

CV Date	10/05/2023
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Part A. PERSONAL INFORMATION

First Name	Mercedes
Family Name	Esteban Bravo

URL Web	http://www.business.uc3m.es/en/faculty/profesor/perfil/mercedes-esteban-bravo	
Email Address	mesteban@emp.uc3m.es	
Open Researcher and Contributor ID (ORCID)	0000-0001-5497-2583	

A.1. Current position

Job Title	CATEDRÁTICA/FULL PROFESSOR		
Starting date	2018		
Institution	Universidad Carlos III de Madrid		
Department / Centre	Business Administration / Facultad de Ciencias Sociales y Jurídicas		
Country		Phone Number	
Keywords			

A.2. Previous positions (Research Career breaks included)

Period	Job Title / Name of Employer / Country
2009 - 2018	PROFESOR TITULAR DE UNIVERSIDAD/ASSOCIATE PROFESSOR / Universidad Carlos III de Madrid / Spain
2014 - 2015	VISITING RESEARCH SCHOLAR / Columbia Business School
2007 - 2009	TITULARES UNIV. INTERINOS / Universidad Carlos III de Madrid
2005 - 2007	TITULARES UNIV. INTERINOS / Universidad Carlos III de Madrid

A.3. Education

Degree/Master/PhD	University / Country	Year
Doctor in Economics	Universidad Carlos III de Madrid	2000
Licenciado en Ciencias Matemáticas/ Graduate in Mathematics	Universidad Complutense de Madrid	1993

Part B. CV SUMMARY

I am a quantitative marketing researcher, who is always actively pursuing several of lines of research simultaneously. My education and training have a distinctive interdisciplinary character with an undergraduate degree in Mathematics, specializing in Operations Research, a PhD in Economics, and a 2-year Marie Curie fellow at department of Computing at Imperial College London in the U.K.

I have a well-developed research agenda with work published in high impact peer-reviewed journals and a pipeline that will likely yield several published papers in top marketing journals over the next years. My research activity has been recognized by the Spanish government and I have obtained 3 research audited "Sexenios" periods, in 2008, 2013 and 2019 (the maximum I can reach). All my articles have been published in peer-reviewed journals with recognized quality in my research area (externally validated by prestigious business departments and schools, and other metrics such as the impact factor in the Web of Science, Clarivate Analytics). I have 2 publications in "Marketing Science," that is a flagship journal for the discipline Marketing Analytics (4* journal, maximum level, by the Association of Business Schools). These 2 articles are the first ever published in "Marketing Science" that have been entirely developed in a

Spanish university. A distinctive feature of my research work is the link between data analysis and decision-making: from modelling customer and business behaviours to the developing of algorithms and tools for optimal planning.

I have been actively engaged in research in top institutions as postdoctoral researcher at Imperial College London, U.K., in 2001-03; visiting researcher at Columbia Business School, 2 USA in 2004, 2006 and the academic year 2014-2015; and Visiting Fellow of the Clare Hall and the Judge Business School, Cambridge University, U.K., in 2018. I am Life Member of the Clare Hall, Cambridge University, U.K. from October 24, 2018.

I am a Track Chair of the EMAC Annual Conference, that is the reference conference for the researchers on Marketing in Europe.

I have a proven ability to attract funding from different sources such as the European Commission (Marie Curie Individual Fellowship and a Reintegration Marie Curie Grant), the Spanish government and from the private sector, such as The Print Media Association.

I have co-supervised 3 PhD theses during the last few years (their current positions are Assistant Professors at Erasmus University, Associate Professor at Imperial College London, and Associate Professor at University of Twente), and currently I supervise 2 PhD candidates, together with the other IP.

I have developed the teaching materials, including a Marketing Business Game named "Quantum" (proprietary software that belongs to Mercedes Esteban-Bravo, Nora Rita Lado Couste, and Jose M. Vidal Sanz, see <https://business.uc3m.es/es/software/quantum>). Furthermore, I am one of the 2 authors of a book on "Marketing Research: Qualitative and Quantitative Methods", 2021, written with J.M. Vidal-Sanz and published at Cambridge University Press. The book went through a rigorous (anonymous) peer review process to be published at Cambridge University Press. This book examines the breadth of modern market research topics including social networks, machine learning, big data, and artificial intelligence (see the Reviews & endorsements, <https://www.cambridge.org/highereducation/books/marketing-research-methods/C9AA7DF0148F4592A05EF8A183A2A15D#reviews>, by Sunil Gupta, Harvard Business School, University of Harvard; Donald R. Lehmann, Columbia Business School, Columbia University; Florian Stahl, University of Mannheim; or Oded Koenigsberg, London Business School).

