

Wendy W. Moe

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Robert H. Smith School of Business
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EMPLOYMENT

University of Maryland, Robert H. Smith School of Business	
<i>Associate Professor of Marketing</i>	August 2007 – present
<i>Assistant Professor of Marketing</i>	July 2004 – July 2007
University of Texas at Austin, McCombs School of Business	July 2000 – June 2004
<i>Assistant Professor of Marketing</i>	
A.C. Nielsen Company	1992-1994
<i>Senior Associate, Analytic Services (Hackensack, NJ)</i>	
<i>Associate Statistician, Advanced Analytical Technologies (Northbrook, IL)</i>	

EDUCATION

PhD, Marketing, University of Pennsylvania, The Wharton School	August 2000
MS, Marketing, University of Pennsylvania, The Wharton School	May 1999
MBA, Georgetown University	May 1996
BS, Economics, University of Pennsylvania, The Wharton School	May 1992

HONORS AND AWARDS

Research Paper Finalist at the MIT Sloan Sports Analytics Conference	2011
Erin Anderson Award for Emergent Female Scholar and Mentor	2010
Wharton Customer Analytics Initiative/Marketing Science Institute Research Award	2009
University of Maryland GRB Summer Research Award	2005, 2009
Marketing Science Institute Research Award	2008
Journal of Interactive Marketing's Best Paper Award – Runner Up	2007
Journal of Marketing Best Reviewer Award	2007
Frank M. Bass Award, <i>finalist</i>	2005
Winner of the 2005 <i>Journal of Interactive Marketing</i> Best Paper Award	2005
MSI Young Scholar	2005
McCombs School of Business Dean's Fellow	2003
Winter AMA Best Special Session Award	2002
AMA Howard Award, <i>honorable mention</i>	2001
MSI Alden G. Clayton Dissertation Proposal Competition Winner	1999
AMA Doctoral Consortium Fellow, Univ. of Southern California	1999
GE Foundation Fellowship	1997-1998
Georgetown MBA Scholar	1994-1996

REFEREED PUBLICATIONS

Moe, Wendy W. and David A. Schweidel (2012), "Online Product Opinion: Incidence, Evaluation and Evolution," *Marketing Science*, forthcoming.

Kulkarni, Gauri, P.K. Kannan and Wendy Moe (2012), "Using Online Search Data to Forecast New Product Sales," *Decision Support Systems*, 52 (3), 604-611.

Moe, Wendy W., David A. Schweidel and Michael Trusov (2011), "What Influences Customers' Online Comments" *Sloan Management Review*, Fall.

- **Featured in Freakonomics.com**

Moe, Wendy W. and Michael Trusov (2011), "The Value of Social Dynamics in Online Product Ratings Forums," *Journal of Marketing Research*, 48 (3).

Moe, Wendy W. and Sha Yang (2009), "The Impact of a New Competitive Entry on an Incumbent's Customer Base," *Journal of Marketing*, 73 (1), 109-121.

Moe, Wendy W. and Peter S. Fader (2009), "The Role of Price Tiers in Advance Purchasing of Event Tickets," *Journal of Service Research*.

Moe, Wendy (2006), "An Empirical Two-Stage Choice Model with Decision Rules Applied to Internet Clickstream Data," *Journal of Marketing Research*, 43 (4), 680-692.

Moe, Wendy (2006), "A Field Experiment Assessing the Interruption Effect of Pop-Up Promotions," *Journal of Interactive Marketing*, 20 (1), 34-44

Moe, Wendy and Peter Fader (2004), "Dynamic Conversion Behavior at E-Commerce Sites," *Management Science*, 50 (3), 326-335.

- **Frank M. Bass Award Finalist**

- **Featured in "Turning Browsers into Buyers" in MIT Sloan Management Review, 2001, vol. 42, no.2, p.8.**

Johnson, Eric, Wendy Moe, Peter Fader, Steve Bellman, and Jerry Lohse (2004), "On the Depths and Dynamics of World Wide Web Shopping Behavior," *Management Science*, 50 (3), 299-308.

