Przemyslaw Jeziorski

Associate Professor | Egon and Joan von Kaschnitz Professorship in Business Administration at Haas School of Business, University of California, Berkeley

Berkeley, CA, US

About

Przemyslaw Jeziorski published multiple articles in the leading economics and marketing scholarly journals. His research made a contribution to a variety of markets, including mobile money in Africa, sponsored search advertising, radio broadcasting, car insurance, and breast cancer prevention. He developed a successful Berkeley MBA elective covering topics in marketing analytics, such as targeting, churn management, causal analysis, machine learning, and experiment design.

Areas of Expertise

Industrial Organization, Quantitative Marketing

Selected External Service & Affiliations

Management Science, Associate Editor

Positions Held

At Haas since 2010

2018 - present, Associate Professor of Marketing, Haas School of Business, Barbara and Gerson Bakar Faculty Fellow, Schwabacher Fellow 2012 ? present, Assistant Professor of Marketing, Haas School of Business 2010 ? 2011, Assistant Professor of Economics, John Hopkins University

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Education

Stanford
PhD Economic Analysis and Policy

University of Arizona
MS Mathematics

University of Arizona
MA Economics

Warsaw School of Economics
MA Quantitative Methods and Information Systems

Warsaw School of Economics
BA Quantitative Methods and Information Systems

Honors & Awards

Best Paper Award
Warsaw Internation Economic Meeting

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