

November 2010

Gary M. Erickson
University of Washington
Foster School of Business
Box 353226
Seattle WA 98195
USA
206-543-4377
erick@uw.edu

EDUCATION

Ph.D., Business, Stanford University, 1978

M.B.A., Stanford University, 1973

B.S., Mathematics, Magna Cum Laude, Phi Beta Kappa, Pi Mu Epsilon,
University of Washington, 1967

TEACHING EXPERIENCE

2003-present: GM Nameplate Faculty Fellow

1997-2003: John B. and Delores L. Fery Faculty Fellow

1994-present: Professor

1986-94: Associate Professor

1980-86: Assistant Professor

Department of Marketing and International Business, Foster School of Business,
University of Washington

Ph.D. Course: Doctoral Seminar in Marketing Models

M.B.A. Courses: Marketing Management, Marketing Management
Models, Independent Research, Research Reports, Product and Price
Management, Business-to-Business Marketing, Analysis of Multivariate
Marketing Data, Foundations of Marketing Analysis

Executive M.B.A. Course: Marketing

Other Graduate Courses: Integrative Administration, Integrated Product
Development

B.A. Courses: Advanced Marketing Management, Undergraduate Research, Cases in Marketing Management, Marketing Channels and Institutions, Marketing Concepts for Nonbusiness Majors, Product and Price Policies, Product Management, Strategic Marketing Problems, Strategic Market Management

Other Undergraduate Courses: Senior Study, Independent Fieldwork, Undergraduate Internship

Executive Seminars: Marketing Research for Practitioners and Managers, Marketing Strategy: Segmentation and Positioning, Marketing and Managerial Strategies for Communications and Public Relations Professionals, Integrated Product Development

1978-80: Assistant Professor
Marketing Department, The Wharton School, University of Pennsylvania

Ph.D. Course: Marketing Models

M.B.A. Courses: Marketing Management, Models for Marketing Strategy, Advanced Study Project, Marketing Research

Executive Seminars: Marketing Research, Pharmaceutical Advertising Council

SERVICE APPOINTMENTS

1998-2006: Chair, Department of Marketing and International Business
University of Washington Business School

1996-1998: Director, Ph.D. Program
University of Washington Business School

AWARDS

1992 Seafirst Faculty Excellence Award

PROFESSIONAL ACTIVITIES

2005-present: Editorial Board, *Marketing Science*

1988-2008: Associate Editor, *Management Science*

1978-present: Member, Institute for Operations Research and the Management Sciences, American Marketing Association

Reviewer, American Marketing Association Doctoral Dissertation Competition, American Marketing Association Educators Conference Proceedings, *Decision Sciences*, *Econometrica*, *European Journal of Operational Research*, *International Journal of Forecasting*, *International Journal of Research in Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Business and Economic Statistics*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Retailing*, Kluwer Academic Publishers, *Management Science*, *Marketing Letters*, *Marketing Science*, National Science Foundation, *Operations Research*, *Optimal Control Applications & Methods*, *Sloan Management Review*

PUBLICATIONS

"A Differential Game Model of the Marketing-Operations Interface," *European Journal of Operational Research*, forthcoming.

"Advertising Competition in a Dynamic Oligopoly with Multiple Brands," *Operations Research* 57 (2009), 1106-1113

"An Oligopoly Model of Dynamic Advertising Competition," *European Journal of Operational Research* 197 (2009), 374-388

"Differential Games in Marketing Science," *Tutorials in Operations Research*, Theodore Klastorin (volume ed.), Paul Gray (series ed.), Hanover MD: INFORMS, 2007, 62-78

With Barry L. Bayus and Robert Jacobson, "The Financial Rewards of New Product Introductions in the Personal Computer Industry," *Management Science* 49 (2003), 197-210

Dynamic Models of Advertising Competition, Second Edition, International Series in Quantitative Marketing, Boston: Kluwer Academic Publishers, 2003

With G. Fruchter and S. Kalish, "Feedback Competitive Advertising Strategies with a General Objective Function," *Journal of Optimization Theory and Applications* 109 (2001), 601-613

"Note. Dynamic Conjectural Variations in a Lanchester Oligopoly," *Management Science* 43 (1997), 1603-1608

"An Empirical Comparison of Oligopolistic Advertising Strategies," in Steffen Jørgensen and Georges Zaccour (eds.), *Dynamic Competitive Analysis in*

Marketing, Lecture Notes in Economics and Mathematical Systems 444, Berlin: Springer, 1996, 27-36

"Differential Game Models of Advertising Competition," Invited Review, *European Journal of Operational Research* 83 (1995), 431-438

"Advertising Strategies in a Dynamic Oligopoly," *Journal of Marketing Research* 32 (1995), 233-237

"Offensive and Defensive Marketing: Closed-Loop Duopoly Strategies," *Marketing Letters* 4 (1993), 285-295

"Empirical Analysis of Closed-Loop Duopoly Advertising Strategies," *Management Science* 38 (1992), 1732-1749

