

# MUSHEGH HARUTYUNYAN

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<https://sites.google.com/view/harutyunyan>

## ■ ACADEMIC POSITIONS

- 2020 - Assistant Professor of Marketing  
**Imperial College Business School**
- 2017 - 2020 Assistant Professor of Marketing  
**Nazarbayev University Graduate School of Business**
- Spring 2018-2020 Visiting Scholar  
**Fuqua School of Business, Duke University**

## ■ EDUCATION

- 2017 Ph.D. - **Washington University in St. Louis**
- 2011 M.A. - **Indiana University in Bloomington**
- 2009 B.A. - **Yerevan State University**

## ■ PUBLICATIONS

Harutyunyan M, Jiang B (2019) “[The bright side of having an enemy](#)” **Journal of Marketing Research** 56(4): 679-690.

Harutyunyan M, Jiang B (2017) “[Why keep your product value secret from competitor’s customers?](#)” **Journal of Retailing** 93(3): 382-399.

## ■ WORKING PAPERS

“Late product release: The strategic benefit of lost sales” (*with Chakravarthi Narasimhan*)

“Consumer fairness concerns and dynamic pricing in a channel” (*with Wen Diao and Baojun Jiang*)

“Tips are welcome! Integrating tips into contractor compensation” (*with Debu Purohit*)

“Accommodate or fight? Responding to entry in the movie theater industry” (*with In-Kyung Kim and Raphael Thomadsen*)

“The positive side of consumers’ negative perceptions” (*with Baojun Jiang and Chakravarthi Narasimhan*)

## ■ SEMINAR AND CONFERENCE PRESENTATIONS

### **Seminars:**

- 2019 Imperial College Business School  
Goethe University Frankfurt  
Kenan-Flagler Business School, University of North Carolina  
Olin Business School, Washington University
- 2018 Fuqua School of Business, Duke University  
Nazarbayev University GSB
- 2016 Mays Business School, Texas A&M University  
Fuqua School of Business, Duke University  
HKUST Business School  
Nazarbayev University GSB  
Olin Business School, Washington University
- 2015 Department of Economics, Washington University

### **Conference presentations:**

- 2019 ISMS Marketing Science
- 2018 ISMS Marketing Science  
European Marketing Association Conference

2016 UT Dallas Frank M. Bass FORMS Conference  
ISMS Marketing Science  
Behavioral Industrial Organization and Marketing Symposium, University of Michigan

## ■ HONORS AND AWARDS

2019 - 2022 NUFDC Grant (\$75,000)  
2015 - 2016 Dissertation Fellowship, Washington University in St. Louis  
2011 - 2015 John Stuart Mill Fellowship, Washington University in St. Louis  
2009 - 2011 U.S. State Department Edmund S. Muskie Fellowship  
2004 - 2009 Armenian Government Fellowship for Undergraduate Studies

## ■ SERVICE

**Peer-review service:** Journal of Marketing Research; Management Science; Production and Operations Management; Decision Sciences

**Conference submission review:** EMAC

**MBA practicum project supervision:** Metro Cash & Carry; KPMG; Beeline

**Committee Service:** Faculty Hiring Committee; GSB Research Committee

## ■ TEACHING

### At Nazarbayev University Graduate School of Business:

Marketing Management	MBA, MEM, Executive MBA
Pricing and Competitive Analysis	MBA
Strategic Marketing	Executive Education

### At Washington University in St. Louis:

International Marketing (Guest lecturer)	MBA
E508. Math camp for first-year Ph.D. students	Ph.D. students in Economics, Marketing, Finance, Operations Management
E493. Mathematics for Economists	Undergraduate