I am Full Professor of Marketing and Market Research from December 17th, 2018 (with a tenured position, civil servant, as Associate Professor since 2008), Deputy Chair from 2009; member of the Board of the Faculty of Social and Legal Sciences in 2004-2008, 2012-2016, and 2020-2024; and member of University Senate in 2014-2018; and I am the Director of MSc. in Marketing since the start in 2012.

Part C. RELEVANT ACCOMPLISHMENTS

C.1. Most important publications in national or international peer-reviewed journals, books and conferences

AC: corresponding author. (n° x / n° y): position / total authors. If applicable, indicate the number of citations

- 1 Scientific book or monograph.** Mercedes Esteban-Bravo; Jose M. Vidal-Sanz. (1/2). 2021. Marketing Research Methods: Quantitative and Qualitative Approaches. Cambridge University Press. ISBN 9781108792691. <https://doi.org/10.1017/9781108874748>

- 2 **Scientific paper.** Patricia Callejo; Ángel Cuevas; Rubén Cuevas; Mercedes Esteban-Bravo; Jose M. Vidal-Sanz. (1/5). 2020. Tracking Fraudulent and Low-Quality Display Impressions. *Journal of Advertising*. Taylor & Francis. 49-3, pp.309-319. <https://doi.org/10.1080/00913367.2020.1749914>
- 3 **Scientific paper.** MERCEDES ESTEBAN BRAVO; AGATA LESKIEWICZ; VIDAL-SANZ, JOSE M.(1/3). 2017. Exact optimal experimental designs with constraints. *Statistics and Computing*. 27/3, pp.845-863. ISSN 0960-3174. <https://doi.org/10.1007/s11222-016-9658-x>
- 4 **Scientific paper.** MERCEDES ESTEBAN BRAVO; VIDAL-SANZ, JOSE M.; GOKHAN YILDIRIM. (1/3). 2017. Can Retail Sales Volatility be Curbed Through Marketing Actions?. *Marketing Science*. 36/2, pp.232-253. ISSN 0732-2399. <https://doi.org/10.1287/mksc.2016.1013>
- 5 **Scientific paper.** VARDAN AVAGYAN; MERCEDES ESTEBAN BRAVO; VIDAL-SANZ, JOSE M.(2/3). 2017. Riding successive product diffusion waves. Building a tsunami via upgrade-rebate programs. *International journal of research in marketing*. 33-4, pp.780-796. ISSN 0167-8116. <https://doi.org/10.1016/j.ijresmar.2016.01.007>
- 6 **Scientific paper.** MERCEDES ESTEBAN BRAVO; VIDAL-SANZ, JOSE M.; GOKHAN YILDIRIM. (1/3). 2015. Historical impact of technological change on the US mass media advertising expenditure. *Technological forecasting and social change*. 100, pp.306-316. ISSN 0040-1625. <https://doi.org/10.1016/j.techfore.2015.07.018>
- 7 **Scientific paper.** S. Sriram Sriram; Puneet Manchanda Manchanda; MERCEDES ESTEBAN BRAVO; Junhong Chu Chu; Liye Ma Ma; Minjae Song Song; Scott Shriver Shriver; Upendar Subramanian Subramanian. (3/8). 2015. Platforms: a multiplicity of research opportunities. *Marketing Letters*. 26/2, pp.141-152. ISSN 0923-0645. <https://doi.org/10.1007/s11002-014-9314-1>
- 8 **Scientific paper.** VARDAN AVAGYAN; MERCEDES ESTEBAN BRAVO; VIDAL-SANZ, JOSE M.(2/3). 2014. Licensing radical product innovations to speed up the diffusion. *European journal of operational research*. 239/2, pp.542-555. ISSN 0377-2217. <https://doi.org/10.1016/j.ejor.2014.05.031>
- 9 **Scientific paper.** MERCEDES ESTEBAN BRAVO; VIDAL-SANZ, JOSE M.; GOKHAN YILDIRIM. (1/3). 2014. Valuing customer portfolios with endogenous mass and direct marketing interventions using a stochastic dynamic programming decomposition. *Marketing Science*. 33/5, pp.621-640. ISSN 0732-2399. <https://doi.org/10.1287/mksc.2014.0848>
- 10 **Scientific paper.** MERCEDES ESTEBAN BRAVO; NORA RITA LADO COUSTE. (1/2). 2011. Brand Value in Horizontal Alliances: The Case of Twin Cars. *Journal of the Operational Research Society*. 68/2, pp.1533-1542. ISSN 0160-5682. <https://doi.org/10.1057/jors.2010.112>
- 11 **Scientific paper.** MERCEDES ESTEBAN BRAVO; MUGICA, J. M.; VIDAL-SANZ, JOSE M.(1/3). 2009. Magazine Sales Promotion: A Dynamic Response Analysis. *Journal of advertising*. 38/1, pp.137-146. ISSN 0091-3367. <https://doi.org/10.2753/JOA0091-3367380109>
- 12 **Scientific paper.** MERCEDES ESTEBAN BRAVO. (1/1). 2008. An Interior-Point Algorithm for Computing Equilibria in Economies with Incomplete Asset Markets. *Journal of economic dynamics and control*. 32/3, pp.677-694. ISSN 0165-1889. <https://doi.org/10.1016/j.jedc.2007.02.008>
- 13 **Scientific paper.** MERCEDES ESTEBAN BRAVO; NOGALES, F. J.(1/2). 2008. Solving Dynamic Stochastic Economic Models by Mathematical Programming Decomposition Methods. *Computers and operations research*. 35/1, pp.226-240. ISSN 0305-0548. <https://doi.org/10.1016/j.cor.2006.02.031>
- 14 **Scientific paper.** VIDAL-SANZ, JOSE M.; MERCEDES ESTEBAN BRAVO. (2/2). 2007. Computing Continuous-Time Growth Models with Boundary Conditions Via Wavelets. *Journal of economic dynamics and control*. 31/11, pp.3614-3643. ISSN 0165-1889. <https://doi.org/10.1016/j.jedc.2007.01.012>