- **Featured article in issue**

Moe, Wendy and Peter Fader (2004), "Capturing Evolving Visit Behavior in Clickstream Data," *Journal of Interactive Marketing*, 18 (1), 5-19.

- **Winner of the 2005 Journal of Interactive Marketing Best Paper Award**

- **Lead article in issue**

Moe, Wendy (2003), "Buying, Searching, or Browsing: Differentiating between Online Shoppers using In-Store Navigational Clickstream," *Journal of Consumer Psychology*, 13(1&2), 29-40.

Moe, Wendy and Peter Fader (2002), "Using Advance Purchase Orders to Forecast New Product Sales," *Marketing Science*, 21(3), 347-364.

Moe, Wendy W. and Peter S. Fader (2001), "Modeling Hedonic Portfolio Products: A Joint Segmentation Analysis of Music CD Sales," *Journal of Marketing Research*, 38(3), 376-385.

Moe, Wendy and Peter Fader (2001), "Uncovering Patterns in Cybershopping," *California Management Review*, 43(4), 106-117.

- **reprinted in Understanding Consumer Behavior, Business Fundamentals Series, Harvard Business Press, 2002.**

Burke, Sandra J., Sandra J. Milberg and Wendy W. Moe (1997), "Displaying Common but Previously Neglected Health Claims on Product Labels: Understanding Competitive Advantages, Deception, and Education," *Journal of Public Policy and Marketing*, 16 (November), 242:255.

OTHER PUBLICATIONS

Moe, Wendy W. (2012), "Targeting Display Advertising," Advanced Database Marketing: Innovative Methodologies & Applications for Managing Customer Relationships, ed. Kristof Coussement, Koen De Bock and Scott Neslin, forthcoming.

Moe, Wendy W. (2010), "Social Media Provide Valuable Way to Get Customer Feedback," *Washington Post*, September 20, <http://www.washingtonpost.com/wp-dyn/content/article/2010/09/17/AR2010091706205.html>.

Sorenson, Herb, "Chapter 7: Integrating online and Offline Retailing: An Interview with Professor Peter Fader (The Wharton School) and Wendy Moe (University of Maryland)," The Path to Active Retailing: How to Win in the World's Biggest and Most Competitive Industry, Wharton Publishing (2009).

Haberkern, Katy, Katrina Hubbard, and Wendy Moe (2000), "The World According to E: E-Commerce and E-Customers," *MSI Conference Summary*, Report #00-102.

WORK IN PROGRESS

Schweidel, David, Wendy W. Moe, and Chris Boudreaux (2012), "Listening in on Online Conversations: Measuring Brand Sentiment with Social Media," *Working Paper*.

Braun, Michael and Wendy W. Moe (2011), "Online Advertising Campaigns: Modeling the Effects of Multiple Ad Creatives," *Working Paper*.

Zhang, Yuchi and Wendy W. Moe (2012), "Discontinuous diffusion of User-Generated Content," *Working Paper*.

Healey, John and Wendy W. Moe (2012), "The Effects of Platform and Consumer Lifecycles on Content Sales in a Platform-Mediated Market," *Working Paper*.

Buying tickets: Capturing the dynamic factors that drive consumer purchase decisions for sporting events (with Peter Fader and Barry Kahn)

The Role of Product Ratings and Reviews on the Consumer Search Process (with Dina Mayzlin)

CONFERENCE PRESENTATIONS

“Online Product Opinion: Incidence, Evaluation and Evolution”

- Marketing Science Conference, Houston, TX (2011)
- Joint Statistical Meetings, Miami, FL (2011)
- Advanced Research Techniques Forum, San Francisco, CA (2010)
- AMA-Sheth Doctoral Consortium, Ft. Worth, TX (2010)

“How Much Does a Good Product Rating Help a Bad Product? Modeling the Dynamics of Online Product Ratings and Their Effects on Sales”

- Marketing Science Conference, Ann Arbor MI (2009)
- INFORMS Conference, October, Washington, DC (2008)
- DMEF Research Summit, October, Las Vegas, NV (2008)

“Roundtable on Navigating the Networked Rivers of the Social Web: Emerging Themes for Consumer Behavior Research on Web 2.X”