With Robert Jacobson, "Gaining Comparative Advantage Through Discretionary Expenditures: The Returns to R&D and Advertising," *Management Science* 38 (1992), 1264-1279

With Robert Jacobson and Johny K. Johansson, "Competition for Market Share in the Presence of Strategic Invisible Assets: The U.S. Automobile Market, 1971-1981," *International Journal of Research in Marketing* 9 (1992), 23-37

Dynamic Models of Advertising Competition, International Series in Quantitative Marketing, Boston: Kluwer Academic Publishers, 1991

"R & D Spending and Product Pricing," *Optimal Control Applications & Methods* 11 (1990), 269-276

"Assessing Market Response: A Review of Empirical Research," in George Day, Barton Weitz and Robin Wensley (eds.), *The Interface of Marketing and Strategy*, Greenwich, CT: JAI Press Inc., 1990, 353-385

"Marketing Managers Need More Than Forecasting Accuracy," *International Journal of Forecasting* 3 (1987), 453-455

With Johny K. Johansson, "Price-Quality Relationship and Trade Barriers," *International Marketing Review* 2 (1985), 52-63

With Johny K. Johansson, "The Role of Price in Multi-Attribute Product Evaluations," *Journal of Consumer Research* 12 (1985), 195-199

"A Model of Advertising Competition," *Journal of Marketing Research* 22 (1985), 297-304

With Steven A. Finkler, "Determinants of Market Share For a Hospital's Services," *Medical Care* 23 (1985), 1003-1018

With Johny K. Johansson and Paul Chao, "Image Variables in Multi-Attribute Product Evaluations: Country-of-Origin Effects," *Journal of Consumer Research* 11 (1984), 694-699

"Competition for HMO Enrollments: The Importance of Price, Federal Qualification, and Individual Practice," in R. Belk et al. (eds.), *Educators' Proceedings*, Chicago: American Marketing Association, 1984, 235-238

"New Product Pricing: An Investigation of Market Conditions That Lead to Penetration and Skimming Strategies," in Patrick E. Murphy et al. (eds.), *Educators' Proceedings*, Chicago: American Marketing Association, 1983, 222-225

"Using Ridge Regression to Estimate Directly Lagged Effects in Marketing," *Journal of the American Statistical Association* 76 (1981), 766-773

"Time-Varying Parameter Estimation as Exploration," *Decision Sciences* 12 (1981), 428-440

"Disruptive Marketing," in John W. Keon (ed.), *Proceedings*, Third Special Interest Conference on Market Measurement and Analysis, Providence, RI: TIMS College on Marketing, The Institute of Management Sciences, and Operations Research Society of America, 1981, 268-274

"Advertising in Dynamic Markets," in Robert P. Leone (ed.), *Proceedings*, Second ORSA/TIMS Special Interest Conference on Market Measurement and Analysis, Providence, RI: TIMS College on Marketing and The Institute of Management Sciences, 1980, 110-120

With David B. Montgomery, "Measuring the Time-Varying Response to Market Communication Instruments," in David B. Montgomery and Dick R. Wittink (eds.), *Proceedings*, First ORSA/TIMS Special Interest Conference on Market Measurement and Analysis, Cambridge, MA: Marketing Science Institute, 1979, 55-68

"Corrigenda: A Bayesian Approach to Estimation of Time-Varying Regression Coefficients," *Annals of Economic and Social Measurement* 6 (1978), 652-653

"The Time-Varying Effectiveness of Advertising," in Barnett A. Greenberg and Danny N. Bellenger (eds.), *Educators' Proceedings*, Chicago: American Marketing Association, 1977, 125-128

"Maslow's Basic Needs Theory and Decision Theory," *Behavioral Science* 18 (1973), 210-211

PRESENTATIONS

"A Differential Game Model of the Marketing-Operations Interface," 14th International Symposium on Dynamic Games and Applications, Banff, June 2010

"A Differential Game Model of the Marketing-Operations Interface," 11th Workshop on Optimal Control, Dynamic Games and Nonlinear Dynamics, University of Amsterdam, May 2010

"Research and Publishing in Marketing and Management Science," Training Program on Research and Publishing in Economics and Business Administration, University of Washington, August 2009

"Advertising Competition in a Dynamic Oligopoly with Multiple Brands," Second Workshop on Dynamic Games in Management Science, Universidad de Valladolid, June 2009

"Feedback Equilibrium Advertising Strategies: Oligopolistic Extensions," Department of Marketing and International Business, Foster School of Business, UW, April 2009

"Feedback Equilibrium Advertising Strategies: Oligopolistic Extensions," ESSEC, January 2009

"Advertising in a Growing Market with Competition," Production and Operations Management Society Annual Meeting, La Jolla, May 2008

"Advertising in a Growing Market with Competition," Workshop on Dynamic Games in Management Science, HEC Montréal, May 2008

"Differential Games in Marketing Science," INFORMS Annual Meeting, Seattle, November 2007

