

Tim Derdenger

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POSITIONS

AY 2020-	Associate Professor (with Indefinite Tenure), Marketing and Strategy Tepper School of Business, Carnegie Mellon University
AY 2021-	Area Head (Marketing)—PhD Program
AY 2016-	MBA Track Coordinator—Technology Strategy and Product Management
AY 2017-2020	Associate Professor (without Indefinite Tenure), Marketing and Strategy Tepper School of Business, Carnegie Mellon University
AYs 2014-2016	<i>Frank and Helen Risch Faculty Development Professorship in Business</i> Tepper School of Business, Carnegie Mellon University
AYs 2010-2017	Assistant Professor, Marketing and Strategy Tepper School of Business, Carnegie Mellon University (Parental Leave AY 2013-2014)
AY 2009-2010	Instructor Tepper School of Business, Carnegie Mellon University

EDUCATION

Ph.D., Economics, University of Southern California,
“Vertical Integration and Two-Sided Market Pricing: Evidence from the Video Game
Industry” Advisors: Thomas Gilligan, Geert Ridder
M.A., Economics, University of Southern California,
B.B.A., Cum Laude, The George Washington University

RESEARCH/ TEACHING INTERESTS

Research Fields: Quantitative Marketing, Empirical IO
Industries: High-Technology and Sports Markets
Teaching: Marketing Management, Technology Strategy

PUBLICATIONS

- 1) “Does Personalized Pricing Increase Competition: Evidence from NIL in College Football” with Ivan Li (Accepted, *Management Science*)
- 2) “CCP Estimation of Dynamic Discrete Choice Demand Models with Segment Level Data and Continuous Unobserved Heterogeneity: Rethinking EV Subsidies vs. Infrastructure” with Cheng Chou (Accepted, *Marketing Science*)
- 3) “The Making of a Product Manager--An interdisciplinary education that belongs in business schools” with Isabelle Bajoux-Besnainou (Accepted, Book Chapter for *The Real Business of Business Schools*)
- 4) “Regulating eXplainable AI (XAI) May Harm Consumers” with Behnam Mohammadi, Nikhil Malik and Kannan Srinivasan (Accepted, *Marketing Science*)

- 5) “The Key Role of Economic Analysis in PGA Tour Antitrust Suit” with Alison Palo, *Law360*, August, 2022.
- 6) “Platform Data Strategy” with H. Bhargava, O. Rubel, E. Altman, R. Arora, J. Boehnke, K. Daniels, B. Kirschner, D. LaFramboise, P. Loupos, G. Parker, A. Pattabhiramaiah, *Marketing Letters* **31**, pages 323–334 (2020)
- 7) “Estimating Dynamic Discrete Choice Models with Aggregate Data: Properties of the Inclusive Value Approximation” with Vineet Kumar. *Quantitative Marketing and Economics*, Vol 17, No. 4, December 2019, pp 359-384. **(Lead Article)**
- 8) “Linear Estimation of Aggregate Dynamic Discrete Demand for Durable Goods: Overcoming the Curse of Dimensionality” with Cheng Chou and Vineet Kumar. *Marketing Science*, Vol. 38, No. 5, September-October 2019, pp 888-909.
- 9) “An Empirical Analysis of Consumer Purchase Behavior of Base Products and Add-ons” with Xiao Liu and Baohung Sun, *Marketing Science*, Vol. 37, No. 4, July-August 2018, pp 507-684.
- 10) “Examining the Impact of Celebrity Endorsements Across Consumer Segments: An Empirical Study of Tiger Woods’ Endorsement Effect on Golf Equipment,” *Marketing Letters*, Vol. 29, No. 2, June 2018, pp 123-136.
- 11) “Firms’ Strategic Leverage of Unplanned Exposure: An Analysis in the Context of Celebrity Endorsements” with Hui Li and Kannan Srinivasan, *Journal of Marketing Research*, Vol. 55, No. 1, February 2018, pp. 14-34.
- 12) "Emerging Trends in Product Bundling: Investigating Consumer Choice and Firm Behavior" with Vithala R. Rao, Gary Russell, Hemant Bhargava, Alan Cooke, Hwang Kim, Nanda Kumar, Irwin Levin, Yu Ma, Nitin Mehta, John Pracejus, and R. Venkatesh, *Customer Needs and Solutions*, Vol. 5, No.1-2, March 2018, pp. 107-120
- 13) “Technological Tying and the Intensity of Price Competition: Empirical Analysis of the Video Game Industry” *Quantitative Marketing and Economics*, Vol. 12, No. 2, June 2014, pp. 127-165 **(Lead Article)**
- 14) “The Dynamic Effects of Bundling as a Product Strategy” with Vineet Kumar *Marketing Science*, Vol. 32, No. 6, November–December 2013, pp. 827–859 **(Lead Article)**
- 15) “Mixed Bundling in Two-Sided Markets in the Presence of Installed Base Effects” with Yong Chao *Management Science*, Vol. 59, No.8, August 2013, pp. 1904-1926
- 16) “The Economic Value of Celebrity Endorsements: Tiger Woods’ Impact on Sales of Nike Golf Balls” with Kevin Chung and Kannan Srinivasan, *Marketing Science*, Vol. 32, No. 2, March–April 2013, pp. 271–293

