

Michael Lewis
Professor
Goizueta Business School
Emory University
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Academic Positions

Professor of Marketing, Goizueta Business School, Emory University, Atlanta, GA. 2018 to present

Faculty Director Emory Marketing Analytics Center 2017 to present

Associate Professor of Marketing, Goizueta Business School, Emory University, Atlanta, GA. 2010 to 2018

Assistant Professor of Marketing, Olin School of Business, Washington University, St. Louis, MO. 2007 to 2010.

Assistant Professor of Marketing, Warrington College of Business Administration, University of Florida, Gainesville, FL. 2001 to 2007.

Education

Ph.D., Kellogg Graduate School of Management, Northwestern University
Marketing, December 2001.

M.B.A., Graduate School of Business, University of Chicago
Marketing & Finance, June 1993.

M.S., College of Engineering, University of Illinois, Urbana
Industrial Engineering & Operations Research, December 1990.

B.S., College of Engineering, University of Illinois, Urbana
Industrial Engineering, May 1989.

Publications

Lewis, Michael, Yanwen Wang and Chunhua Wu (2019), "Season Ticket Value and the Secondary Market", *Marketing Science* 38(6), 973-993.

Fossen, Beth L., David A. Schweidel, and Michael Lewis. "Examining Brand Strength of Political Candidates: a Performance Premium Approach." *Customer Needs and Solutions* (2019) 1-13.

Cahn, Zachary, Regine Haardörfer, Michael Lewis, Yanwen Wang, and Carla J. Berg. "Examining E-Cigarette Purchases and Cessation in a Consumer Panel of Smokers." *Journal of Smoking Cessation*, 14, no. 1 (2019): 32-41.

Wang, Yanwen, Michael Lewis and David Schweidel (2018), "The Value and Management of Candidates' Social Media Communities: An Empirical Analysis of Congressional Elections in 2010 and 2012," *Marketing Science*, 37(3), 333-355.

Lewis, Michael, Manish Tripathi, and Michael Byman, (2017), "Empirical Research Methods: Season ticket Holder Management and Fan Engagement," Sports Business Analytics, C. Keith Harrison and Scott Buckstein eds. CRC Press, Boca Raton, FL

Cahn, Z. Haardörfer, R., Lewis, M and Berg, C. J. (2017), "The Advertising Strategies of Early E-cigarette Brand Leaders in the U.S.," *Tobacco Regulatory Science*.

Li, Jia, Tat Chan and Michael Lewis (2016), "What Happens When Manufacturers Perform the Retailing Functions? An Empirical Study of a New Channel Structure in a Retail Store," forthcoming at *Production and Operations Management*, 25(8), 1391-1403.

Wang, Yanwen, Michael Lewis, and Vishal Singh (2016), "The Unintended Consequences of Counter-Marketing Strategies: An Empirical Investigation of the Tobacco Industry," *Marketing Science*, 35(1), 55-72.

Wang, Yanwen, Michael Lewis, Cynthia Cryder and Jim Sprigg (2016), "Enduring Effects of Goal Achievement and Failure within Customer Loyalty Programs: A large Scale Field Experiment," *Marketing Science*, 35(4), 565-575.

Lewis, Michael and Yeujun Yoon (2016), "An Empirical Examination of the Development and Impact of Star Power in Major League Baseball," *Journal of Sports Economics*.

Haardörfer, R., Berg, C. J., Lewis, M., Payne, J., Pillai, D., McDonald, B., & Windle, M. (2016). Polytobacco, marijuana, and alcohol use patterns in college students: A latent class analysis. *Addictive Behaviors*, 59, 58-64.

