

ERIC M. EISENSTEIN

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E D U C A T I O N

The Wharton School, University of Pennsylvania

1997 – 2002

Ph.D. Managerial Science and Applied Economics (Marketing)

Dec 2002

M.A. Statistics

May 2000

University of Pennsylvania

1988 – 1993

Jerome Fisher Management and Technology Dual Degree Program

The Wharton School

B.S. Economics

School of Engineering and Applied Science

B.S. Engineering, Computer Systems

A C A D E M I C P O S I T I O N S

Fox School of Business, Temple University, departments of Statistical Science and Marketing

2008 – Present

Director, M.S. in Business Analytics and M.S. in Marketing

Research

I primarily study expertise and decision making, investigating the psychological processes that underlie decision making when the decision is consequential. My primary research interests include:

1. Managerial and consumer decision-making
2. Decision support systems, decision aids, debiasing methods, and policy
3. Learning and the development of expertise
4. The quantitative and statistical methods associated with modeling these data

Teaching

I teach the capstone marketing strategy course to MBAs, which is a comprehensive case-based approach to marketing, quantitative analysis, and strategy. I redesigned and taught a new curriculum for Introductory Statistics for the MBA Program. I developed a new undergraduate honors marketing core course that introduces students to case analysis and the integration of qualitative and quantitative information in marketing strategy. I have also taught a school-wide Ph.D. seminar in Quantitative Methods.

Service and Administration

- Director of two Masters Degree programs: the MS in Business Analytics and the MS in Marketing. Between them, they produce several million dollars of revenue per year. Designed both curricula, including the first joint degree between schools at Temple. Responsibility for overseeing marketing, yield, and admissions decisions; curriculum design; design and implementation of evaluative metrics; corporate outreach; liaison with the MBA program; extensive student advising; and hiring/staffing for courses.
- BBA Core Redesign, Analytic Reasoning: I chair a committee that is redesigning the quantitative courses and content in the undergraduate core to improve student learning outcomes.

Johnson School of Management, Cornell University, Assistant Professor

2002 – 2008

Head instructor for the marketing core, which introduces MBA students to case-based analysis and the integration of qualitative and quantitative information in proposing business solutions and strategies.

Appointed Faculty Director of the Strategic Thinking Initiative, for which I co-developed a curriculum to train all entering MBAs to think strategically about complex issues, maximizing the persuasive force of their arguments.

P U B L I C A T I O N S A N D M A N U S C R I P T S

Rosenthal, Edward C. and Eric M. Eisenstein (2016), "A Rescheduling and Cost Allocation Mechanism for Delayed Arrivals", *Computers and Operations Research*, 66, February, pp. 20-28.

- Chressanthis, George A., Eric M. Eisenstein, and Patrick Barbro (2015), "What makes more, better? An exploratory study on the effects of firm-level commercial operations attributes on pharmaceutical business performance", *Journal of Medical Marketing*, 15 (1-2), pp. 10-25.
- Vallen, Beth, Lauren Block, and Eric M. Eisenstein (2014), "The Liberating Effect of Lateness: How Missed Temporal Deadlines Increase Purchase Intent", *Journal of Consumer Marketing*, 31, 5, pp. 360-370.
 > Awarded the Outstanding Paper Award for 2014 by the editorial board of the *Journal of Consumer Marketing*
- Eisenstein, Eric M. (2013). "Consumer Expertise" In Jagdish N. Sheth and Naresh K. Malhotra (Ed.), *Wiley International Encyclopedia of Marketing: Consumer Behavior* (vol. 3). New York: Wiley.
- Wilcox, Kieth, Lauren Block and Eric M. Eisenstein (2011), "Leave Home Without It? The Effects of Credit Card Debt and Available Credit on Spending", *Journal of Marketing Research*, 48, pp. 60-78.
- Hutchinson, J. Wesley, Joseph W. Alba, and Eric M. Eisenstein (2010), "Managerial Inferences: The Effects of Graphical Formats on Data-Based Decision Making," *Journal of Marketing Research*, 47, 4, pp. 627-642.
- Eisenstein, Eric M. (2008), "Identity Theft: An Exploratory Systems Dynamics Study with Implications for Marketers", *Journal of Business Research*, 61, 11 (November), pp. 1160-1172.
- Eisenstein, Eric M. and J. Wesley Hutchinson (2006), "Action Based Learning: Goals and Attention in the Acquisition of Market Knowledge," *Journal of Marketing Research*, 43, 2, pp. 244-258.
- Hutchinson, J. Wesley and Eric M. Eisenstein (2008), "Consumer Learning and Expertise," in the *Handbook of Consumer Psychology*, Haugtvedt, Herr, and Kardes, eds., Lawrence Erlbaum Associates, Mahwah, NJ.
- Eisenstein, Eric M. and Leonard M. Lodish (2002), "Precisely Worthwhile or Vaguely Worthless: Are Marketing Decision Support and Intelligent Systems 'Worth It?'," in the *Handbook of Marketing*, Barton Weitz and Robin Wensley, eds., Sage Publications, London.

