

Avery Haviv, Ph.D.

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Employment History

- 2026 – Present  **Associate Professor.** University of Delaware, Lerner College of Business and Economics, Marketing.
- 2020 – 2026  **Associate Professor.** University of Rochester, Simon School of Business, Marketing.
- 2014 – 2020  **Assistant Professor.** University of Rochester, Simon School of Business, Marketing.

Education

- 2009 – 2014  **Ph.D., University of Toronto** Marketing.
Thesis title: *Dynamic Models and Methods in the Consumer Packaged Goods Industry*.
Committee: Avi Goldfarb (Chair), Victor Aguirregabiria, Ron Bar, and Andrew Ching
- 2008 – 2009  **M.Sc. Statistics, University of Toronto.**
- 2003 – 2007  **B.Math. Statistics, University of Waterloo.**

Research

Journal Articles

- 1 Li, Nan, Avery Haviv, and Mitchell J Lovett. "Opposing Influences of YouTube Influencers: Purchase and Usage Effects in the Video Game Industry". *Marketing Science* (2025).
- 2 Miklós-Thal, Jeanine, Avi Goldfarb, Avery Haviv, and Catherine Tucker. "Frontiers: Digital Hermits". *Marketing Science* 43, no. 4 (2024): 697–708.
- 3 Bar, Ron N, and Avery Haviv. "Brand building to deter entry and its impact on brand value". *Management Science* 69, no. 9 (2023): 5418–5438.
- 4 Haviv, Avery. "Consumer search, price promotions, and counter-cyclic pricing". *Marketing Science* 41, no. 2 (2022): 294–314.
- 5 Robitaille, Nicole, Nina Mazar, Claire I Tsai, Avery M Haviv, and Elizabeth Hardy. "Increasing organ donor registrations with behavioral interventions: A field experiment". *Journal of Marketing* 85, no. 3 (2021): 168–183.
Winner of the AMA-EBSCO-RRBM Award for Responsible Research in Marketing in 2024
Winner of the Financial Times "Academic research with real-world impact" Award in 2023.
Finalist for the H. Paul Root award in 2022.
- 6 Haviv, Avery. "Cyclic variables and markov decision processes". *Operations Research* 68, no. 4 (2020): 1231–1237.
- 7 Haviv, Avery, Yufeng Huang, and Nan Li. "Intertemporal demand spillover effects on video game platforms". *Management Science* 66, no. 10 (2020): 4788–4807.
Nominated for the best paper in Management Science (Marketing) award in 2020.
- 8 Borkovsky, Ron N, Avi Goldfarb, Avery M Haviv, and Sridhar Moorthy. "Measuring and understanding brand value in a dynamic model of brand management". *Marketing Science* 36, no. 4 (2017): 471–499.
Nominated for the John C. Little Award for Best Paper in 2017.

Working Papers

- 1 Brecko, Kristina, Paul Ellickson, and Avery Haviv. *Dimensions of Retail Price Competition and Consumer Choice Constraints*. Under second round review at the Journal of Marketing Research.
- 2 Cao, Jingcun, Avery Haviv, and Nan Li. *The Spillover Effects of Copycat Apps and App Platform Governance*.
- 3 Haviv, Avery, and Nan Li. *Non-Usage in Digital Marketplaces: Evidence from Eight Years of Steam Usage*. Preparing for first round review at the Journal of Marketing Research.

Works In Progress

- 1 Haviv, Avery. "Measured Effects of Award Winning Ads".
- 2 Robitaille, Nicole, Avery Haviv, Ekin Ok, Tara Rezvan, and Jeannette Benson. "Can Five Minutes Shift Financial Behavior? A Behaviourally Informed Intervention to Reduce Credit Card Debt".

