

Joseph Pancras, Ph.D.

Associate Professor of Marketing at University of Connecticut

Storrs, CT, US

Expert in retail competition

Biography

Associate Professor of Marketing Joseph Pancras uses quantitative techniques to study targeted marketing and firm spatial competition in digital contexts such as mobile and online promotions as well as the interaction between digital and traditional marketing promotions. He also studies the effects of poaching and retail competition in the area of online paid search advertising, and firm and distribution channel competition in the context of targeted marketing and customer relationship management. His research has been published in Journal of Marketing Research, Management Science, Journal of Retailing and Journal of Interactive Marketing. His 2007 paper titled "Optimal Marketing Strategies for a Customer Data Intermediary" won the 2008 Donald Lehmann award for best dissertation-based paper in the Journal of Marketing Research and his 2008 paper titled "Cross Buying in Retailing: Drivers and Consequences" won the 2010 William Davidson award for best paper in the Journal of Retailing. Dr. Pancras has several years of industry experience in custom marketing research in leading research groups such as Kantar and Taylor Nelson-Sofres, and brings these experiences to bear on his research and teaching.

Areas of Expertise

Competitive Marketing Strategy, Customer relationship management (CRM) using Digital Marketing and Analytics, Retail Competition, Customer and Marketing Relationality, Targeted Marketing in Mobile and Digital Media , Cross-category and cross-media marketing

Education

Leonard N. Stern School of Business, New York University

Ph.D. Marketing

Stern School of Business, New York University

M.A. Marketing

Bharathidasan Institute of Management, Trichy, India

M.B.A. Marketing and Finance

Accomplishments

William R. Davidson Award (2010)

Best Article in the Journal of Retailing

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