016 with a grade in the top 10% of the study group. Co-Investigator: Marcelo Olivares.

2016 MBA Teaching Award, Industrial Engineering Department, University of Chile, awarded by the entering part-time class of 2015.

Finalist for the MSOM Society's 2016 Best OM paper in Management Science.

2015 MSOM Service Management SIG Prize for the best paper on service management published in the past three years: "Measuring the effect of waiting times on customer purchases".

2015 MBA Teaching Award, Industrial Engineering Department, University of Chile, awarded by the part-time entering class of 2014.

2014 MBA Teaching Award, Industrial Engineering Department, University of Chile, awarded by the part-time entering class of 2013.

Management Science Distinguished Service Award, 2013.

The 2011-2012 WEMBA Marketing Management Course received the second largest number of votes for the Excellence in Teaching Award among 12 core courses.

MSOM Student Paper competition (awarded to Yina Lu) for the manuscript "Measuring the effect of waiting times on customer purchases", 2012.

Management Science Meritorious Service Award, 2010.

INFORMS Marketing Science Doctoral Consortium Fellow, 2003 and 2005.

Best-paper award at the Sixth National Conference in Marketing, University of Chile, 2003: "Segmentation of customers in a supermarket store" (coauthor: Máximo Bosch).

Doctoral Fellowship, The Wharton School, University of Pennsylvania (2001-2005).

Winner of the 2001 Presidential Fellowship offered by the Chilean Government. (I renounced this fellowship because of the financial aid received from Wharton)

"Ismael Valdés Valdés" Award, 2000, Chilean Institute of Engineers.

Dean's List, School of Engineering of the University of Chile, 1995, 1997, 1998.

Academic Excellence Fellowship, 1993, given by the School of Engineering of the University of Chile to the best 18 candidates (out of 700 students) in the admission process based on the scores of the P.A.A. (equivalent to S.A.T.).

Best Representative of the Kentian Spirit, 1992, award given each year by The Kent School (high school) to a graduating student.

Finalist at the IV Mathematics Olympics, 1992, Chilean Mathematics Society.

Teaching Interests

Marketing Management, Pricing Strategies, Product Management, Marketing Research.

Teaching Experience

DUKE UNIVERSITY, SCHOOL OF MEDICINE

Marketing Analysis (Master of Management in Clinical Informatics)

DUKE UNIVERSITY, FUQUA SCHOOL OF BUSINESS

Marketing Analysis (Master of Management Studies: Foundations of Business)

Marketing Management (Weekend Executive and Cross-Continent MBA Programs)

Marketing Practicum (Daytime MBA Program)

Companies: American Express, Cencosud, DuPont, IBM, Walmart

Product Management (Weekend Executive and Cross-Continent MBA Programs)

South-America Global Academic Travel Experience (Daytime MBA Program)

DUKE UNIVERSITY, PRATT SCHOOL OF ENGINEERING

Marketing Management (Master of Engineering Management)

UNIVERSITY OF PENNSYLVANIA, THE WHARTON SCHOOL

Pricing Strategies (Undergraduate Program)

UNIVERSITY OF CHILE, SCHOOL OF ENGINEERING

Digital Marketing and Customer Experience (Executive Education)

Marketing in the Sports Industry (Executive Education)

Data Mining and Digital Marketing (Part Time MBA and Executive Education)

Marketing Management II (Part Time MBA)

Marketing Management (Undergraduate Program)

Market Research (Undergraduate Program)
Optimization (Undergraduate Program)
Industrial Engineering Thesis Seminar (Undergraduate Program)

UNIVERSITY TORCUATO DI TELLA, SCHOOL OF BUSINESS
Sales and Marketing (Master in Management and Analytics)

Administrative Service and Conference Organization

Organizing Committee member of the 2026 Management Science Workshop, Santa Cruz, Chile.

Co-organizer of the “Competition Policy and Digital Transformation” conference (August 2025), a joint effort by the University of Southern California's Marshall Initiative on Digital Competition, Universidad Adolfo Ibañez's Centro Competencia, Universidad de Chile's Industrial Engineering Department and the Complex Engineering Systems Institute. Speakers included competition authorities and practicing lawyers from Latin America and researchers from the US, Europe and Chile.

Organizing Committee member of the 2024 Management Science Workshop, San Pedro de Atacama, Chile.

Co-organizer of the “Competition Policy and Digital Transformation” conference (August 2024), a joint effort by the University of Southern California's Marshall Initiative on Digital Competition, Universidad Adolfo Ibañez's Centro Competencia, Universidad de Chile's Industrial Engineering Department and the Complex Engineering Systems Institute. Speakers included competition authorities and practicing lawyers from Latin America and researchers from the US and Chile.

Academic Qualification Committee, Faculty of Physical and Mathematical Sciences, University of Chile (2024-).