Berg, C. J., Haardörfer, R., Lewis, M., Getachew, B., Lloyd, S., Thomas, S. F., Lanier, A., Trepanier, K., Johnston, T., Grimsley, L., Foster, B., Benson, S., Smith, A., Barr, D. B., & Windle, M. (2016). DECOY: Documenting Experiences with Cigarettes and Other Tobacco in Young Adults. *American Journal of Health Behavior*, 40(3), 310-321

Lewis, Michael (2015), "Incorporating Dynamics in Customer Lifetime Value Models," Handbook of Customer equity, V. Kumar and Denish Shah eds. Edward-Elgar Publishing, MA, 2015.

Lewis, Michael, Yanwen Wang, Zachary Cahn and Carla Berg, (2015) "An Exploratory Analysis of Cigarette Price Premium, Market Share, and Consumer Loyalty in Relation to Continued Consumption versus Cessation in a National U.S. Panel" *BMJ Open*.

Berg, Carla, E. Stratton, G Schauer, M. Lewis, Y. Wang, M. Windle, and M. Kegler (2015) "Perceived harm, addictiveness, and social acceptability of tobacco products and marijuana among young adults: marijuana, hookah, and electronic cigarettes", *Substance Use and Misuse*, 50(1), 229-239.

Lewis, Michael, Yanwen Wang, and Carla J. Berg (2014) "Tobacco control environment in the United States and individual consumer characteristics in relation to continued smoking: Differential responses among menthol smokers?" *Preventive Medicine* 65 (2014): 47-51.

Lewis, Michael, Debanjan Mitra and Yeujun Yoon (2013), "Customer Portfolio Composition and Customer Equity Feedback Effects: Student Diversity and Acquisition in Educational Communities," *Marketing Letters*, 24(1), 71-84.

Lewis, Michael, Kimberly Whitler and JoAndrea Hoegg (2013), "Customer Relationship Stage and the Use of Picture-Dominant versus Text-Dominant Advertising: A Field Study," *Journal of Retailing*, 89(3), 263-280.

Lewis, Michael (2011) "Customer Relationship Management: Maximizing Customer Lifetime Value," in the Wiley Encyclopedia of Operations Research and Management Science.

Jing, Xiaoqing and Michael Lewis (2011), "Stock-outs in Online Retailing," *Journal of Marketing Research*, 48(2), 342-354.

Hoegg, JoAndrea and Michael Lewis (2011) "The Impact of Candidate Appearance and Marketing Decisions on Elections," *Journal of Marketing Research*, 48(5), 895-909.

Lewis, Michael, Kimberly Whitler and JoAndrea Hoegg (2010), "No Second Chance to Make a First Impression: A Field Study of Relationship Initiation and Development" Marketing Science Institute working paper series

Khan, Romana, Michael Lewis and Vishal Sing (2009), "Dynamic Customer Management and the Value of One-to-One Marketing," *Marketing Science*, 28(6), 1063-1079.

Lewis, Michael (2008), "Individual Team Incentives and Managing Competitive Balance in Sports Leagues: An Empirical Analysis of Major League Baseball," *Journal of Marketing Research*, 45(5), 535-549.

Lewis, Michael, Vishal Singh and Scott Fay (2006), "An Empirical Study of the Impact of Non-Linear Shipping and Handling Fees on Purchase Incidence and Expenditure Decisions," *Marketing Science*, 25(1), 51-64.

Lewis, Michael (2006), "Customer Acquisition Promotions and Customer Asset Value," *Journal of Marketing Research*, May, 195-204.

Lewis, Michael (2006), "The Effect of Shipping Fees on Purchase Quantity, Customer Acquisition, and Store Traffic," *Journal of Retailing*, 82(1), 13-23.

Lewis, Michael (2005), "A Dynamic Programming Approach to Customer Relationship Pricing," *Management Science*, 51(6), 986-994.

Lewis, Michael (2005), "Incorporating Strategic Consumer Behavior into Customer Valuation," *Journal of Marketing* - (Special issue on Customer Relationship Management), 69(3), 230-238.