- Association for Consumer Research Conference, Pittsburgh, PA (2009)

“Roundtable on User-Generated Content”

- Joint Statistical Meetings, Washington, DC (2009)

“Roundtable on Applications of Clickstream Data: Past, Present and Future”

- Joint Statistical Meetings, Washington, DC (2008)

“The Impact of a New Competitive Entry on an Incumbent’s Customer Base: Structural Changes versus Dynamic Effects”

- Joint Statistical Meetings, Minneapolis, MN (2005)

“An Empirical Two-Stage Choice Model with Decision Rules Applied to Internet Clickstream Data”

- Marketing Science Conference, Atlanta, Georgia (2005)
- MSI Young Scholar Conference, Park City, Utah (2005)

“Using Advance Purchase Orders to Forecast New Product Sales”

- International Symposium on Forecasting, San Antonio, TX (2005)
- Joint Statistical Meetings, New York, New York (2002)

"Should We Wait to Promote?: The Effect of Timing on Response to Pop-Up Promotions"

- Joint Statistical Meetings, San Francisco, California (2003)
- Marketing Science Conference, University of Maryland (2003)

“A Bayesian Treed Model of Online Purchasing Behavior Using In-Store Navigational Clickstream”

- Marketing Science Conference, University of Alberta (2002)
- ART Forum, Vail, Colorado (2002)

“Internet Clickstream Research,”

- American Marketing Association Winter Educator’s Conference, Austin, TX (2002): **winner of Best Session Award.**

“Which Visits Lead to Purchases? A Closer Look at the Relationship Between Visiting and Purchasing Behavior at On-Line Stores”

- American Marketing Association Summer Educator’s Conference, Washington DC (2001)
- ART Forum, Amelia Island, Florida (2001)
- INFORMS Fall Conference, Philadelphia, Pennsylvania (1999)
- Marketing Science Conference, Syracuse, New York (1999)

“Capturing Evolving Visit Behavior in Clickstream Data,”

- Joint Statistical Meetings, Atlanta, Georgia (2001)
- Marketing Science Conference, Los Angeles, California (2000)

“Buying, Searching, or Browsing: Differentiating between Online Shoppers using In-Store Navigational Clickstream”

- Wharton Online Conversion Conference, Philadelphia, Pennsylvania (2001)

“Decomposing the Repeat-Purchase Process into Visiting and Conversion Behavior”

- INFORMS Conference, San Antonio, Texas (2000)

“What is the Value of Radio Airplay?: Investigating the Relationship Between Music Sales and Radio Airplay”

- Marketing Science Conference, Syracuse, New York (1999)

“A Joint Segmentation Model of Consumers and Products: Applied to the Sales of Music Albums”

- Marketing Science Conference, Fontainebleau France (1998)

“Applications of Behavioral Decision Research to Social Exchange Within Public Policy Domains”

- Association for Consumer Research Conference, Denver, Colorado (1997)

“Choice Effects and Regulatory Implications of Advertising Common but Previously Neglected Attributes: Are Consumers Harmed or Helped?”

- Marketing and Public Policy Conference, Washington DC (1996)

