

# DAVID M. MUIR

(he/they)

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## EMPLOYMENT

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

## EDUCATION

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

## RESEARCH INTERESTS

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**Marketing Pedagogy; Machine Learning Applications of Marketing; Consumer Search**

## COMPLETED RESEARCH

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**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

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**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-*

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## **PEER-REVIEWED CONFERENCE PRESENTATIONS (\*PRESENTER)**

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### **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

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## **HONORS, AWARDS, AND GRANTS**

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- 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<sup>st</sup> Year Student 2009

## TEACHING INTERESTS AND EXPERIENCE

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### *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
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#### **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

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**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

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

## SERVICE TO THE MARKETING PROFESSION

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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

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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

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*Professor Jean-François Houde*  
Associate Professor of Economics  
Department of Economics  
University of Wisconsin-Madison  
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Madison, WI 53706  
Phone: (608) 262-7927  
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*Professor Stewart Shapiro*  
Professor of Marketing  
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*Professor Hemant Kher*  
Professor of Operations Management  
Chairperson  
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