Mushegh Harutyunyan

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Imperial College Business School
South Kensington Campus
London, SW7 2AZ, United Kingdom

■ academic positions

2020 —	**Imperial College Business School, Imperial College London**
	Assistant Professor of Marketing
2017 — 2020	**Graduate School of Business, Nazarbayev University**
	Assistant Professor of Marketing
2018 — 2020 (spring terms)	**Fuqua School of Business, Duke University**
	Visiting Scholar

■ education

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

■ publications

1. Don't hurry, be happy! The bright side of late product release (with Chakravarthi Narasimhan)
   Marketing Science, forthcoming

2. Pricing of vice goods for goal-driven consumers (with Wilfred Amaldoss)
   Management Science 69(8):4541-4557 (2023), link

3. Consumer fairness concerns and dynamic pricing in a channel (with Wen Diao and Baojun Jiang)
   Marketing Science 42(3):569-588 (2023), link

4. The bright side of having an enemy (with Baojun Jiang)
   Journal of Marketing Research 56(4): 679-690 (2019), link

5. Why keep your product value secret from competitor's customers? (with Baojun Jiang)
   Journal of Retailing 93(3): 382-399 (2017), link

■ seminar and conference presentations

2024   UT Dallas Frank M. Bass FORMS Conference

2023   University of Bristol Business School

            Pricing Symposium (London Business School)

2022   Fudan University / Cardiff Business School

            London Quant. Marketing Conference / Armenian Economic Association Annual Conference

2019   Imperial College Business School / Goethe University Frankfurt / Kenan-Flagler Business School (University of North Carolina) / Olin Business School (Washington University)

            ISMS Marketing Science Conference

2018   Fuqua School of Business (Duke University) / Nazarbayev University GSB

            ISMS Marketing Science Conference / European Marketing Association Conference (EMAC)

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)

            UT Dallas Frank M. Bass FORMS Conference / ISMS Marketing Science Conference / Behavioral Industrial Organization and Marketing Symposium (University of Michigan)

2015   Washington University in St. Louis

■ honors and awards

2023   Management Science Distinguished Service Award

2022   Management Science Meritorious Service Award

2019   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, Marketing Science, Production and Operations Management, Decision Sciences (editorial board)

Conference Organization: London Quantitative Marketing Conference (co-organizer), Quantitative Marketing and Economics 2023 (selection committee member)

Conference discussant: UT Dallas Frank M. Bass FORMS Conference (2023), Economics of Advertising Conference (2022)

Conference submission review: EMAC

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

Committee Service: Researcher Development Committee (Imperial); Postdoc and Fellows Champion (Imperial); Faculty Hiring Committee (NUGSB); Research Committee (NUGSB)

■ teaching

Imperial College London:

Finance and Pricing Strategy	MSc in Strategic Marketing (Campus and Online)
Marketing	Full-time MBA
Industrial Organization	MRes (for Ph.D. students)

Nazarbayev University Graduate School of Business:

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

Washington University in St. Louis:

International Marketing (Guest lecturer)	MBA
E508. Math camp	Ph.D.
E493. Mathematics for Economists	Undergraduate