- 15 Scientific paper.** MERCEDES ESTEBAN BRAVO; VIDAL-SANZ, JOSE M.(1/2). 2007. Worst-Case Estimation for Econometric Models with Unobservable Components. Computational statistics and data analysis. 51/7, pp.3330-3354. ISSN 0167-9473. <https://doi.org/10.1016/j.csda.2006.09.023>
- 16 Scientific paper.** MERCEDES ESTEBAN BRAVO; DONALD R. LEHMANN. (1/2). 2006. When giving some away makes sense to jump-start the diffusion process. Marketing Letters. 17, pp.243-254. ISSN 0923-0645.
- 17 Scientific paper.** VIDAL-SANZ, JOSE M.; MERCEDES ESTEBAN BRAVO. (2/2). 2006. Valuation of boundary-linked assets by stochastic boundary value problems solved with a wavelet-collocation algorithm. Computers and mathematics with applications. 52/1-2, pp.137-160. ISSN 0898-1221. <https://doi.org/10.1016/j.camwa.2006.08.010>
- 18 Scientific paper.** VIDAL-SANZ, JOSE M.; MERCEDES ESTEBAN BRAVO; JOSÉ M. MÚGICA. (2/3). 2005. Optimal duration for magazine promotions. Marketing Letters. 16 (2), pp.99-114. ISSN 0923-0645.
- 19 Scientific paper.** MERCEDES ESTEBAN BRAVO. (1/1). 2004. Computing equilibria in general equilibrium models via interior-point methods. Computational Economics. 23(2), pp.147-171. ISSN 0927-7099.
- 20 Book chapter.** BERC RUSTEM; MERCEDES ESTEBAN BRAVO. (2/2). 2007. Optimization, Econometric and Financial Analysis. Worst-Case Modelling for Management Decisions under Incomplete Information, with Application to Electricity Spot Markets. SPRINGER. 9, pp.29-50. ISBN 978-3-540-36625-6.

C.3. Research projects and contracts

- 1 Project.** MODELOS ANALITICOS DE MARKETING ENRIQUECIDOS. (Universidad Carlos III de Madrid). 01/09/2022-31/08/2025. 72.600 €.
- 2 Project.** Leading Innovation on Crowdfunding and Social Network Services Platforms: Information Processing via Analytical Modeling, Computational Tools, and Experiments. (Universidad Carlos III de Madrid). 01/01/2020-31/12/2021. 66.185,13 €.
- 3 Project.** TECNICAS ANALÍTICAS DE MARKETING BASADAS EN DATOS. (Universidad Carlos III de Madrid). 01/01/2019-31/12/2021. 30.371 €.
- 4 Project.** ECO2015-67763-R, Técnicas analíticas de marketing en entornos con riqueza de datos. MINISTERIO DE ECONOMIA, INDUSTRIA Y COMPETITIVIDAD. (Universidad Carlos III de Madrid). 01/01/2016-31/12/2018. 8.107 €.
- 5 Project.** ECO2011-30198, Herramientas analíticas para marketing interactivo. MINISTERIO DE CIENCIA E INNOVACION. (Universidad Carlos III de Madrid). 01/01/2012-31/12/2015. 36.300 €.

C.4. Activities of technology / knowledge transfer and results exploitation

- 16/2009/2195. Marketing Business Game, Computer Software «Quantum», an International Marketing Strategic Game, numero de registro M-007136/2005 Spain. 09/03/2009.