

# Salma Karray, PhD

Associate Professor, Marketing and Associate Dean, Research at University of Ontario Institute of Technology

Oshawa, ON, CA

Expert in quantitative analysis of marketing strategies

---

## Description

An expert in quantitative analysis of marketing strategies, Salma Karray, PhD, uses advanced marketing mix modelling and data analytics techniques to help businesses improve their performance and thrive in today's fiercely competitive environment. Marketing Lead and Associate Professor in the Faculty of Business and Information Technology at the University of Ontario Institute of Technology (UOIT), Dr. Karray teaches her students to develop rigorous marketing strategies that rely on science rather than solely on intuition to improve business outcomes. She develops advanced mathematical models to determine the best strategies for pricing, promotion, distribution and advertising.

In today's reeling marketplace, she is also researching co-operation strategies such as agreements between companies who may be competing and collaborating simultaneously. In this field, she has researched the implications of joint/co-operative promotional initiatives and distribution agreements between national brands' manufacturers and private labels offered by retailers.

Dr. Karray's latest research uses data analytics to examine the return on investment of marketing decisions for movies. In a recent publication, she illustrates how trailer advertising can signal the movie's success for investors by quantifying the effects of trailers' design on the stock market valuation of movies. Her research also explores how movie studios can make better promotional decisions through the use of tie-ins with other companies.

Dr. Karray has received several awards from the National Sciences and Research Council of Canada (NSERC), and from Mitacs to enhance student research opportunities globally. She obtained her Bachelor of Commerce in Marketing from IHEC in Tunisia in 1998, and earned her Master of Science in Marketing, and her Doctorate in Administrative Studies from HEC Montréal in 2001 and 2005, respectively. Dr. Karray first taught as an instructor in the Marketing department at HEC Montréal during her studies, and joined UOIT as an assistant professor in 2004. She was named associate professor in 2009, and has been serving on many academic and faculty committees. Appointed Adjunct Professor at the University of Waterloo and Ryerson University, Dr. Karray works with graduate and undergraduate students on researching problems related to quantitative analysis of marketing strategies.

---

## Industry Expertise

Education/Learning, Retail, Advertising/Marketing, Research

---

## Topics

Marketing Decision Models, Marketing Analytics, Distribution Channels, Movie Marketing, Marketing Mix Effectiveness, Marketing Research, Marketing Strategy, Game Theory, Loyalty Programs

---

## **Affiliations**

Marketing Science Institute, American Marketing Association, Canadian Operations Research Society, The Institute for Operations Research and the Management Sciences, The Association of European Operational Research Societies

---

## **Past Talks**

### **Cooperative Promotions in the Distribution Channel**

Canadian Operational Research Society/Institute for Operations Research and the Management Sciences International Conference

### **Cooperative Promotions in the Distribution Channel**

Production and Operations Management (POMS) 26th Annual Conference Special Session (Economics Models of Operations)

### **A Game-Theoretic Model for Co-promotions: Choosing a Complementary Versus an Independent Product Ally**

POMS 26th Annual Conference

### **Cooperative Advertising in a Supply Chain with Retail Competition**

American Marketing Association 2014 Summer Marketing Educators Conference

---

## **Education**

**HEC Montréal**

PhD Marketing

**HEC Montréal**

MSc Marketing

**IHEC, Tunisia**

BCOM Marketing

---

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)