

**Eugene Pavlov**

[epavlov@miami.edu](mailto:epavlov@miami.edu)

University of Miami, Herbert Business School,

Nov 2022 504 Kosar/Epstein, 5250 University Dr., Coral Gables, FL 33146

**Employment**

Assistant Professor of Marketing - University of Miami, Herbert Business School, 2020 - Present

**Education**

PhD in Marketing, 2020, Foster School of Business, University of Washington, Seattle

MA in Economics, 2014, New Economic School, Moscow, Russia

MA in Energy Economics, 2013, Higher School of Economics, Moscow, Russia (honors)

BA in International Economics, 2011, Belgorod State University, Russia (honors)

**Published Book chapters**

Mizik, Natalie and Eugene Pavlov (2018), "Panel Data Methods in Marketing Research" in Mizik and Hanssens, eds. *Handbook of Marketing Analytics: Methods and Applications in Marketing, Public Policy, and Litigation Support*. Elgar Publishing

Mizik, Natalie and Eugene Pavlov (2017), "Assessing the Financial Impact of Brand Equity with Short Time-Series Data" in Homburg, Christian, Martin Klarmann, and Arnd Vomberg, eds. *Handbook of Market Research*. Springer

**Refereed Journal Articles (in Russian)**

Kryukov, Valery and Eugene Pavlov (2014), "Integral Assessment of Resource Regimes: A Quantitative Approach," *Mineral Resources of Russia: Economics and Management*, 1, p. 34-42.

Kryukov, Valery and Eugene Pavlov (2012), "An Approach to Social and Economic Assessment of Resource Regime in the Oil and Gas Sector (The Case of the USA)," *Voprosy Ekonomiki*, 10, p. 105-116.

**Working papers**

Pavlov, Eugene and Natalie Mizik (2022), "Increasing Consumer Engagement with Firm-Generated Social Media Content: The Role of Images and Words," in preparation for submission to *Marketing Science*

- *Honorable mention*, 2019 MSI Alden G. Clayton Doctoral Dissertation Proposal Competition

- *Adobe 2017 Data Science Research Award*

Pavlov, Eugene and Natalie Mizik (2022), "Brand Political Positioning: Implications of the 2016 US Presidential Election," *revising for 2<sup>nd</sup> round review at Marketing Science*

"Hideous but Worth It: Distinctive Ugliness as a Signal of Luxury (2022)," with Ludovica Cesareo and Claudia Townsend, *conditionally accepted, Journal of the Academy of Marketing Science*

Pavlov, Eugene, Isaac Dinner, Jonathan Knowles, and Natalie Mizik (2022), "Branding the Target: Implications for Merger Valuation and Future Performance," *reject and resubmit, Journal of Marketing*

Pavlov, Eugene, Zhuping Liu, Shuai Yang, and Chunmian Ge (2022), “Reading Faces in Images: Decoding the Effects of Face and Gaze in the Purchase Funnel,” in preparation for submission to the *Journal of Marketing*

### **Work in progress**

“Values’ Voters and their Brands” (with Natalie Mizik), data collection and analysis complete, finalizing the draft

### **Conference presentations**

AMA Winter Academic Conference, Nashville, Feb 2023 (\*special session proposal submitted)  
INFORMS Annual Meeting, Indianapolis, October 2022  
Marketing Strategy Meets Wall Street, Chicago, August 2022  
Marketing science conference, University of Chicago (online), June 2022  
Theory and Practice in Marketing, Emory University, May 2022  
Marketing science conference, University of Rochester (online), June 2021  
Marketing science conference, Duke University (online), June 2020  
MSI Annual Summit, San Francisco, Feb 2020  
Marketing science conference, University of Roma Tre, June 2019  
Marketing Strategy Meets Wall Street, INSEAD, June 2019  
UW-UBC Marketing Conference, Vancouver, Canada, May 2019  
Theory and Practice in Marketing, Columbia University, May 2019  
CMU-Temple Conference on Digital Marketing and Machine Learning, Dec 2018  
Marketing science conference, Temple University, June 2018  
NYU-Temple Conference on Digital Mobile Marketing and Social Media Analytics, 2017  
Marketing science conference, USC, June 2017  
UW-UBC Marketing Conference, Vancouver, Canada, Feb 2017  
Marketing Dynamics Conference, Hamburg, Germany, July 2016

### **Awards**

Provost’s Research Award (2021), University of Miami  
MSI Alden G. Clayton Doctoral Dissertation Proposal Competition, honorable mention (2019)  
Finalist Top Ten of “3 Minute Thesis” competition at UW (2019)  
James B. Wiley Endowed PhD Fellowship (2018-2019)  
AMA-Sheth Foundation Doctoral Consortium Fellow (2018)  
Adobe Data Science Research Award (2017)  
Dean’s achievement award, University of Washington (2017)  
PhD Program Fellow, University of Washington, (2014-2018)  
Anna S. Dvornikova and Ilya A. Strebulaev Fund award (2014)  
New Economic School tuition grant for \$5000 (2012-2013)  
Higher School of Economics scholarship for academic progress (2012-2013)  
Oxford Russia Fund scholarship (2011-2012)  
Potanin Foundation scholarship (2009-2011)

### **Invited talks**

2022 MSI Webinar - Brand Political Positioning: Implications of the 2016 Election  
2019 San Diego State University  
Temple University

University of Notre Dame  
Penn State University  
Fordham University  
Georgia State University  
University of Miami  
Texas A&M University

### **Teaching**

Marketing Analytics:

Spring 2022 (Undergraduate, MBA, MSBA), evaluation 4.8/5

Spring 2021 (MBA, MSBA), evaluation 4.7/5

### **Workshops**

ISMS Early Career Scholars Camp, Duke University, October 2022

Quantitative Marketing and Structural Econometrics Workshop, Kellogg, 2015

### **Industry experience**

*Economist, Amazon Inc., CloudTune team, Seattle, Summer 2018*

(Received *full-time offer* after the internship)

- Applied time series econometrics to forecast retail website traffic and order rate at a minute granularity
- Created python forecasting package that produces week-ahead minute-level forecasts
- Worked with software developers to (1) integrate forecasting package into real-time monitoring dashboard and (2) automate forecast generation / model refresh / backtesting

*Economist, Amazon Inc., Human Resource Research and Economics team, Seattle, Summer 2017*

- Developed time series forecasts which provide a benchmark to evaluate company policy changes in future
- Used random forest to build a predictive tool which helps to reallocate company resources to increase ROI
- Evaluated causal impact of a program by inverse probability weighting in a setting with multiple treatment dates

### **Languages**

English, Russian

### **Computer skills**

Stata, Python, OpenCV, R