TY HENDERSON

Associate 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

Aribarg, Anocha, Thomas Otter, Daniel Zantedeschi, Greg M. Allenby, Taylor Bentley, David J. Curry, Marc Dotson, Ty Henderson, Elisabeth Honka, Rajeev Kohli, Kamel Jedidi, Stephan Seiler, Xin (Shane) Wang (2018), "Advancing Non-compensatory Choice Models in Marketing," *Customer Needs and Solutions*, **5**(1-2) 82-92.

Henderson, Ty and Qing Liu (2017), "Efficient Design and Analysis for a Selective Choice Process," *Journal of Marketing Research*, **54**(3), 430-446.

Aribarg, Anocha, Neeraj Arora, Ty Henderson and Youngju Kim (2014), "Private Label Imitation of a National Brand: Implications for Consumer Choice and Law," *Journal of Marketing Research*, **51**(6), 657-675.

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

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.

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.

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.

WORKING PAPERS

"Deciding Who's Responsible for a Sponsored Post: The Role of Closeness and Perceived Motives in Navigating Ambiguous Persuasion Attempts" *with Robina Ghosh and Wayne Hoyer*

"Speaking of Marketing: Understanding the Role of Marketing through Text Analysis of Regulatory Filings"

"Understanding Drivers of Patient Experience in U.S. Hospitals"

"Efficient Analysis of Multivariate Binary Data with Pólya Gamma Auxiliary Variables" *with Qing Liu*

"A Bivariate Timing Model of User Acquisition and Retention of a Mobile Wallet," *with Lan Liang and Garrett Sonnier*

"Brand, Social Cause Association: An In-Market Assessment of Promotion Effectiveness," *with Frank Piotrowski and Neeraj Arora*

CONFERENCE PRESENTATIONS

"Speaking of Marketing: Understanding the Value-Relevance of Marketing through Text Analysis of Regulatory Filings", *Marketing Science Conference*, 13 June 2020.

"Heterogeneous Regularization and Classification Models for Panel Data", *Marketing Science Conference*, 15 June 2018.

"Efficient Analysis for Multivariate Binary Data with Pólya Gamma Auxiliary Variables", *Marketing Science Conference*, 10 June 2017.

"Modeling Consideration Using Pólya Gamma Auxiliary Variables", *Triennial Choice Symposium*, Lake Louise, AB, 16 May 2016.

"Efficient Design and Analysis for a Selective Choice Process", *Marketing Science Conference,* Baltimore, MD, 18 June 2015.

"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"
        Market Research for Brand Innovation   28 April 2015

"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

2012: 3M Tenure-Track Research Grant ($8,000)

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

MS Marketing Faculty Award (Spring 2020)

Jim Nolen Award for Excellence in Graduate Teaching (Spring 2018)

Texas MBA Working Professional Teaching Honor Roll (Spring 2018)

MS Marketing Faculty Award (Spring 2017)

Trammell/CBA Foundation Teaching Award for Assistant Professors (Spring 2015)

McCombs Award for Teaching Innovation (Spring 2014)

MBA Applause Teaching Award for MBA Core Teaching (Fall 2013)

MBA Applause Teaching Award for MBA Core Teaching (Fall 2012)

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

CLASSES TAUGHT

PhD Marketing Models (Fall 2018) *instructor rating: 5 of 5 (n=7)*

DMBA Marketing Analytics (Fall 2020)