R E S E A R C H I N P R O G R E S S

- Eisenstein, Eric M. and Ashley Goerke, "Is older really wiser?" (Dissertation paper in preparation)
- Eisenstein, Eric M., "What Makes a Successful Marketing Strategist?" (Manuscript in preparation)
- Eisenstein, Eric M., "Continuous measures, interactions, and measurement error: Issues for Marketing Researchers" (manuscript in preparation)
- Wang, Shi-Ching Trista and Eric M. Eisenstein, "Meta-expertise in decision making" (dissertation complete, paper in preparation)
- Eisenstein, Eric M. and Stephen J. Hoch, "Intuitive Compounding: Framing, Temporal Perspective, and Expertise"
- Eisenstein, Eric M., "Does experience improve consumer welfare? A meta-analysis"
- Zhang, Dan, Eric M. Eisenstein, and Anthony DiBenedetto, "Design expertise and the universal nature of design" (Awarded First Runner-Up for the Christer Karlsson Best Paper Award at the European International Product Development and Management Conference)
- Cohen, Marc, and Eric M. Eisenstein, "A Radical Rethinking of Business Ethics"

A D V I S I N G

Ph.D. Students

- Ashley Goerke: *Chair*, graduation, August 2016
 Trista Shi-Chin Wang: *Chair*, Graduated August 2013
 Dan Zhang: *Co-chair* with Tony DiBenedetto, Graduated May 2012
 Ke Li: *Co-chair* with Tony DiBenedetto, Graduated May 2013
 W. Dan Young: committee member, Graduated May 2012
 Ebru Genc: committee member, Graduation August 2013

EDBA Students

Kevin Mahoney: *Chair*
John Abt: Committee Member
Dennis Martin: Committee Member

Undergraduate Students

Emily Kustina, Temple Diamond Peer Teaching Assistant
Michael Witowski, Honors Undergraduate Research Program Supervisor
Nathan Huber, Honors Undergraduate Research Program Supervisor
Sophia Christianson, Independent Study on branding

Masters Students

In my role as Director of Graduate Programs for the Department of Marketing and Supply Chain Management, I administer and supervise approximately 8-10 theses and independent studies each year. In addition, I supervise 3-5 independent studies.

T E A C H I N G

Focus: Analytics, Statistics, Marketing Strategy, Marketing Research, Consumer Behavior, Decision Making

Ph.D. Courses

Quantitative Methods in Business Research, Fox School of Business, Temple University

I proposed, designed, and created a course that delves into the foundations of quantitative analysis in business disciplines with an emphasis on hands-on experiential learning projects. In weekly homework exercises, students built models centered around concepts such as maximum likelihood, Bayesian estimation, experimental design, hierarchical models, and data simulation. For most of these students, this course will be their sole exposure to Bayesian statistics. Additional quantitative methods in business research were presented.

Executive Education

- Executive Marketing Core, Johnson Graduate School of Management, Cornell University, Palisades, NY
- Marketing Research in an International Context, Executive Master in Marketing and Sales Program, ESADE and SAS Bocconi joint venture, Barcelona, Spain.
- New Product Development, Instructor, Lucent (with Jehoshua Eliashberg and Jagmohan S. Raju)
- Sales Force Management, Wharton Executive Education (with Leonard M. Lodish)
- High-Tech Product Development, Wharton (with J. Wesley Hutchinson)
- Wharton Direct: Building a Business Case Program (with Barbara E. Kahn)

MS / MBA Courses

- Decision Models: From Data to Profit, department of Statistical Science, Fox School, Temple University
- Foundations of Data Analytics, department of Statistical Science, Fox School, Temple University
- Marketing Strategy (capstone MBA strategy course), Temple University, Fox School
- Marketing Management (Core), Head Instructor, Cornell University, Johnson Graduate School of Management
- Marketing Management, accelerated (one year) MBA program, Cornell University, Johnson Graduate School of Management
- Marketing Models, Teaching Assistant, The Wharton School (Jehoshua Eliashberg, Professor)
- New Product Development, Teaching Assistant, The Wharton School (J. Wesley Hutchinson, Professor)
- Marketing Strategy, Teaching Assistant, The Wharton School (George Day, Professor)

