

USN's PhD Programme in Marketing Management

Midterm Evaluations 2016

December 14 at USN, Campus Ringerike

Welcome to the midterm evaluations of Ruohao Sun!

At a Midterm Evaluation, the PhD candidate present his or her work and is evaluated by two opponents who have been appointed by the Programme Board. The opponents shall assess the academic status and progress of the PhD work and provide feedback to the PhD candidate, the supervisor and the Programme Board. The intention of a midterm evaluation is primarily to assist the PhD candidate in identifying circumstances involving a risk that the project will stop or be delayed, along with providing input that can improve the quality of the work.

The School of Business at USN would like to invite colleagues and others interested to participate in the midterm evaluations taking place at Campus Ringerike. Please make sure you are seated before the session starts, and note that there might be changes in the program.

The midterm evaluation of Ruohao Sun, 14th of December

Supervisor: Professor Fred Selnes, BI and USN

Co-supervisor: Associate Professor Auke Hunneman, BI

Program

Time	Program/Presentation
13:00	Welcome and short introduction Håvard Ness , Professor and Director of the PhD programme
13:10	Promotion Structure and Retailer Performance Ruohao Sun , PhD candidate
13:45	Discussant Koen Pauwels , Professor at Ozyegin University
14:15	Break
14:30	Discussant Radu Dimitriu , Associate Professor at Cranfield School of Management and USN
15:00	Q&A from the audience, chaired by Håvard Ness
15:15	Break and the audience leaves
15:25	The evaluation group discuss with candidate, supervisors and director of the programme.

About the PhD-Candidate and the Evaluation Group:



Ruohao Sun is a PhD-student in the Marketing Management programme at USN. His research focuses upon the long-term effects of marketing activities, customer management, and marketing models. His supervisors are professor Fred Selnes at BI/USN and associate professor Auke Hunneman at BI.

About his research:

“Promotion Structure and Retailer Performance”

Taking a manufacturer's standpoint, price promotion is commonly measured with two components: the intensity and the frequency. From a retailer's perspective, however, price promotions not only increase sales of promoted items but also attract more consumers into the store. In addition, once consumers are in the store, they are likely to also buy products other than those on promotion. We propose that in addition to intensity and frequency, retailers can control a third dimension of price promotion: the structure. In other words, retailers are able to actively determine the portfolio of promoted item out of a wide range of assortment. In particular, structure focused price promotions are more effective than intensity focused price promotions.



Koen Pauwels is Professor of Marketing at Ozyegin University, Istanbul and at BI Oslo, and Honorary Professor at the University of Groningen. He received his Ph.D. from UCLA, where he was chosen “Top 100 Inspirational Alumnus” out of 37,000 graduates. Prof Pauwels published over 40 articles in journals such as Harvard Business Review, Journal of Marketing and Marketing Science. His awards include the Google/WPP Research Award, the

Syntec Best Paper in Marketing/Decision Sciences Award, and the O’Dell award for the most influential paper in the Journal of Marketing Research. He is Senior Editor for the International Journal of Research in Marketing, and serves on AMA’s Academic Council. Koen also authored 3 books: “It’s Not the Size of the Data – It’s how you use it” for managers, and “Modeling Markets” (Vol I. and II.) for researchers. Koen consulted large and small companies across 3 continents, including Amazon, Credit Europe, Inofec, Heinz, Kayak, Knewton, Kraft, Marks & Spencer, Nissan, Sony, Tetrapak and Unilever.



Radu Dimitriu is Associate Professor II at USN, where he teaches the PhD-course “Advanced Experimental Data Collection and Analysis”. At the same time, Radu is Lecturer in Strategic Marketing and Director of the MSc in Strategic Marketing at Cranfield School of Management in the UK. In Cranfield Radu is also deeply involved with the school's PhD and DBA programmes as supervisor and member of doctoral panels. He does research in the areas of branding and brand extensions, strategic marketing, consumer behaviour and psychology, and consumer pro-social behaviour. Radu's publications to date include articles in Psychology and Marketing, European Journal of Marketing and Technological Forecasting and Social Change.