

Wendy W. Moe

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EMPLOYMENT

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

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

University of Maryland GRB Summer Award	2009
Marketing Science Institute Research Award	2008
Chair of the American Statistical Association's Marketing and Statistics Section	2008
Journal of Interactive Marketing's Best Paper Award – Runner Up	2007
Journal of Marketing Best Reviewer Award	2007
Chair-Elect of ASA's Marketing and Statistics Section	2007
Nominated for the 2005-2006 Krowe Teaching Excellence Award	2006
Frank M. Bass Award, <i>finalist</i>	2005
Winner of the 2005 <i>Journal of Interactive Marketing</i> Best Paper Award	2005
University of Maryland GRB Summer Research Award	2005
Program Chair for the American Statistical Association's Marketing and Statistics Section	2005
Invited Featured Speaker at the International Symposium on Forecasting	2005
MSI Young Scholar	2005
Nominated for CBA Foundation Research Excellence Award for Asst. Professors	2003&2004
McCombs School of Business Dean's Fellow	2003

Nominated for Best MBA Elective Instructor	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

12. 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.
11. Moe, Wendy W. and Peter S. Fader (2009), "The Role of Price Tiers in Advance Purchasing of Event Tickets," forthcoming in *Journal of Service Research*.
10. 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.
9. Moe, Wendy (2006), "A Field Experiment Assessing the Interruption Effect of Pop-Up Promotions," *Journal of Interactive Marketing*, 20 (1), 34-44
8. 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.**
7. 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**
6. 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**
5. 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.
4. Moe, Wendy and Peter Fader (2002), "Using Advance Purchase Orders to Forecast New Product Sales," *Marketing Science*, 21(3), 347-364.

3. 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.
2. 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.**
1. 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

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 (*in press*).

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

WORKING PAPERS

Moe, Wendy W. (2008), "How Much Does a Good Product Rating Help a Bad Product? Modeling the Dynamics of Online Product Ratings and Their Effects on Sales."

Tseng, Peggy and Wendy W. Moe (2008), "Performance Schedules and Their Impact on Event Ticket Sales"

WORK IN PROGRESS

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

Modeling Interdependent Event Ticket Sales from Spatial and Temporal Structures (with Peggy Tseng)

An Integrated Model of Online Browsing and Purchase Incidence Using Internet Clickstream Data (with Hyoryung Nam)

Using Online Search Data for New Product Forecasting (with Gauri Kulkarni and PK Kannan)

CONFERENCE PRESENTATIONS

- Moe, Wendy (2009), "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.
- Moe, Wendy (2008), "How Much Does a Good Product Rating Help a Bad Product? Modeling the Dynamics of Online Product Ratings and Their Effects on Sales," INFORMS Conference, October, Washington, DC.
- Moe, Wendy (2008), "How Much Does a Good Product Rating Help a Bad Product? Modeling the Dynamics of Online Product Ratings and Their Effects on Sales," DMEF Research Summit, October, Las Vegas, NV.
- Tseng, Peggy and Wendy Moe (2006), "Modeling Interdependent Event Ticket Sales from Spatial and Temporal Structures," Marketing Science Conference, Pittsburgh, PA.
- Moe, Wendy, Sha Yang, Tom Shively (2005), "The Impact of a New Competitive Entry on an Incumbent's Customer Base: Structural Changes versus Dynamic Effects," Joint Statistical Meetings, Minneapolis, MN.
- Moe, Wendy (2005), "An Empirical Two-Stage Choice Model with Decision Rules Applied to Internet Clickstream Data," Marketing Science Conference, Atlanta, Georgia.
- Moe, Wendy W. (2005), "Prelaunch Forecasting Based on Advanced Purchasing," International Symposium on Forecasting, San Antonio, TX.
- Moe, Wendy (2005), "An Empirical Two-Stage Choice Model with Decision Rules Applied to Internet Clickstream Data," MSI Young Scholar Conference, Park City, Utah.
- Moe, Wendy W. (2003), "Should We Wait to Promote?: The Effect of Timing on Response to Pop-Up Promotions," Joint Statistical Meetings, San Francisco, California.
- Moe, Wendy W. (2003), "Should We Wait to Promote?: The Effect of Timing on Response to Pop-Up Promotions," Marketing Science Conference, University of Maryland.
- Moe, Wendy W. and Peter S. Fader (2002), "Using Advance Purchase Orders to Forecast New Product Sales," Joint Statistical Meetings, New York, New York.
- Moe, Wendy, Hugh Chipman, Ed George, and Robert McCulloch (2002), "A Bayesian Treed Model of Online Purchasing Behavior Using In-Store Navigational Clickstream," Marketing Science Conference, University of Alberta.
- Moe, Wendy, Hugh Chipman, Ed George, and Robert McCulloch (2002), "A Bayesian Treed Model of Online Purchasing Behavior Using In-Store Navigational Clickstream," ART Forum, Vail, Colorado.