Research Paper(s) in Progress:

- 17) “Bias in Generative AI” with Mi Zhou, Vibhanshu Abhishek, Jaymo Kim, Kannan Srinivasan *(Runner-up for Best Paper 2024 Annual Informa Conference—E-Business Session)*
- 18) “The Price of Streaming” with Franco Berbeglia and Sridhar Tayur
- 19) “A Stochastic, Dynamic Model for Optimizing Home Video Release” with Franco Berbeglia and Sridhar Tayur

- 20) “Strategic Implications of Binge Consumption for Entertainment Goods: An Analysis of AVOD Services” with Franco Berbeglia, Joseph Xu, and Kannan Srinivasan
- 21) “Influencing Product Competition through Shelf Design” with Francisco Cisternas and Alan Montgomery

Cases and Teaching Material

- 1) “The Evolution of Evolve” (A) and (B), with Zach Burggraf, 2018
- 2) “[Evolve](#)”, with Zach Burggraf, 2024 Published by Breakout Learning—an interactive AI case company

EDITORIAL POSITIONS, REFEREEING and PROFESSIONAL SERVICE

Associate Editor for *Management Science* (Marketing)—2019-Current

2024 Management Science Distinguished Service Award

Member of the Editorial Review Board for *Marketing Science*—2017-2022

2021 Informs Service Award—Marketing Science Editorial Review Board

Co-Organizer—2025 UT Dallas Bass Informs Conference

Program Committee Member—2025 Workshop on Platform Analytics

European Journal of Marketing, Information Economics and Policy, International Economics Review, International Journal of Research in Marketing, Management Science, Marketing Science, Journal of Marketing Research, Quantitative Economics, The Rand Journal of Economics, Review of Economics and Statistics, Review of Economic Studies, Social Sciences and Humanities Research Council of Canada, Session Chair-*Structural Models of Sports Marketing, Marketing Science Conference. (June 7, 2012).*

PHD STUDENT ADVISING

2025: Behnam Mohammadi, Assistant Professor of Marketing—University of Texas, Dallas

2024: Sam Levi, Assistant Professor of Marketing—University of Virginia

2021: Franco Berbeglia, Assistant Professor of Management—Purdue University

CMU Cooper Dissertation Award Winner—2021

2017: Francisco Cisternas, Assistant Professor of Marketing—Chinese University of Hong Kong

2011: Baojun Jiang, Assistant Professor of Marketing—Washington University of St. Louis

2011: Liye Ma, Assistant Professor of Marketing—University of Maryland

2010: Vineet Kumar, Assistant Professor Marketing—Harvard Business School

CONFERENCES, SEMINARS, PRESENTATIONS

Summer Institute in Competitive Strategy (SICS): Berkeley, CA- Summer 2025

Washington University, St Louis- Fall 2025

Presentation to Rep. Jan Schakowsky's (D) Legislative Assistant for NIL, (Scheduling 2025)

Presentation to U.S. House Committee on Commerce (R)—Professional Staff Member, 2025

Presentation to U.S. Senate Committee on Commerce (R)—Legislative Aid for NIL, 2025

