

Raluca M. Ursu
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EMPLOYMENT

2016-present Assistant Professor of Marketing, NYU Stern School of Business

EDUCATION

2016 PhD in Economics, University of Chicago
2012 MA in Economics, University of Chicago
2010 BA in Economics and Mathematics, *Summa Cum Laude*, Mount Holyoke College

RESEARCH INTERESTS

Quantitative Marketing, Empirical Industrial Organization, Consumer Search, Applied Theory, Digital Marketing

WORKING PAPERS

- The Power of Rankings: Quantifying the Effect of Rankings on Online Consumer Search and Purchase Decisions
Forthcoming *Marketing Science*

WORK IN PROGRESS

- Search Duration
joint with Pradeep Chintagunta (University of Chicago, Booth School of Business), Qingliang Wang (Xi'an Jiaotong University)
- Recommending a Basket to Consumers
joint with Paulo Albuquerque (INSEAD), Dinara Akchurina (INSEAD)
- Analyzing Online Search Behavior
joint with Anita Rao (University of Chicago, Booth School of Business), Qianyun Zhang (NYU Stern School of Business)
- Optimizing for Path-Dependence in Consumer Cross-Category Search
joint with Daria Dzyabura (NYU Stern School of Business)
- Measuring the Position Effect of Search Rankings: Evidence from an Online Travel Website
joint with Pradeep Chintagunta (University of Chicago, Booth School of Business), Qingliang Wang (Xi'an Jiaotong University)

PUBLICATIONS

- News Posting by Strategic Users in a Social Network
joint with Mangesh Gupte (Rutgers University), MohammadTaghi Hajiaghayi AT&T Labs – Research, Lu Han (Rutgers University), Liviu Iftode (Rutgers University) and Pravin Shankar (Rutgers University)
Proceedings of 5th Workshop on Internet and Network Economics (WINE), Lecture Notes in Computer Science Volume 5929, pp 632-639, Springer (2009)

RESEARCH GRANTS

- Analyzing Online Search Behavior
Center for Global Economy and Business, NYU Stern School of Business grant \$6,500 (largest award),
Fall 2016

HONORS AND AWARDS

Marketing Science Institute Alden G. Clayton Dissertation Competition, honorable mention, 2015
Theodore W. and Esther Schultz Economics Fellowship, University of Chicago, 2015-2016
Social Sciences Fellowship, University of Chicago, 2010-2015
Virginia Galbraith Graduate Fellowship, Mount Holyoke College, 2010
Rutgers DIMACS Summer REU Fellowship, 2009

INVITED SEMINARS (past and future)

- Search Duration
Wharton Marketing Camp, 2018
University of Virginia, Department of Economics, 2017
Temple University, Marketing Department, 2017
NYU Stern Marketing Department Seminar, 2017
Stanford University, Marketing Department, 2016
NYU Stern Economics workshop organized by Luis Cabral, 2016
- The Power of Rankings: Quantifying the Effect of Rankings on Online Consumer Search and Purchase Decisions
Yale School of Management, 2015
London Business School, 2015
Northwestern University Kellogg School of Management, 2015
University of Southern California Marshall School of Business, 2015
NYU Stern School of Business, 2015
UCLA Anderson School of Management, 2015
Cornell School of Hotel Administration, 2015
University of Texas Dallas Naveen Jindal School of Management, 2015
University of Rochester Simon Business School, 2015
INSEAD, 2015
University of Washington Foster School of Business, 2015

CONFERENCE PRESENTATIONS (past and future)

- Search Duration
Quantitative Marketing and Economics Conference (QME), Frankfurt University, 2017
INFORMS Marketing Science Conference-special session, USC, 2017
- The Power of Rankings: Quantifying the Effect of Rankings on Online Consumer Search and Purchase Decisions
15th Annual IO Day workshop, NYU Stern, 2017
Summer Institute on Competitive Strategy (SICS), UC Berkeley, 2016
13th Annual International Industrial Organization Conference, Rising Star Session on Search (IIOC),
Boston, 2015
6th Workshop on Consumer Search and Switching Costs, Groningen, Netherlands, 2015
6th Annual Searle Conference on Internet Search and Innovation, Chicago, 2015

TEACHING EXPERIENCE

- NYU Stern School of Business, Marketing Department (Professor)
Introduction to Marketing, core marketing course, Spring 2017, Spring 2018

- University of Chicago, Department of Economics (Lecturer)
Elements of Economic Analysis II, second year undergraduate course, 2015
- University of Chicago, Department of Economics (Teaching Assistant)
Price Theory II, first year PhD course, 2013
Price Theory III, first year PhD course, 2013
Game Theory: A Formal Approach, elective undergraduate course, 2012-2013
- University of Chicago, Booth School of Business (Teaching Assistant)
Marketing Management, Executive MBA (Chicago, London, Hong Kong), 2016
Applied Regression Analysis, MBA, 2014

PROFESSIONAL SERVICE

- Ad-hoc reviewer for
Marketing Science
Journal of Marketing Research
RAND Journal of Economics
Journal of Political Economy
International Journal of Industrial Organization
American Journal of Agricultural Economics