TY HENDERSON

Assistant Professor, McCombs School of Business, University of Texas at Austin
2110 Speedway, B6700 Austin, TX 78712
(512) 232-3746 ty.henderson@mccombs.utexas.edu

Ph.D. University of Wisconsin-Madison (2007)
M.B.A. University of Iowa (2002)
B.A. Iowa State University (1998)
B.S. Iowa State University (1997)

RESEARCH

PUBLICATIONS

Arora, Neeraj and Ty Henderson (2007), "Embedded Premium Promotion: Why It Works and How to Make It More Effective," *Marketing Science*, **26**(4), 514-531.

Henderson, Ty and Neeraj Arora (2010), "Promoting Brands Across Categories with a Social Cause: Implementing Effective Embedded Premium Programs," *Journal of Marketing*, **74**(6), 41-60.

Henderson, Ty and Neeraj Arora (2010) Linking Social Cause to Product Promotions: Why it Works and How to Make it More Effective, *GfK Marketing Intelligence Review*, **2**(1), 8-15.

Arora, Neeraj, Ty Henderson and Qing Liu (2011), "Noncompensatory Dyadic Choices," *Marketing Science*, **30**(6), 1028-1040.

WORK IN PROGRESS

"Brand, Social Cause Association: An In-Market Quasi Experiment to Assess Promotion Effectiveness," *with Frank Piotrowski and Neeraj Arora*

"Design and Analysis for a Highly Selective Choice Process," *with Qing Liu*

"Format Changes and Radio Listening Behavior: A Natural Experiment"

"Organizing for Growth: The Role of Marketing in Small Firms," *with Jade DeKinder and Leigh McAlister*

CONFERENCE PRESENTATIONS

"Format Changes and Radio Listening Behavior: A Natural Experiment", *Marketing Science Conference,* Boston, MA, 8 June 2012.

"Promoting a Brand with a Social Cause: Findings from a Natural Experiment", *Marketing Science Conference*, Houston, TX, 9 June 2011.

"Aural Choice," *Joint Statistical Meetings*, Washington, DC, 3 August 2009.

"Non-Compensatory Joint Choices," *Marketing Science Conference*, Ann Arbor, MI, 6 June 2009.

"Non-Compensatory Joint Choices," *Marketing Science Conference*, Vancouver, BC, 13 June 2008.

"Cross-Category Promotions: Which Strategy is Most Effective and Under What Circumstances," *Marketing Science Conference*, Pittsburgh, PA, 10 June 2006.

"Embedded Premiums and Choice: A Consumer Perspective," *Marketing Science Conference*, Atlanta, GA, 17 June 2005.

"Impure Private Goods and Choice: A Consumer Perspective," *Haring Symposium*, Bloomington, IN, 2 April 2005.

"Impure Private Goods: The Social Dimension of Consumer Choice," *Midwest Marketing Camp*, East Lansing, MI, 12 June 2004.

INVITED PRESENTATIONS

"Promoting a Brand with a Social Cause: Evidence from a Quasi-experiment"

Texas A&M University	28 October 2011

"Embedded Premium Promotion: A Multi-Category Choice Model with Non-Compensatory Screening"

University of Southern California	15 September 2006
Indiana University	22 September 2006
University of California – Davis	29 September 2006
University of Rochester	3 October 2006
University of Minnesota	6 October 2006
University of Georgia	9 October 2006
Rice University	20 October 2006
Syracuse University	23 October 2006
University of Texas at Austin	3 November 2006
Vanderbilt University	7 November 2006

RESEARCH GRANTS

2011: McCombs Research Excellence Grant ($7,000)

2009: McCombs Research Excellence Grant ($8,400)

2007: Center for Customer Insight and Marketing Solutions ($2,000)

MEDIA MENTIONS

CEO Spotlight with David Johnson, KLRD CBS Dallas, 29 June 2012 (http://tinyurl.com/bwn3khn)

RESEARCH INTERESTS

Social Choice/Embedded Premiums, Sales Promotion, Non-Compensatory Choice,

Bayesian Econometrics, Statistical Models of Behavior

TEACHING

TEACHING AWARDS

MBA Applause Teaching Award for MBA Core Teaching (Fall 2010)

CLASSES TAUGHT

MBA Analysis of Markets (Fall 2011) *instructor rating: 4.71 of 5 (n=117)*

MBA Analysis of Markets (Fall 2010) *instructor rating: 4.16 of 5 (n=112)*

MBA Analysis of Markets (Fall 2009) *instructor rating: 3.29 of 5 (n=103)*

BBA Information and Analysis (Fall 2008) *instructor rating: 4.49 of 5 (n=66)*

BBA Information and Analysis (Fall 2007) *instructor rating: 4.44 of 5 (n=35)*

MBA Quantitative Marketing Models (Spring 2007) *instructor rating: 4.85 of 5*

BBA Marketing Research (Summer 2005) *instructor rating: 4.60 of 5*

EXECUTIVE EDUCATION

MBA Quant Boot Camp (Summer 2011)

TEACHING INTERESTS

Brand Analytics, Marketing Research, Marketing Strategy, Marketing Models, Sales Promotion

SERVICE

REVIEWING

Ad Hoc Reviewer, Journal of Marketing (2010)

Competitive Paper Reviewer, Association for Consumer Research Conference (2008, 2007)

Reviewer AMA Winter Marketing Educators Conference Competitive Paper – Strategy Track (2008, 2007, 2006, 2005, 2004)

GRADUATE STUDENTS

Dissertation Committee – Nita Umashankar (2008-2010)

Dissertation Committee – Jacob Brower (2009-2011)

Comprehensive Exam Committee – Joon Ro (2011)

Comprehensive Exam Committee – Richard Schaefer (2011)

Comprehensive Exam Committee – Saim Kashmiri (2009)

Comprehensive Exam Committee – Jacob Brower (2008)

First Year Ph.D. Paper Advisor – Lan Liang (2012)

First Year Ph.D. Paper Reader – Niket Jindal (2010)

First Year Ph.D. Paper Reader – Joon Ro (2010)

First Year Ph.D. Paper Reader – Saim Kashmiri (2009)

First Year Ph.D. Paper Reader – Jacob Brower (2007)

Third Year Ph.D. Paper Reader – Niket Jindal (2011)

Third Year Ph.D. Paper Reader – Joon Ro (2011)

DEPARTMENT

Doctoral Advisory Committee (2009-2011)

Executive Committee (2011-2012)

Executive Committee (2008-2009)

Instructor, PEOPLE Minority Recruitment and Enrichment Program (Summer 2004, 2005, 2006)

COLLEGE

Texas MBA Core Curriculum Coordination

PERSONAL

INDUSTRY EXPERIENCE

Vice President/CIO (2000-2002) – telemanager.net, Cedar Rapids, IA

Director of Software Development (1999-2000) – Murdock Communications, Cedar Rapids, IA

Managing Partner (1996-1999) – Real World Solutions, Ames, IA

HONORS

Fellow, AMA Sheth Doctoral Consortium, University of Maryland College Park, July 2006

Phi Kappa Phi

Phi Beta Kappa

National Merit Scholar

PROFESSIONAL AFFILIATIONS

American Marketing Association

Institute for Operations Research and the Management Sciences