Presentation to Senator Fetterman's (D) Legislative Assistant for NIL, 2025

ISMS Marketing Science, Washington DC-2025

University of Southern California-2025

Informs Annual Meeting, Seattle WA-2024

ISMS Marketing Science, Sydney Australia-2024

Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)-2024

Wharton Business & Generative AI Conference-2024

Dynamic Structural Econometrics (DSE) Conference, University of Wisconsin-2024

University of Delaware—Lerner College of Business and Economics, 2024
Cambridge University—Judge School of Business, 2023
UT Dallas Forms Conference: Dallas, TX-2023
University of Rochester—Simon School of Business-2021
University of Texas-Austin, McCombs School of Business-2021
Dynamic Structural Econometrics (DSE) Conference, University of Chicago-2019
11th Triennial Choice Symposium, MD-2019
UT Dallas Forms Conference: Dallas, TX-2019
Temple University, Fox School of Business-2019
Frontiers in Empirical Marketing, Miami, FL-2018
Southern California Private Equity Conference, UCSD-2018
10th Workshop on the Economics of Advertising and Marketing-2017
Informs Marketing Science Conference: Los Angeles, CA-2017
10th Triennial Choice Symposium, Canada-2016
University of California at Berkeley, Haas School of Business-2015
Harvard University, HBS-2015
University of Texas-Austin, McCombs School of Business-2015
Summer Institute in Competitive Strategy: Berkeley, CA-2015
University of Virginia, Darden School of Business-2014
Structural Modeling Applications for Research in Technology Conference: Pittsburgh, PA-2014
Informs Marketing Science Conference: Atlanta, GA-2014
University of Chicago, Booth School of Business-2014
University of Washington, Foster School of Business-2014
UT Dallas Forms Conference: Dallas, TX-2014
University of Colorado, Leeds School of Business-2013
MARC: State College, PA-2013
UT Dallas Forms Conference: Dallas, TX-2013
Yale School of Management-2012
Catholic University of Leuven-2012
University of Zurich-2012
University of Arizona, Eller College of Management-2012
University of California at San Diego, Rady School of Management-2012
Summer Institute in Competitive Strategy: Berkeley, CA-2011
Informs Marketing Science Conference: Houston, TX-2011
University of California at Los Angeles-2011
International Industrial Organization Conference: Vancouver, Canada-2010
Summer Institute in Competitive Strategy: Berkeley, CA-2010
Econometric Society World Congress: Shanghai, China-2010
University of California at Irvine, Merage School of Business-2010
University of California at Irvine, Department of Economics-2010
University of Texas-Austin, McCombs School of Business-2010
Carnegie Mellon University, Tepper School of Business-2009
Federal Communications Commission-2009
University of Louisville, College of Business-2009
20th Annual Workshop on Information Systems and Economics-2009
IDEI Fifth Biennial Conference on the Economics of the Software and Internet Industries, 2009
The George Washington University-2008

UNIVERSITY SERVICE

Moderator, Tepper Golf Club Industry Night Panel (Feb. 2025)
Moderator, Business and Technology Club's Industry Night Panel: Product Management and AI (Jan. 2025)
Faculty Advisor for Tepper Technology Innovation Challenge (2015--)
Academic Leadership Forum (2024--)
University Faculty Senator (2020--)

