

DINAH A. COHEN-VERNIK

6100 Main Street, 241 McNair Hall, Houston, TX 77005

cohenvernik@rice.edu

ACADEMIC APPOINTMENT

JONES GRADUATE SCHOOL OF BUSINESS, RICE UNIVERSITY | 2009-

Assistant Professor of Marketing

*Off tenure clock for maternity leave in 2014 and 2016.

EDUCATION

DUKE UNIVERSITY | 2003-2009

Ph.D. in Business Administration

Ulyanovsk State University | 1994-1999

M.S. in Applied Mathematics

M.S. in Linguistics and International Communication. Diploma with distinction.

RESEARCH INTERESTS

Marketing of digital goods, pricing, distribution channels, competition.

PUBLICATIONS

Dinah Cohen-Vernik and Devavrat Purohit, 2014. "Turn-and-Earn in a Product line." *Management Science* Volume 60(2).

Dinah Vernik, Devavrat Purohit and Preyas Desai, 2011. "Digital Music Set Free: The Flip-Side of DRM." *Marketing Science* 30 (6).

Ralph Keeney and Dinah Vernik, 2007. "Analysis of the Biological Clock Decision." *Decision Analysis*, 4(3) 114-135.

MANUSCRIPTS UNDER REVIEW

"Competing with Co-Created Products." Dinah Cohen-Vernik (Rice University), Niladry Syam (University of Missouri), and Amit Pazgal (Rice University).

"Price-Adjustment Policy with Partial Refunds." Dinah Cohen-Vernik and Amit Pazgal (Rice University).

WORKING PAPERS AND WORK IN PROGRESS

"Sourcing Co-Created Products: Should your Suppliers Collaborate?" Dinah Cohen-Vernik (Rice University), Oksana Loginova (University of Missouri), and Niladry Syam (University of Missouri).

"Misrepresentation of Credence Goods and Channel Design." Dinah Cohen-Vernik (Rice University), Pinar Yildirim (University of Pennsylvania), and Vikas Mittal (Rice University).

"Digital Movies at One Simple Price: The Effect on Competition."

"Managing a New Product Introduction through Quick Response and Advance Selling." – with Fernando Bernstein (Duke University) and Preyas Desai (Duke University).

"Content Rich Versus Uninformative Advertising in a Vertically Differentiated Context" with David Soberman and Ajay Kalra

"Online Advertising Platforms Competition." With Zsolt Katona (UC Berkeley) and Woochel Shin (University of Florida).

"Optimal Allocation of Resources Between R&D and Sales." With Canan Ulu (Georgetown University).

RESEARCH PRESENTATIONS

INFORMS Marketing Science Conference, July 2015. "Competing with Co-Created products." by Dinah Cohen-Vernik, Syam Niladry, and Amit Pazgal.

Invited talk: Marketing Seminar Series at University of Houston, March 2015. "Competing with Co-created products" by Dinah Cohen-Vernik, Niladri Syam, and Amit Pazgal.

IFORS 2014 Conference, July 2014. "Price Drop Protection Policy with Forward Looking Consumers." by Amit Pazgal and Dinah Cohen-Vernik.

INFORMS Marketing Science Conference, July 2013. "Managing a New Product Introduction through Quick Response and Advance Selling." By Fernando Bernstein, Dinah Cohen-Vernik, and Preyas Desai.

Peer-reviewed submission: SICS 2012, Berkeley. "Managing a New Product Introduction through Quick Response and Advance Selling." By Fernando Bernstein, Preyas Desai, and Dinah Vernik

INFORMS Marketing Science Conference, June 2012. "Online Advertising Platforms competition" By Zsolt Katona, Woochel Shin, Dinah Vernik

"Turn and Earn Allocation in a Product line." Invited guest speaker at the research seminar at University of Houston, October 2011.

"Price and inventory competition between new and old technologies." INFORMS Marketing Science conference, June 2011, Houston TX

"Optimal Allocation of Resources Between R&D and Sales." INFORMS International conference, June 2010, Buenos Aires, Argentina.

"Single-Price Policy For Digital Goods: Effects on Competition." INFORMS Marketing Science conference, June 2009, Ann Arbor, MA.

Digital Music Set Free: The Flip-Side of DRM, INFORMS Marketing Science conference, June 2008, Vancouver, Canada.

Analysis Of The Biological Clock Decision, INFORMS Annual Meeting 2007, Seattle, USA.
Beyond Cutting Across The Board Or All-Round Distribution: Effective Allocation Of Public Funds, INFORMS International Meeting 2007, Puerto Rico, USA.
Turn-And-Earn In A Product Line: The Impact Of Product Substitutability, Seventh Annual Trans-Atlantic Doctoral Conference 2007, London Business School, London, UK.
Discussion of "Remanufacturing as a Marketing Strategy" by Atasu et. al. Seventh Annual Trans-Atlantic Doctoral Conference 2007, London Business School, London, UK.
Public Management: Appraising Infrastructure Funding Requests For The Berlin Government Senate Department For Economics, INFORMS Annual Meeting 2006, Pittsburg, USA.

TEACHING EXPERIENCE

Decision Models, Graduate Level Elective (Daytime, Professional, and Executive MBA programs), Jones School of Business, Rice University
Sole Instructor | 2009-2016

"Ice-Cream Game" Simulation, Graduate Level Core (Professional Evening and Weekend MBA programs), Jones School of Business, Rice University
Sole Instructor | 2009-2016

Decision Models, Graduate Level Elective, Pratt School of Engineering, Duke University
Sole Instructor | Fall 2008, Fall 2009

Decision Models, Graduate Level Elective, Fuqua School of Business, Duke University
Teaching assistant for Bob Clement | 2004-2006

Duke Global Business Simulation, Executive Program Core, Fuqua School of Business, Duke University
Teaching assistant for Preyas Desai | 2007-2009

Dynamics of Bargaining, Graduate Level Elective, Fuqua School of Business, Duke
Teaching assistant for Kimberly Wade-Benzoni | 2006-2008

PROFESSIONAL EXPERIENCE

05-09.2006	Decision Analysis Consultant, Berlin Government Senate (Project MARA 2006), Berlin, Germany.
06.2002 - 08.2003	Electronic Banking Systems Expert, Credit Lyonnais Bank, Moscow brunch, Russia.
07.1999 - 06.2002	Corporate account manager, ABBYY Software House, Moscow head-office, Russia.