- Moe, Wendy W. (2002), "Internet Clickstream Research," American Marketing Association Winter Educator's Conference, Austin, TX
– *winner of Best Session Award.*
- Moe, Wendy W. (2001), "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.
- Moe, Wendy W. (2001), "Capturing Evolving Visit Behavior in Clickstream Data," Joint Statistical Meetings, Atlanta, Georgia.
- Moe, Wendy W. and Peter S. Fader (2001), "Which Visits Lead to Purchases? A Closer Look at the Relationship Between Visiting and Purchasing Behavior at On-Line Stores," ART Forum, Amelia Island, Florida.
- Moe, Wendy W. (2001), "Buying, Searching, or Browsing: Differentiating between Online Shoppers using In-Store Navigational Clickstream," Wharton Online Conversion Conference, Philadelphia, Pennsylvania.
- Moe, Wendy W. and Peter S. Fader (2000), "Decomposing the Repeat-Purchase Process into Visiting and Conversion Behavior," INFORMS Conference, San Antonio, Texas.
- Moe, Wendy W. and Peter S. Fader (2000), "Capturing Evolving Visit Behavior in Clickstream Data," Marketing Science Conference, Los Angeles, California.
- Moe, Wendy W. and Peter S. Fader (1999), "Which Visits Lead to Purchases? A Closer Look at the Relationship Between Visiting and Purchasing Behavior at On-Line Stores," INFORMS Fall Conference, Philadelphia, Pennsylvania.
- Moe, Wendy W. and Peter S. Fader (1999), "Which Visits Lead to Purchases? A Closer Look at the Relationship Between Visiting and Purchasing Behavior at On-Line Stores," Marketing Science Conference, Syracuse, New York.
- Montgomery, Alan L. and Wendy W. Moe (1999), "What is the Value of Radio Airplay?: Investigating the Relationship Between Music Sales and Radio Airplay," Marketing Science Conference, Syracuse, New York.
- Moe, Wendy W. and Peter S. Fader (1998), "A Joint Segmentation Model of Consumers and Products: Applied to the Sales of Music Albums," Marketing Science Conference, Fontainebleau France.
- Kahn, Barbara E., Mary Frances Luce, and Wendy W. Moe (1997), "Applications of Behavioral Decision Research to Social Exchange Within Public Policy Domains," Association for Consumer Research Conference, Denver, Colorado.

Burke, Sandra J., Sandra J. Milberg and Wendy W. Moe (1996), "Choice Effects and Regulatory Implications of Advertising Common but Previously Neglected Attributes: Are Consumers Harmed or Helped?" Marketing and Public Policy Conference, Washington DC.

INVITED TALKS

Moe, Wendy W (2008), "Advance Purchasing of Event Tickets," The Wharton School at the University of Pennsylvania, Philadelphia, PA.

Moe, Wendy W. (2007), "Applications of Internet Clickstream Data: Past, Present and Future," Wharton/ISMS Conference on the Practice and Impact of Marketing Science, Philadelphia, PA.

Moe, Wendy W. (2007), "How to Survive the First Five Years," American Marketing Association Summer Educator's Conference, Washington DC.

Moe, Wendy (2007), "Clickstream Research," *Sloan Center Research Workshop*, University of California at Riverside.

Moe, Wendy W. (2006), "An Empirical Two-Stage Choice Model with Decision Rules Applied to Internet Clickstream Data," Georgetown University, Washington DC.

Moe, Wendy W. (2005), "An Empirical Two-Stage Choice Model with Decision Rules Applied to Internet Clickstream Data," MIT, Boston, Massachusetts.

Moe, Wendy W. (2003), "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.

Moe, Wendy, Hugh Chipman, Ed George, and Robert McCulloch (2002), "A Bayesian Treed Model of Online Purchasing Behavior Using In-Store Navigational Clickstream," University of Maryland, February, College Park, Maryland.

Moe, Wendy, Hugh Chipman, Ed George, and Robert McCulloch (2002), "A Bayesian Treed Model of Online Purchasing Behavior Using In-Store Navigational Clickstream," University of Houston, April, Houston, Texas.

PROFESSIONAL ACTIVITIES

Editorial Review Board:

Journal of Marketing

Journal of Interactive Marketing

Section on Statistics in Marketing, American Statistical Association
Chair, 2008
Chair-Elect, 2007
Program Chair, 2005
Program Chair-Elect, 2004

CONSULTING AND OTHER PROFESSIONAL ACTIVITIES

- 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.
- 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*.