Elected Council Member, Industrial Engineering Department, Universidad de Chile (2023-2025).

Academic Director of the “Customer Experience and Digital Marketing” executive education program (Jan. 26, 2022- Apr. 12, 2024).

Academic Committee Member, Master in Business Engineering with Information Technologies (Magister en Ingeniería de Negocios con Tecnologías de la Información; Nov. 12, 2021 – Jan. 11, 2024)

Head of Academic Outreach, U. of Chile's Industrial Engineering Department (August 2020-).

Undergraduate Teaching Committee, U. of Chile's Industrial Engineering Department (June 9, 2020 - March 15th 2023).

Academic Director of the "Management in the Sports Industry" executive education program (Nov. 28, 2018-).

Organizing Committee member of the 2020 University of Chile's Management Science Workshop, Puerto Varas, Chile.

Organizing Committee member of the 2019 University of Chile's Management Science Workshop, Puerto Varas, Chile.

Member of the Growth Committee, Faculty of Physical and Mathematical Sciences, Universidad de Chile (30/8/2018-17/11/2019).

Organizing Committee member of the 2018 Interdisciplinary Choice Workshop, Santiago, Chile.

Elected Council Member, Faculty of Physical and Mathematical Sciences, Universidad de Chile (June 15th 2018-August 3rd 2020).

Elected Council Member, Industrial Engineering Department, Universidad de Chile (September 11th 2017- July 3rd 2019).

Organizing Committee member of the 2017 University of Chile's Management Science Workshop, Puerto Varas, Chile.

Marketing Cluster Chair for XVIII Latin-Iberoamerican Conference on operations research (CLAIO 2016).

Elected Council Member, Faculty of Physical and Mathematical Sciences, Universidad de Chile (June 16th 2016- June 15th 2018).

Elected Council Member, Industrial Engineering Department, Universidad de Chile (2015- September 10th 2017).

Faculty cabinet member for the Duke MBA Latin American Student Association (2010-2012).

Marketing Seminar Coordinator (jointly with Dan Ariely), Fuqua School of Business, Duke University, 2009-2010.

Marketing Seminar Coordinator (jointly with Joel Huber), Fuqua School of Business, Duke University, 2008-2009.

Organizing Committee member of the 2001 Latin American Operations Research Summer School for young scholars held in Viña del Mar, Chile.

Organizing Committee member of the Retail Management section of the XXIII Systems Engineering Workshop, Industrial Engineering Department, University of Chile, Santiago, Chile, July 2000.

Co-Organization of the II Congress in Marketing Research for Industrial Engineering and Business Administration students, University Federico Santa María and University of Chile, Santiago, Chile, November 2000.

Academic Coordinator of the MBA Program offered by the University of Chile in the North of Chile (Iquique, Antofagasta and Chuquicamata) to executives in the mining sector, 1999-2000.

Professional Society Affiliations

AMA: American Marketing Association, since 2004.

ASA: American Statistical Association, since 2005.

Econometric Society, since 2008.

INFORMS: Institute for Operations Research and the Management Sciences, since 2001.

Industry Projects

“Measuring the impact of Monticello Casino’s loyalty program on revenues,” with Teodoro Wigodski, Carlos Vergara, Juan Pablo Pardo and Juan Pablo Gallardo. 2014-2015.

“Methodology to generate out of stock early warnings”, with Marcelo Olivares and Ricardo Montoya. This methodology was developed for one of the largest global retailers. 2013.

Marketing Practicum Projects (Fuqua):

2011-2012:

Cencosud: Developing an eCommerce Strategy

DuPont: Marketing Recommendations for Health Care Surfacing Solutions

IBM: Seizing the Web Content Management (WCM) Opportunity in a Global Market.

2010-2011:

AmEx: Marketing American Express Cards to Women

DuPont: Develop potential sustainability offerings that distinguish DuPont Titanium Technologies from competition

IBM Software Group: Embracing New Business Partner Models
Walmart: Price vs. Convenience: Are They At Odds With Each Other
Anymore? Have some online retailers figured out how to do both?

Retailing:

ECR Chile (1999 – Documentation of the implementation and results of the first
Category Management projects in the Chilean Supermarket Industry)

Financial Services Industry:

Banco de Crédito e Inversiones (1998 – Linking Customer Profitability and
Service Quality)

Banco Central de Chile (1998 – Methodology to design a benchmark portfolio)

Public Sector:

JUNAEB (2001 – Chilean Government Agency, Consulting Project: Use of
mathematical modeling to assign contracts in a combinational auction for the
supply of eyeglasses for the Chilean School System)

Other Activities

Elected Director of the Student Council, Industrial Engineering Department,
University of Chile (1998).

Personal Information

Country of Citizenship: Chile.

Languages: English and Spanish (native).