Undergraduate Courses

- Introduction to Marketing (Honors), Temple University, Fox School of Business
I obtained permission to completely alter the teaching method for this course from book/lecture-based to a primarily case-based course. This was the first time that a case-based course has been used in an introductory course at the Fox School of Business, and it is the first time that a case-based course has been offered as early in the curriculum as this course is taken (primarily sophomores). Results exceeded expectations.
- Marketing Research, The Wharton School, University of Pennsylvania
- Management of Technology, The Wharton School (with William F. Hamilton)

Temple University Service

- Academic Director, Masters in Business Analytics, Department of Statistical Science, Fox School of Business (2015-present)
- Director of Graduate Affairs and specialized MS in Marketing, Department of Marketing and Supply Chain Management (2014-present)
- Committee Chair, BBA Core Analytic Reasoning committee: redesigned the quantitative core of the undergraduate BBA from the ground up
- Director, Fox School Research Subject Pool and Liaison to Psychology (2009-2013)
- Created a complete online calendar for the departments of Marketing and Statistical Science that tracks all departmental activities
- Marketing department recruiting committee
- Marketing seminar speaker committee
- Marketing department Doctoral Committee, non-voting member Fox School Doctoral Program Committee (2010-2012)

Cornell University Service

- Awarded a Faculty Innovation in Teaching Grant three times consecutively (only 20 awarded university-wide)
- Appointed Faculty Director, Strategic Thinking Initiative
 - › Appointed to be the faculty director of a major new program designed to enhance students' critical thinking skills and to help impart a CEO-perspective to their reasoning. The program focuses on teaching students how to construct a persuasive argument in a business context, and integrates with core classes.
- Authored the Johnson School's Code of Academic Integrity, which is the essence of the School's Honor Code
- Appointed Faculty Director, Marketing Passport program
 - › Through faculty and alumni mentoring, the passport program prepares students for job interviews.
- Academic Standards Committee (standing)
 - › One of three members of a committee that dealt with students who fail to meet academic standards or who require an exception to ordinary academic requirements.
- Core faculty committee (standing)
- Appointed Faculty Director, Beta Gamma Sigma business honor society
- Member, Information Technology Committee (ad hoc)
 - › Forged a compromise among the faculty to install a new computerized podium in all classrooms. A total investment of \$500,000 was made based on the recommendation.
- Proposed a new web-zone to enhance research for all faculty at Cornell. Implemented in 2006.

Scholarly Reviewing

- Editorial board, Journal of Public Policy and Marketing
- Journal of Consumer Research
- Marketing Science
- Journal of Marketing Research
- Journal of Economics and Psychology
- Association for Consumer Research Conference
- European Marketing Association Conference
- Society for Consumer Psychology Conference
- IEEE Transforming Engineering Education Conference

Professional Society Memberships

- Association for Consumer Research
- American Marketing Association
- Society for Consumer Psychology
- Society for Judgment and Decision Making
- American Psychological Association
- Association for Psychological Science
- IEEE
- INFORMS

University of Pennsylvania Service

President, Graduate Student Association, University of Pennsylvania

1999 – 2001

Twice elected president of the 3,250 member research graduate student association

The Graduate Student Associations Council, represented the interests of research graduate students across all 12 of Penn's graduate schools to the senior administration. During my presidency, GSAC:

- Persuaded the administration to commit a total of over \$5 million toward graduate student life, and to create a \$2 million Graduate Student Center in the heart of campus.
- Negotiated a fully funded health insurance benefit for all graduate students.
- Negotiated stipend increases of approximately \$1,500 for the lowest paid Ph.D. students.
- Fixed budgetary problems and rewrote the constitution to maintain a strong financial footing.



WORK EXPERIENCE

Freelance Consultant

2010-present

- Analytics and strategy consulting to multiple corporate clients. Outreach and education on the value of analytics, statistical analyses, and user interface design.

Advisor, Identity Theft Policy

2007 – 2010

Javelin Strategy and Research

- › Chosen as one of three national advisors for Javelin's annual Identity Fraud Survey, which is the reference standard used to track identity theft nationwide.

AARP, Advisor to the AARP's policy division on issues of identity theft and identity fraud.

Georgia State Legislature, Banking Committee, invited testimony

Freelance Consultant, Philadelphia, PA

1997 – 2002

- Designed financial models, taught executive education, designed computer interfaces, and provided statistical analysis for the defense in a class-action lawsuit.
- Invited to be the primary contributor to a new textbook that teaches how to prepare a business plan.