Invited Talks, Discussions, and Presentations

Buy Now, Play Never: Why Consumers Purchase Things They Don't Use

- 2026 Baruch College, INSEAD
- 2025 Rutgers University, Marketing Science Conference

Consumer Constraints and Retailer Pricing Strategies in the Grocery Market

- Previous circulated as "Price Variation and Store Choice: The Welfare Implications of EDLP-HiLo Pricing"
- 2025 Berkeley, University of Delaware, IIOC Conference
- 2024 Marketing Science Conference

Opposing Influences of YouTube Influencers: Purchase and Usage Effects in the Videogame Industry

- Previously circulated as "Digital marketing and intellectual property rights: Leveraging events and influencers"
- 2024 IIOC Conference, SICS Conference
- 2023 Queens University

Digital Hermits

- 2023 IIOC Conference, Marketing Science Conference.

The Spillover Effects of Copycat Apps and App Platform Governance

- 2025 University of Delaware
- 2022 China-India Conference

Dynamic Advertising Content, Effectiveness, and Pulsing

- 2022 Marketing Science Conference
- 2019 Choice Symposium

Invited Talks, Discussions, and Presentations (continued)

Brand Building to Deter Entry and its Impact on Brand Value

2018 London Business School

Dynamic Structural Discrete Optimization Problems with Generalized Discounting Functions

2016 Marketing Science Conference

Intertemporal demand spillover effects on video game platforms

2017 SICS Conference

2016 BBCRST Conference

Consumer Search, Price Promotions, and Counter-Cyclic Pricing

Previously circulated as “Can Purchase without Search explain Counter-Cyclic Pricing?”

2015 McGill University International Conference on Marketing, Stanford University

2014 Marketing Dynamics Conference, Marketing Science Conference

2013 University of Southern California, National University of Singapore, University of Pennsylvania, Georgia Institute of Technology, New York University, University of Texas at Dallas, Duke University, Cornell University, University of Rochester, University of Chicago, University of Buffalo, Drexel University, Empirical and Theoretical Symposium.

Cyclic Variables and Markov Decision Processes

Previously circulated as "Cyclic Variables and Structural Dynamic Models"

2016 Econometric Society Summer Meeting, Marketing Dynamics Conference

2013 Doctoral Workshop in Applied Econometrics

Discussions

2025 IIOC Conference

2024 IIOC Conference

2023 Bass Informs Conference, IIOC Conference

2022 China India Conference

2017 QME Conference, Bass Informs Conference

PhD Student Supervision

Supervisor	Nan Li. Placement at Tongji University
Committee Member	Sherry Du. Placement at University of North Carolina, Charlotte Pianpian Kong. Placement at University of Buffalo

Teaching

Courses

2014 – 2026 Causal and Predictive Analytics

Teaching (continued)

2014 – 2017 Advanced Marketing Analytics

Awards and Achievements

2024	Superior Teaching Award for Business Analytics
2023	Winner of Innovation Award for Online/Hyflex Teaching
2022	Superior Teaching Award for Business Analytics, Superior Teaching Award for Marketing Analytics, Runner up for Innovation Award for EDI Content
2021	Teaching Honor Roll (Summer), Teaching Honor Roll (Fall B)
2020	Superior Teaching Award for Business Analytics, Teaching Honor Roll
2019	Superior Teaching Award for Business Analytics, Superior Teaching Award for Marketing Analytics, Teaching Honor Roll Fall B, Teaching Honor Roll Winter A, Gitner Prize for Teaching Excellence
2018	Superior Teaching Award for Business Analytics
2015	Teaching Honor Roll
2013	Case Teaching Certificate, Ivey Business School
2009	Teaching Assistant Award for Excellence

Service

Field Service

2025 – Present	Editorial Board of Marketing Science
	Editorial Board of Journal of Marketing Research

Simon School of Business

2022 – 2025	Chair of MS Analytics Committee
2023 – 2025	Chair of Academic Standards Committee
2019 – 2025	Marketing Area Recruitment Chair
2024	Dean Renewal Committee
2022	Intellectual Property Committee
2014 – 2022	MS Analytics Committee

Refereeing Activity

Journal of Consumer Research, International Journal of Industrial Organization, Journal of Marketing Research, Management Science, Marketing Letters, Marketing Science, Quantitative Marketing and Economics, RAND Journal of Economics, Review of Industrial Organization