Lewis, Michael (2004), "The Influence of Loyalty Programs and Short-term Promotions on Customer Retention," *Journal of Marketing Research*, August, 281-292. (Finalist for the 2009 O'Dell Award)

Papers under Review

Kim, Suh Yeon, Michael Lewis and Yanwen Wang, "The Effects of a Physical Store Opening on Purchase and Return Behaviors: A Quasi-Experimental Approach Using the Causal Forest Method" under review at *Marketing Science*

Wang, Yanwen, Michael Lewis and Vishal Singh "Does Brand Strength Moderate the Effectiveness of Counter-Marketing Techniques? The Case of Cigarettes," second round at *Journal of Marketing*.

Jo, Wooyong and Michael Lewis, "The Effect of Leadership Changes on Marketing Performance: A Machine Learning and Causal Inference-based Study of College Football," second round at *Marketing Science*

Working Papers

Kim, Suh Yeon and Michael Lewis, "Star Power Creation and Measurement: A Causal Inference and Machine Learning based Analysis of Star Power in Combat Sports," under review at *Journal of Marketing Research*

Jo, Wooyong and Michael Lewis "Content Viewership and Customer Engagement: An Empirical Investigation into the Causal Effects of Esports Viewership on Customer Usage and Expenditures"

Other Publications

Lewis, Michael (2007), "Baseball's Losing Formula," *New York Times*, November 3.

Whitler, Kimberly and Michael Lewis (2009), "Redesigning Loyalty Programs to Last Beyond the Next Purchase," *Advertising Age*, March 27.

Lewis, Michael and Manish Tripathi (2013), "Do Native American Mascots Actually Cost Their Teams Money?" *Deadspin.com* (12/19/13), <http://regressing.deadspin.com/how-valuable-is-a-native-american-mascot-1486410061>

Lewis, Michael and Manish Tripathi (2014), “Redskins’ Is Bad Business,” New York Times, June 24, 2014. http://www.nytimes.com/2014/06/25/opinion/redskins-is-bad-business.html?_r=0

Blog Posts & Media

Emory Sports Marketing Analytics Blog (<https://blogs.emory.edu/sportsmarketing/>)
Traffic (March 2013 to July 2017)

- Over 1.5 million page views
- Over 1 million unique visitors

Media Mentions and Appearances Include – NPR, CNET, Yahoo, New York Times, Forbes, Wired, Deadspin, Washington Post, Pittsburgh Post-Gazette, Chicago Tribune, ESPN.com, ESPN Radio, AJC, and many others

Research Interests

- Customer Relationship Management
- Revenue Management
- Nonlinear and Dynamic Pricing
- Sports Marketing
- Political Marketing

Honors and Awards

Doctoral Consortium Faculty Fellow 2018
Doctoral Consortium Faculty Fellow 2017
Caldwell Research Award 2016
PhD Project Faculty 2016
O’Dell Award Finalist 2009
MSI Young Scholar 2007
Doctoral Consortium Faculty Fellow 2007
MSI Alden G. Clayton Dissertation Proposal Award
Doctoral Fellowship, Northwestern University
Merit Scholarship, University of Chicago
Shell Fellowship, University of Illinois

Selected Service @ Emory University

Executive Committee 2014 to current
Director of the Marketing Analytics (Current)
Marketing Department PhD Coordinator (multiple terms)

Editorial

Journal of Marketing (2018 to present)
Marketing Science Editorial Board (2003-2011)
Ad-Hoc Reviewing

- Marketing Science

- Journal of Marketing
- Journal of Marketing Research
- Management Science
- Journal of Retailing
- Production and Operations Management
- Journal of Interactive Marketing

Expert Witness Testimony

U.S. District Court for the Western District of Washington
Robert Brotherson, Patrick Sheehy and Carolyn Bechtel v. The Professional Basketball Club,
No. C07-1787RAJ (2008)