INVITED TALKS

- “Online Advertising Campaigns: Modeling the Effects of Multiple Ad Creatives”
- Wharton Customer Analytics Initiative, Philadelphia PA (2011)
- “Measuring the Effectiveness of Online Information and Marketing Campaigns”
- Cyber Terrain Conference, Washington DC (2011)
- “Online Product Opinions: Incidence, Evaluation and Evolution”
- Emory University, Atlanta, GA (2010)
 - Cornell University, Ithaca, NY (2010)
 - University of North Carolina, Chapel Hill, NC (2010)
 - University of Miami, Miami, FL (2010)
 - University of Houston, Houston, TX (2010)
 - The Emergence and Impact of User-Generated Content Conference co-sponsored by Wharton Interactive Media Initiative (WIMI) and Marketing Science Institute (MSI), Philadelphia, PA (2009)
- “Measuring the Value of Social Dynamics in Online Product Forums”
- Georgetown University, Washington DC (2009)
 - University of Delaware, Newark, DE (2009)
 - Temple University, Philadelphia, PA (2009)
- “Advance Purchasing of Event Tickets”
- The Wharton School at the University of Pennsylvania, Philadelphia, PA (2008)
- “Applications of Internet Clickstream Data: Past, Present and Future”
- Wharton/ISMS Conference on the Practice and Impact of Marketing Science, Philadelphia, PA (2007)
 - Sloan Center Research Workshop, University of California at Riverside (2007)
- “How to Survive the First Five Years”
- American Marketing Association Summer Educator’s Conference, Washington DC (2007)
- “An Empirical Two-Stage Choice Model with Decision Rules Applied to Internet Clickstream Data”
- Georgetown University, Washington DC (2006)
 - MIT, Boston, Massachusetts (2005)
 - University of Maryland (2004)
- “Pre-launch Forecasting Based on Advanced Purchasing”
- International Symposium on Forecasting, San Antonio, TX (2005) - *featured speaker*
- “Should We Wait to Promote?: The Effect of Timing on Response to Pop-Up Promotions”
- University of Southern California’s Research Camp, January, Los Angeles, California (2003)

“Building Marketability During your Doctoral Program”

- American Marketing Association Winter Educator’s Conference, Austin, TX (2002)

“A Bayesian Treed Model of Online Purchasing Behavior Using In-Store Navigational Clickstream”

- University of Maryland, February, College Park, Maryland (2002)
- University of Houston, April, Houston, Texas (2002)

PROFESSIONAL ACTIVITIES

- Conference Co-Chair for the 2012 DMEF Marketing Research Summit
- Advisory Board for the Wharton Customer Analytics Initiative, 2011
- U.S. Census Bureau’s Academic Assessment Panel for the 2010 Census Communications Campaign
- Editorial Review Board:
 - Journal of Marketing (2006 – present)
 - Journal of Interactive Marketing (2005 – present)
- Advanced Research Techniques Forum
 - Program Chair, 2011
 - Program Committee, 2010
- Section on Statistics in Marketing, American Statistical Association
 - Executive Board, 2009
 - Chair, 2008
 - Chair-Elect, 2007
 - Program Chair, 2005
 - Program Chair-Elect, 2004

CONSULTING AND OTHER PROFESSIONAL ACTIVITIES

United States Census Bureau 2011-present
Served as a consultant on issues related to the overall Census communications campaign.

Embarq/CenturyTel 2010-2011
Provided expert witness services in litigation pertaining to issues related to online behavioral targeting practices.

Neiman Marcus 2011
Provided training sessions to their Web Analytics team.

United States Census Bureau 2009
Served on the Academic Assessment Panel for the 2010 Census Integrated Communications Plan to review the communications plan developed to improve the public response to the 2010 Census.

Congressional Hotel Corporation 2009
Provided expert witness services for litigation pertaining to the impact of retail store location.

- XM Radio** 2008
Provided expert witness services for XM Radio in litigation pertaining to the market impact of a new product introduction.
- Southwest Airlines** 2007
Provided expert witness services for Southwest Airlines in litigation pertaining to the impact of third-party websites on the airline's website.
- Marketing Analytics / Sony Music** 2007
Developed forecasting models for new album releases. Analyzed the effectiveness of various elements of the marketing and promotional mix.
- Universal Music** 2006
Provided consulting services pertaining to an expert witness report addressing copyright infringement damages.
- NetConversions, Inc.** (acquired by aQuantive, Inc.) 2000-2004
Research Advisor for online marketing research firm. I assisted with the construction of their consumer behavior database and the development of key online consumer metrics. I helped design and implement systematic experiments on client websites to understand and improve conversion behavior at those sites. My role at NetConversions provided several databases for my research and resulted in at least three published papers thus far.
- Bad Boy Entertainment / Sean John Clothing** 2001
Provided expert report regarding branding issues resulting from a trademark infringement case.
- Intel Corporation** 2001
I developed a forecasting model for a proposed new product introduction. The model developed was based on a paper of mine published in *Journal of Marketing Research* prior to this project and evolved into an improved model that was the basis of a subsequent publication in *Marketing Science*.