University Faculty Senator Leadership Committee (2023--2024)
 Faculty Senate Nominating Committee (2023)
 Moderator, Tepper Reunion Weekend: Alumni Technology Panel (April 2023)
 Moderator, Tepper Reunion Weekend: Alumni Technology Panel (May 2022)
 Faculty Instructor, Level Up (2022)
 Chairperson, Marketing Faculty Recruiting. (2022)
 Invited Panelist for Tepper School of Business Welcome Weekend (April 2015--Current)
 Chairperson, Francis Walker Award for Academic Excellence in Strategic Planning (2014-2016, 2018--Current)
 Chairperson, Elliott Dunlap Smith Award (2021)
 Moderator, CMU Industry Insights: Alumni Sports Panel (March 2021)
 Moderator, Business and Technology Club's Industry Night Panel: E-Sports (Feb. 2021)
 Moderator, Tepper School of Business Big Tech and Antitrust (Dec. 2020)
 Invited Speaker, Tepper Undergrad Marketing Association Event (Oct. 2020)
 Committee Member, Elliott Dunlap Smith Award (2017, 2018, 2019, 2020)
 Host, Tepper School of Business Alumni Event, San Francisco CA (Oct. 2019)
 Moderator, Tepper School of Business Silicon Valley Trek: Alumni Technology Panel (Oct. 2019)
 Moderator, Business and Technology Club's Industry Night Panel: Cloud Computing (Feb. 2019)
 Moderator, Business and Technology Club's Industry Night Panel: Ethics of AI (Dec. 2018)
 Moderator, Tepper Alumni Event Panel: Analytics of Online Shopping at Google, Pittsburgh (Nov. 2018)
 Moderator, Tepper Alumni Event Panel: Sports and Business, NYC (Nov. 2018)
 Moderator, Business and Technology Club's Industry Night Panel: Robotics (April 2018)
 Moderator, Business and Technology Club's Industry Night Panel: E-Commerce (Dec. 2017)
 Moderator, Business and Technology Club's Industry Night Panel: Autonomous Vehicles (March 2017)
 Invited Speaker for Tepper School of Business Webinar (May 2017)
 Invited Speaker for Tepper School of Business Silicon Valley Trek (2017)
 Invited Speaker for Tepper School of Business Seattle Alumni Event (2016)
 Invited Speaker for Tepper School of Business Alumni Reunion (April 2014, 2016)
 Invited Panelist for Tepper School of Business Welcome Weekend (April 2015--Current)
 Faculty Participant in Business and Technology Club "Let's talk Tech" Lunch Series (2016-2017)
 Committee Member, Francis Walker Award for Academic Excel. in Strategic Planning ('11-'13 & '17)
 Tepper School of Business BaseCamp Faculty Participant (2013, 2014)
 Committee Member, Undergraduate Curriculum Review (January 2013-2014)
 Committee Member, MEAC. (September 2012--Current)
 Chairperson, Marketing Faculty Recruiting. (2012)
 Committee Member, Marketing Faculty Recruiting. (2011, 2013, 2014, 2017)
 Committee Member, Marketing PhD Student Recruiting (2011--Current)
 Marketing Qualifier Grader (2011--Current)
 Coordinator: Applied Micro Seminar (2010-2012)
 Committee Member: Economic Recruiting (2010, 2011)
 Econometrics Qualifier Grader (2010, 2011)
 Faculty Advisor for the MBA Golf Club (2010-2011)

EXPERIENCE

Teaching:

2024 George Leland Bach Excellence in MBA Teaching Award Nominee

PhD:

Empirical Industrial Organization (2024 to Current)

MBA:

Technology Strategy (2010 to Current (5 sections))

Product Management for and by Product Managers (Summer, 2024, Fall 2024)

Product Marketing for Product Managers (Mini 4, 2021—2023)

Marketing Management (2012, 2015, 2016-M3, 2016-M2, 2017)

Undergrads:

Strategy for High Tech Products and Services (2023 to Current)
Technology Strategy (2011, 2012, 2013, 2015, 2017)
Auctions and Markets (Spring 2010)

Executive Education:

Big 5 Pharmaceutical Company—Tepper Faculty Lead (Dec. 2017-2022 (twice a year))
S.P. Jain Institute of Management & Research (2015, 2016, 2017, 2018, 2019, 2022)
Materials Company 1 (April 2018)
Materials Company 2 (August 2018)
Big 3 Audit, Tax and Advisory Firm (August 2018)
Large Multinational Banking and Financial Services Company 1 (August 2018)
Technology Company A—Tepper Faculty Lead (July 2019)
Large Multinational Banking and Financial Services Company 2 (2019 to 2024)
American Clothing Company (Winter 2020, Fall 2021)
CDigitalO Heinz Executive Program—March 2021, 2022)
CIO Heinz Executive Program (May 2021 to Current)
Industrials Company—India (August 2022)
Blockchain Company Product Management Certification—Faculty Director (2022-2024)

Notable Media Appearances:

Associated Press, Business Week, Time, CBSnews, Forbes.com, NBCnews.com, New York Times
USA Today, WashingtonTimes.com, KDKA (CBS-Pittsburgh), KVAL (ABC affiliate in Portland
OR), NPR, Tepper homepage, CMU homepage, Businessweek.com, Advertising Age,
fox12idaho.com; cbs8.com, Golf Digest, Financial Times, Pittsburgh Post-Gazette, Fort Worth
Star Telegram, Poets and Quants, The Boston Globe, Superintendent Magazine, Golf.com, Quartz,
Washington Post, Dallas News, Businessinsider.com, ChicagoTribune.com,...

Private Sector:

Competition Policy Associates (Compass), Washington, DC—Summer Analyst, 5/04-8/04
Analysis Group, Los Angeles, CA—Summer Analyst, 5/06-9/06
Compass Lexecon, Los Angeles, CA—Academic Research Associate, 01/07-05/09
Consultant, Yum! Brands (2016)
Consultant, Private Golf Club (2017)
Consultant, Hospital System (2019—2020)
Consultant, Entertainment Technology Company (2020—2021)
Consultant, Music Streaming Service (2024)