

Michael Lewis

Professor of Marketing; Faculty Director, Emory Marketing Analytics Center at Goizueta Business School

Atlanta, GA, US

Biography

Michael Lewis joined Goizueta Business School in July 2010. Prior to obtaining a Ph.D. in Marketing from Northwestern Lewis earned an MBA from the University of Chicago and a Master's in Industrial Engineering from the University of Illinois. He was formerly an assistant professor at the University of Florida and Washington University at St. Louis. His professional background also includes experience at Northwest Airlines. Lewis' research focuses on issues such as consumer response to loyalty programs, methods for customer valuation and dynamic pricing. His research has appeared in the Journal of Marketing Research, Management Science, Marketing Science, Journal of Marketing and the Journal of Retailing.

Industry Expertise

Education/Learning, Advertising/Marketing, Research

Areas of Expertise

Customer Relationship Management, Revenue Management, Nonlinear and Dynamic Pricing, Sports Marketing, Political Marketing

Affiliations

Marketing Science (Journal) : Editorial Board

Event Appearances

Rewarding Some and Punishing Others: Experimental Studies of Price Discrimination
SCP Conference

Marketing that Maximizes Customer Lifetime Value
MSI Practice Conference

No Second Chance to Make a First Impression: A Field Study of Relationship Initiation and Development
Emory University

No Second Chance to Make a First Impression: A Field Study of Relationship Initiation and Development
Georgetown University

Managing Stockouts in Online Retailing
University of British Columbia

Education

Kellogg Graduate School of Management, Northwestern University
Ph.D. Marketing

Graduate School of Business, University of Chicago
M.B.A. Marketing and Finance

College of Engineering, University of Illinois, Urbana
M.S. Industrial Engineering and Operations Research

College of Engineering, University of Illinois, Urbana
B.S. Industrial Engineering

Accomplishments

O'Dell Award Finalist
2009

MSI Young Scholar
2007

Doctoral Consortium Faculty Fellow
2007

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