Mercer Management Consulting (now Oliver Wyman)

June 1993 – June 1997

Associate (promoted from Research Analyst to Consultant and Associate)

Strategic management consultant to Fortune 500 firms. Industry expertise in financial services and telecommunications; functional expertise in management of technology and marketing research.

- › Three-time consecutive recipient of Mercer's Outstanding Team Award.
- › Companies invested over \$30 million based on recommendations by my teams.
- › Directly supervised 1-4 other consultants and teams of 8-12 client employees.

Customer Franchise Management and Modeling Cases (selected)

- Led the consumer research module of the defining strategic initiative for a major Midwestern bank and for a Fortune 100 credit card issuer.
- Developed a model-based strategy for a Fortune 50 telecommunications company that affected over \$7 billion in revenue and \$1 billion in profits
- Built market response models in long distance telecommunications, cellular and mobile telephony, telephone calling card/0+ dialing industries, and modeled customer churn for a major online services provider.

Management of Technology Cases (selected)

- Chosen to help define Mercer's perspective on emerging broadband and Internet markets.
- Used the Delphi technique to forecast the growth and penetration of DNA-diagnostic testing.

- Eisenstein, Eric M., George Chressanthis, and Patrick Barbaro, "What Makes More, Better? The Effect of Firm-Level Attributes on Business Performance", Marketing Science Conference, Baltimore, MD (June 2015)
- Zhang, D., Eisenstein, E., DiBenedetto, C. Anthony. Product Development & Management Research Forum, "Affect, Attitude, and Meaning: Assessing the Universality of Aesthetic Design in a Transnational Marketing Context," 2014 Product Development & Management Research Forum, Denver, Colorado. (June 2014).
- Zhang, D., Eisenstein, E., DiBenedetto, C. Anthony, International Product Development Association, "Affect, Attitude, and Meaning: Assessing the Universality of Aesthetic Design in a Transnational Marketing Context," International Product Development Association, Limerick, Ireland. (June 2014).
- "Affect, Attitude, and Meaning: Assessing the Universality of Aesthetic Design in a Transnational Marketing Context", International Product Development Association, Limerick, Ireland, June 2014
- "The role of commercial operations effectiveness on improving pharmaceutical company business performance?", Summer AMA Conference, Boston, MA, August 2013
- "Individual Differences in Strategic Thinking", Wharton School of Business Summer Decision Process Seminar, August 2013
- "Contributions of Quantity and Quality of Marketing Expenditures on Firm Performance", International Health Economics Association, Sydney, Australia, July 2013.
- "The Tortoise and the Hare Effect", Marketing and Public Policy Conference, June 2013.
- "The Tortoise and the Hare Effect: Aged "Marathoners" Best Youngster "Sprinters" when Learning Experientially", Society for Consumer Psychology, January 2013
- "Older is Wiser?", Society for Consumer Psychology, Florence, Italy, June 2012
- "Consumer Misunderstanding of Compound Interest," Society for Consumer Psychology, Atlanta, GA, February 2011
- "Failure to Understand Compound Interest, and Mitigating Strategies," First Annual Boulder Conference on Financial Decision Making, Boulder, CO, June 2010
- "Consumer Learning and Expertise: A Meta-Analysis," 8th triennial Invitational Choice Symposium, Key Largo, FL, May 2010
- Member of the organizing committee, presenter, moderator, and discussant, "Engineering and Entrepreneurship," IEEE conference Transforming Engineering Education, Dublin, Ireland, April 2010
- "Intuitive Compounding," 36th European Marketing Association Conference (EMAC), Reykjavik, Iceland, May 2007
- Session chair and presenter, special topic session: "Psychological Processes in Financial Decision-making: a Consumer Perspective", "Intuitive Compounding: Framing, Temporal Perspective, and Expertise," AMA Marketing and Public Policy Conference, Long Beach, CA, June 2006 – *Winner, Best Paper Award*
- Eisenstein, Eric M. and Stephen J. Hoch, "Intuitive Compounding: Framing, Temporal Perspective, and Expertise" [Abstract], *Advances in Consumer Research*, Provo, UT, Volume 33, 2006, Pechman and Price, eds.
- Hutchinson, J. Wesley, Joseph W. Alba, and Eric Eisenstein, "Numerical Inferences: The effects of prior expectations, semantic frames, and graphical formats on budget allocation decisions" [Abstract], *Advances in Consumer Research*, Volume 32, 2005, Provo, UT, Gita Menon and Akshay Rao, eds.
- "Action-based Learning: Goals and Attention in the Acquisition of Market Knowledge," Society for Judgment and Decision Making, poster, Toronto, CA, October 2005
- "Graphical Reasoning in Managerial Judgment," 34th European Marketing Association Conference (EMAC), SDA Bocconi University, Milan, Italy, May 2005
- Session chair, special topic session: "Psychological Processes in Financial Decision-making: a Consumer Perspective," "Intuitive Compounding," Association for Consumer Research, San Antonio, TX, September 2005

