

DAVID M. MUIR

(he/they)

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EMPLOYMENT

Assistant Professor of Marketing (Teaching), University of Delaware, Newark DE	2020–
Assistant Professor of Marketing (Research), University of Delaware, Newark DE	2015–2020
Instructor of Marketing , University of Delaware, Newark DE	2014–2015

EDUCATION

Ph.D. Applied Economics , The Wharton School, University of Pennsylvania <i>Areas of Specialization:</i> Quantitative Marketing, Empirical Industrial Organization	2015
M.A. Statistics , The Wharton School, University of Pennsylvania	2011
B.S. Economics (Finance and Statistics), The Wharton School; and	2002
B.A. Economics with Honors , College of Arts & Sciences, University of Pennsylvania <i>Summa cum laude, Phi Beta Kappa</i>	

RESEARCH INTERESTS

Marketing Pedagogy; Machine Learning Applications of Marketing; Consumer Search

COMPLETED RESEARCH

Everywhere and At All Times: Mobility, Consumer Decision Making, and Choice
Customer Needs and Solutions 5(1-2): 15-27 (joint with N. H. Lurie et al.), 2018

Do Consumers Value Price Transparency?
Quantitative Marketing & Economics 15(4): 305-339 (joint with K. Seim and M.A. Vitorino), 2017

RESEARCH IN PROGRESS

The Scaffold Learning Approach in Marketing Analytics Instruction
In Progress, 2021–

Experiential Learning with Digital Marketing Campaigns

In Progress, 2021-

Unraveling Investor Type with Dynamic Latent Profile Analysis

In Progress (joint with M. Higgins), 2020-

Personalizing Online Consumer Search with Reinforcement Learning

In Progress, 2018-

Product Search Revisits by Device

Working Paper (joint with Y. Tsai), 2015-

PEER-REVIEWED CONFERENCE PRESENTATIONS (*PRESENTER)

Product Search Revisits by Device

(Originally entitled *Search Costs and Consideration Set Formation Across Fixed v. Mobile Devices*)

- UT-Dallas Frontiers of Research in Marketing Science Conference, Dallas TX 2017
- Department Seminar, University of Delaware, Newark DE* 2016
- WCAI Symposium, University of Pennsylvania, Philadelphia PA 2016
- Marketing Science Conference, Fudan University, Shanghai CN* 2016

Demand for One-to-One Customization

- Marketing Science Conference, Johns Hopkins University, Baltimore MD* 2015

Do Consumers Value Transparency?

(Originally entitled *Strategic Informational Differentiation, Preferences, and Pricing: An Empirical Analysis*)

- Foster School of Business, University of Washington, Seattle WA* 2013
- Stern School of Business, New York University, New York NY* 2013
- Lerner College of Business & Economics, University of Delaware, Newark DE* 2013
- Sauder School of Business, University of British Columbia, Vancouver BC* 2013
- LeBow College of Business, Drexel University, Philadelphia PA* 2013

HONORS, AWARDS, AND GRANTS

Lerner College Students' Choice for Excellence in Teaching	2021
Department of Business Administration Outstanding Teacher Award	2019
University of Delaware General University Research Grant	2016–2019
Invitational Choice Symposium Participant, Lake Louise AB	2016
Zurich Initiative on Computational Economics Fellow, University of Zurich, Zurich CH	2011
Amy Morse Public Policy Prize, Awarded to Most Promising 1 st Year Student	2009

TEACHING INTERESTS AND EXPERIENCE

Teaching Interests

Marketing Analytics; Digital Marketing; Digital Marketing Analytics

Teaching Experience

Assistant Professor of Marketing, University of Delaware

- Digital Marketing (Undergraduate) Spring 2015–Spring 2017, Spring 2020–
- Marketing Analytics (Undergraduate) Spring 2017–Fall 2020, Spring 2022–
- Marketing Strategy for the Firm (Undergraduate) Fall 2021
- Digital Marketing Analytics (MBA) Spring 2019, Spring 2020, Spring 2021
- Marketing Management (MBA) Fall 2020–Spring 2021
- Consumer Analytics (MBA) Spring 2020–Fall 2020

Recitation Instructor, University of Pennsylvania

- Managerial Economics (Undergraduate) Spring 2011

Teaching Assistant, University of Pennsylvania

- Managerial Economics (MBA) Winter 2011–2012
- Managerial Economics (Executive MBA) Summer 2012
- Issues in International Banking (Undergraduate/MBA) Fall 2009–Fall 2013
- Firms, Markets, and Public Policy (Undergraduate) Fall 2010
- Basic Microeconomic Analysis (MBA) Summer 2010

OTHER TEACHING EXPERIENCE

Teacher, Saint Peter's Preparatory School, Jersey City NJ 2003–2008

- *Courses Taught:* Algebra II, Geometry, AP Economics, AP Statistics; Latin I, Latin II

Teacher, Saint Joseph's Preparatory School, Philadelphia PA 2002–2003

- *Courses Taught:* Geometry Honors

COMPUTER LANGUAGES

AMPL, Matlab with KNITRO, Mplus, Python, R, SAS, Stata

SERVICE TO THE MARKETING PROFESSION

Area Editor, Marketing, *Journal of Modelling in Management* 2016–2018
Ad hoc reviewer for *Marketing Science*, *Journal of Modelling in Management*, *Journal of Business Research*, and the *American Journal of Agricultural Economics*

SERVICE TO THE UNIVERSITY OF DELAWARE

Lerner Marketing Camp 2022, Co-Organizer 2019–2022
UD Pride Caucus, Marketing Chair 2020–2022
Alpha Mu Alpha, National Marketing Honor Society, Coordinator 2015–2022
Lerner College Diversity Council, Member-at-Large 2016–2018, 2021–2022
Lerner Graduate/MBA Program Committee, Member 2020–2021
Department Promotion and Tenure Revision Committee, Member 2015, 2018–2019
Tenure-Track Faculty Recruiting Committee, Member 2016, 2019
Marketing MBA Curriculum Committee, Member 2017–2018
Ad Hoc External Reviewers Letter Writing Committee, Member 2016
Ad Hoc Marketing Analytics Committee, Member 2015

REFERENCES

Professor Jean-François Houde
Associate Professor of Economics
Department of Economics
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Phone: (608) 262-7927
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Professor of Operations Management
Chairperson
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