DMBA Marketing Analytics (Fall 2019) *instructor rating: 4.5 of 5 (n=88)*

DMBA Marketing Analytics (Fall 2018) *instructor rating: 4.9 of 5 (n=73)*

DMBA Marketing Analytics (Fall 2017) *instructor rating: 4.4 of 5 (n=73)*

MS Statistics for Marketing (Summer 2019) *instructor rating: 4.8 of 5 (n=50)*

MS Statistics for Marketing (Summer 2018) *instructor rating: 4.9 of 5 (n=37)*

MS Statistics for Marketing (Summer 2017) *instructor rating: 3.6 of 5 (n=34)*

MS Statistics for Marketing (Summer 2016) *instructor rating: 4.7 of 5 (n=14)*

MS Marketing Analytics II (Spring 2017) *instructor rating: 4.9 of 5 (n=14)*

MSBA Marketing Analytics II (Spring 2017) *instructor rating: 4.7 of 5 (n=35)*

MBA Analysis of Markets (Fall 2019) *instructor rating: 4.66 of 5 (n=171)*

MBA Analysis of Markets (Fall 2018) *instructor rating: 4.76 of 5 (n=195)*

MBA Analysis of Markets (Fall 2017) *instructor rating: 4.68 of 5 (n=196)*

MBA Analysis of Markets (Fall 2016) *instructor rating: 4.78 of 5 (n=176)*

MBA Analysis of Markets (Fall 2015) *instructor rating: 4.51 of 5 (n=174)*

MBA Analysis of Markets (Fall 2014) *instructor rating: 4.61 of 5 (n=184)*

MBA Analysis of Markets (Fall 2013) *instructor rating: 4.82 of 5 (n=134)*

MBA Analysis of Markets (Fall 2012) *instructor rating: 4.64 of 5 (n=108)*

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

MSTC Quant Boot Camp
January 2020, April 2019, January 2019, April 2018, January 2018, April 2017, January 2017, April 2016, January 2016, April 2015, January 2015

MBA Quant Boot Camp
August 2020, August 2019, August 2018, August 2017, August 2016, August 2015, August 2014, August 2013, August 2012, August 2011

TEACHING INTERESTS

Brand Analytics, Marketing Research, Predictive Analytics, Marketing Mix Models, Sales Promotion

SERVICE

REVIEWING

Ad Hoc Reviewer –

    Journal of Consumer Research, Journal of Marketing, International Journal of Research in Marketing, Journal of Retailing

Competitive Paper Reviewer –

    Association for Consumer Research Conference, Winter AMA Winter Marketing Educators Conference

GRADUATE STUDENTS

Dissertation Committee Co-Chair –

    Lan Liang (2017) *placement: University of Colorado, Denver*

Dissertation Committee Member –

    Tito Grillo (current)
    Tushmit Hasan (current)
    Nandini Ramani (2019) *placement: Texas A&M University*
    Chandra Srivastava (2019) *placement: industry*
    Hyunkyu Sean Jang (2017) *placement: Governors State University*
    Richard Schaefer (2015) *placement: Rutgers University*
    Joon Ro (2014) *placement: Tulane University*
    Sandeep Arora (2013) *placement: University of Manitoba*
    Jacob Brower (2011*) placement: Queens University*
    Nita Umashankar (2010) *placement: Georgia State University*

Comprehensive Exam Committee –

    Andreas Kraft (2019), Mike Lan (2017), Elia Rho (2016), Xinying Hao (2015), Zhuping Liu (2014), Lan Liang (2013), Joon Ro (2011), Richard Schaefer (2011), Saim Kashmiri (2009), Jacob Brower (2008)

First Year Ph.D. Paper Advisor –

    Robina Ghosh (2020), Lan Liang (2012)

First Year Ph.D. Paper Reader –

    Mahdi Nikijad (2019), Xinying Hao (2015), Niket Jindal (2010), Joon Ro (2010), Saim Kashmiri (2009), Jacob Brower (2007)

Third Year Ph.D. Paper Advisor –

    Lan Liang (2014)

Third Year Ph.D. Paper Reader –

    Zhuping Liu (2014), Niket Jindal (2011), Joon Ro (2011)

DEPARTMENT

Faculty Recruiting Chair (2019-2020, 2018-2019, 2017-2018)

Research Seminar Series Coordinator (2008-2009)

Doctoral Advisory Committee (2009-2011)

Executive Committee (2008-2009, 2011-2012, 2013-2014, 2014-2015, 2016-2017, 2018-2019, 2019-2020)

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

COLLEGE

College Workforce Committee

College Database Committee

Texas MBA Core Curriculum Coordination

Texas MBA Preview Weekend Presenter (2019, 2018, 2017, 2012-2015)

Texas MBA Women's Forum Presenter (2019, 2016, 2015)

Texas MBA Military Forum Presenter (2018, 2017, 2016, 2015)

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