"An Oligopoly Model of Dynamic Advertising Competition," Second Workshop on Game Theory in Marketing, HEC Montréal, June 2007

"The Financial Rewards of New Product Introductions in the Personal Computer Industry," Marketing Science Conference, University of Maryland, June 2003

"Optimal Couponing Strategies," European Marketing Academy Conference, Berlin, May 1999

"Trade and Retail Price Promotion Strategies with a Reference Price Model Involving Latitude of Acceptance," University of Washington – University of British Columbia Marketing Conference, Seattle, April 1999

"Trade and Retail Price Promotion Strategies with a Reference Price Model Involving Latitude of Acceptance," Marketing Science Conference, INSEAD, July 1998

"An Empirical Comparison of Oligopolistic Advertising Strategies," International Workshop on Dynamic Competitive Analysis in Marketing, Montreal, September 1995

"Dynamic Conjectural Variations in a Lanchester Oligopoly," TIMS International Conference, Anchorage, June 1994

"Dynamic Conjectural Variations in a Lanchester Oligopoly," Marketing Science Conference, University of Arizona, March 1994

"The Long-Run Behavior of Market Share in a Lanchester Duopoly," ORSA/TIMS Joint National Meeting, Phoenix, November 1993

"Offensive and Defensive Marketing: Closed-Loop Duopoly Strategies," Marketing Science Conference, Washington University, March 1993

"Do Competing Advertisers Change with the State of the Market? An Empirical Study of Closed-Loop Versus Open-Loop Advertising Strategies," University of Washington – University of British Columbia Marketing Conference, Seattle, April 1991

"Empirical Analysis of Closed-Loop Advertising Strategies," Marketing Science Conference, Wilmington, March 1991

"Gaining Comparative Advantage Through Discretionary Expenditures: The Returns to R&D and Advertising," Marketing Science Conference, University of Illinois, March 1990

"The Effect of Invisible Assets on Strategic Group Membership and Competition: The U.S. Automobile Market, 1971-1981," Marketing Science Conference, Duke University, March 1989

"R & D Spending and Product Pricing: A Dynamic Analysis," Marketing Science Conference, University of Washington, March 1988

"Competitive Brand Advertising Behavior," University of British Columbia – University of Washington Marketing Conference, Vancouver, April 1986

"Competitive Brand Advertising Behavior," Marketing Science Conference, University of Texas at Dallas, March 1986

"Modelling the Process of Attribute Belief Formation," Association for Consumer Research, Las Vegas, October 1985

"Image Variables in Multi-Attribute Product Evaluations: Country-of-Origin Effects," ORSA/TIMS Joint National Meeting, Dallas, November 1984

"Competition for HMO Enrollments: The Importance of Price, Federal Qualification, and Individual Practice," American Marketing Association National Educators' Conference, Chicago, August 1984

"Dynamic Pricing in Oligopolistic New Product Markets," Marketing Science Conference, University of Chicago, March 1984

"Empirical and Optimal Control Analysis of a Generalized Multiplayer Differential Advertising Game Model," ORSA/TIMS Joint National Meeting, Orlando, November 1983

"Optimal Timing and Entry Mode into Foreign Markets," ORSA/TIMS Joint National Meeting, Orlando, November 1983

"New Product Pricing: An Investigation of Market Conditions That Lead to Penetration and Skimming Strategies," American Marketing Association National Educators' Conference, Dearborn, August 1983

"Market Entry and Optimal Price Reaction: A Differential Game Approach," ORSA/TIMS Joint National Meeting, Chicago, April 1983

"Country-of-Origin Effects in Multi-Attribute Product Evaluations," University of British Columbia – University of Washington Marketing Conference, Vancouver, January 1983

"The Separate Effects of Competitive Entry, Price Sensitivity and the Learning Curve on the Dynamic Pricing of New Durable Products," ORSA/TIMS Joint National Meeting, San Diego, October 1982

"Optimal Price-Advertising Interaction for New Consumer Durables," Fourth ORSA/TIMS Special Interest Conference on Market Measurement and Analysis, University of Pennsylvania, March 1982

"Disruptive Marketing," ORSA/TIMS Joint National Meeting, Toronto, May 1981

"Using Ridge Regression to Estimate Directly Lagged Effects in Marketing,"
University of Washington – University of British Columbia Marketing
Conference, Seattle, April 1981

"Disruptive Marketing," Third ORSA/TIMS Special Interest Conference on
Market Measurement and Analysis, New York University, March 1981

"Advertising in Dynamic Markets," ORSA/TIMS Joint National Meeting,
Washington, May 1980

"Advertising in Dynamic Markets," Second ORSA/TIMS Special Interest
Conference on Market Measurement and Analysis, University of Texas at Austin,
March 1980

"Measuring the Time-Varying Response to Market Communication Instruments,"
First ORSA/TIMS Special Interest Conference on Market Measurement and
Analysis, Stanford University, March 1979

"The Time-Varying Effectiveness of Marketing Instruments," ORSA/TIMS Joint
National Meeting, Atlanta, November 1977