- Submitted expert report and provided deposition testimony

U.S. District Court for the Eastern District of Missouri
GlaxoSmithKline Consumer Healthcare, L.P. and SmithKline Beecham Corporation d/b/a
GlaxosmithKline v. ICL Performance Products, LP, and Siratsa LLC (f/k/a Astaris LLC) and
Bay Valley Foods, LLC v. Brenntag Great Lakes, LLC
Case no. 4:07-CV-02039-HEA (2009)

- Submitted expert report

State of Texas v. Sidney White
Dallas County Court,

- Provided expert support to Defense Team
- Testified in court

U.S. District Court for the Eastern District of Texas
Kroy Holdings v. Autozone, Inc., BJ's Restaurants, Inc., Genghis Grill Franchise Concepts,
Panera Bread Company, TGI Friday's, Hallmark, the Men's Warehouse, Mrs. Fields, Starbucks
Case No. 2:13 – CV-888_WCB

- Provided expert review of patent content
- Testified in court

Teaching Interests

Marketing Research, Customer Relationship Management, Pricing, Marketing Analytics, Sports Analytics

Conference and Invited Presentations

“Content Viewership and Customer Engagement: An Empirical Investigation into the Causal Effects of Esports Viewership on Customer Usage and Expenditures” presented at Yonsei University, November 2019

“Content Viewership and Customer Engagement: An Empirical Investigation into the Causal Effects of Esports Viewership on Customer Usage and Expenditures” presented at 2019 Esports Business Summit in Las Vegas, September 2019

“Secondary Markets and Season Ticket Buyer Value,” presented at Johns Hopkins University, 2018

“Gamification: Understanding the Interplay between Dynamic Incentives and Outcome Uncertainty,” presented at Marketing Science Conference, USC, 2017

“Competition and Star Power” presented at Marketing Science Conference, USC, 2017

“Growing Brand Equity” presented at the University of Colorado, February 2014

“Growing Brand Equity in Sports,” presented at the Marketing Science Conference, Boston, 2012

“Rewarding Some and Punishing Others: Experimental Studies of Price Discrimination” with Joey Hoegg, presented at SCP Conference, February 2010

“Marketing that Maximizes Customer Lifetime Value,” presented at the MSI Practice Conference, January 2010

“No Second Chance to Make a First Impression: A Field Study of Relationship Initiation and Development” presented at Emory University, November 2009.

“No Second Chance to Make a First Impression: A Field Study of Relationship Initiation and Development” presented at Georgetown University, November 2009.

“Managing Stockouts in Online Retailing” presented at the University of British Columbia, July 2009.

“No Second Chance to Make a First Impression,” presented at Indiana University, April 2009.

“No Second Chance to Make a First Impression,” University of Texas at Dallas, March 2009.

“Sustainability Issues in Professional Sports” presented at the Massachusetts Institute of Technology, April 2007

“Sustainability Issues in Professional Sports” presented at the University of Pennsylvania, February 2006.

“Sustainability Issues in Professional Sports” presented at the University of Michigan, January 2006

“Incorporating Strategic Consumer Behavior into Customer Valuation,” presented at AMA Winter Educator’s Conference, San Antonio, TX, Feb. 2005

“Incorporating Consumer Behavior into Customer Valuation,” presented at INFORMS Marketing Science Conference, University of Rotterdam, June 2004

“Incorporating Consumer Behavior into Customer Valuation,” presented at the University of Illinois, March 2004

“Customer Acquisition Promotions and Customer Asset Value,” presented at INFORMS Marketing Science Conference, University of Maryland, June 2003

“The Endogeneity of Customer Lifetime Value,” presented at Marketing Science Institute Conference of Customer Profitability, October 2002

“Measuring the Impact of a Frequent Buyer Program,” presented at INFORMS Marketing Science Conference, UCLA, June 2000.

“Optimal Customer Management: CRM as an MDP,” presented at INFORMS Marketing Science Conference Syracuse University, May 1999.