“Action-based Learning: Goals and Attention in the Acquisition of Market Knowledge,” ORMS Marketing Science, Atlanta, GA, June 2005

“Numerical Inferences: The Effects of Prior Beliefs, Framing, and Graphic Presentation on Budget Allocation Decisions,” Association for Consumer Research, Portland, OR, October 2004

“Intuitive Compounding” (with Stephen Hoch), poster presentation, Behavioral Decision Research in Management, Duke University, April 2004

“Action-Based Reasoning: Separability and Selective Attention in Multiple Feedback Learning Tasks,” invited presentation, Cornell University Behavioral Economics and Decision Research colloquium, September 2003

“Action-Based Reasoning and Learning: The Cost of Learning and the Benefit of Thinking Less,” Northeast Marketing Conference (5 school conference: Harvard, Cornell, MIT, Yale, Dartmouth), September 2002

“Action-Based Reasoning and Learning,” University of Pennsylvania Decision Process Seminar Series 2000-2001

“You Learn What You Need to Learn to Decide What You Need to Decide,” (with J. Wesley Hutchinson), Doctoral Student Consortium, Pennsylvania State University, April 2000

“Leveraging the Past to Predict the Future: Combining Multiple Model Specifications and Datasets for New Product Trial Forecasting” (with Peter Fader), INFORMS Marketing Science Conference, Syracuse, NY, May 1999

V O L U N T E E R A N D C I V I C A C T I V I T I E S _____

Jewish Learning Ventures

August 2016 – Present

Board Member, Marketing and Program Committees

JLV is a charity that aims to allow families to live connected Jewish lives. Provide advice and aid in marketing programs, designing market-facing initiatives, and strategy.

Visiting Nurse Association of Greater Philadelphia

July 2014 – Present

Board Member; Chair, Strategic Planning Committee; Member, Business Development Committee

Lead the Board effort to create a new strategy for this \$40M charity after a change in CEO. Helped to design a strategic plan for the VNA for the next 10 years. Contributed financial, marketing, statistical, and strategic advice to the organization. The Visiting Nurse Association of Greater Philadelphia is the oldest and largest non-profit home health and hospice provider in the region, and one of the most innovative in the nation. Founded in 1886, the VNA is headquartered in Philadelphia, Pennsylvania and serves over 50,000 residents of Philadelphia and the surrounding suburbs each year. VNA is the largest “hospital without walls” in the region.

Finalist, White House Fellowship Program

June 2006

Selected as one of the top 32 out of 1,000 candidates for the Nation’s most prestigious fellowship in public service.

Chair, Charter School Ithaca

August 2005 – August 2006

Attempted to bring a charter school to Ithaca. The proposal was for early childhood foreign language instruction and best-principles education, grounded in the latest psychological research on learning.

Marketing Advisory Board, Jewish Federation of Greater Philadelphia

1997 – 1999

- Provided pro bono consulting services to the director of marketing and the executive committee of a \$40 million charity, and served on the marketing advisory board.
- Provided advice on a new membership campaign that was being launched.
- Suggested a paradigm shift in attracting young people to the charity, which influenced the development of the Collaborative (see below).

Founding Member and Member of the Board, The Collaborative, Philadelphia, PA

1997 – 2001

The Collaborative was created as a new social, cultural, and community service outlet for the young Jewish community in Philadelphia. The organization now has over 1,000 members, and continues to be a success. I suggested the name based on psychological and marketing principles.

O T H E R S K I L L S A N D I N T E R E S T S ---

Computing

Software: Power user of Microsoft Office (including extensive programming of VBA macros), SAS, and JMP. Basic knowledge of R (statistics) and Matlab. Intermediate knowledge of SPSS.

Operating Systems: Expert user Mac OSX and Windows, intermediate knowledge Unix operating systems.

Programming: Languages include Applescript, Javascript, and VBA. Intermediate skills in Perl. I have managed the development of a large piece of software written in PHP with a mySQL database back-end.

Hobbies

Avid cook, aspiring gastronome. Enjoy gardening, tennis, opera, and chess.

R E F E R E N C E S ---

J. Wesley Hutchinson, Stephen J. Heyman
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