

## Rex Du

Professor of Marketing  
Shelby H. Carter, Jr., and Patricia Carter Regents Professorship

McCombs School of Business  
University of Texas at Austin

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### **Education**

Ph.D., Marketing, 2005  
Duke University, Fuqua School of Business, Durham, North Carolina

Bachelor of Engineering, Industrial Foreign Trade (Major), Automatic Control (Minor), 1996  
Shanghai Jiaotong University, Shanghai, China

### **Employment**

Professor, Shelby H. Carter, Jr., and Patricia Carter Regents Professorship, Fall 2022 – present  
Professor, Alvin & Helene Eicoff Professorship, Summer 2021 – Summer 2022  
University of Texas at Austin, McCombs School of Business, Austin, Texas

Bauer Professor, Fall 2017 – Summer 2021  
Director of PhD Programs, Fall 2017 – Summer 2020  
Marvin Hurley Professor, Fall 2016 – Fall 2017  
Marvin Hurley Associate Professor, Summer 2009 (tenured) – Summer 2016  
University of Houston, Bauer College of Business, Houston, Texas

Assistant Professor, Fall 2005 – Spring 2009  
University of Georgia, Terry College of Business, Athens, Georgia

Research Assistant, Summer 1996 – Summer 1999  
China Europe International Business School, Shanghai, China

### **Honors and Awards**

- 2023, 24 & 25 – EMBA Faculty Honor Roll
- 2021 – Lucile and Leroy Melcher Excellence in Teaching Award
- 2020 – Nominee, Robert D. Buzzell MSI Best Paper Award

- 2018 – Inaugural Class of Marketing Science Institute Scholars  
Described as "among the most prominent marketing scholars in the world"
- 2018 – Runner Up in the MSI Research Priorities Working Paper Competition
- 2018 – Great Teaching Excellence Award for Outstanding EMBA Professor of the Year
- 2017 – William F. O'Dell Award Finalist  
The award honors the JMR article published five years ago that has made the most significant, long-term contribution to marketing theory, methodology, and/or practice
- 2016 – Co-Chair  
27<sup>th</sup> Annual AMA Advanced Research Techniques Forum, Boston, MA, June
- 2015 – Program Committee Member  
26<sup>th</sup> Annual AMA Advanced Research Techniques Forum, San Diego, CA, June
- 2015 – Invited Speaker  
Marketing EDGE Professor's Institute, Southern Methodist University, Dallas, TX, January
- 2014 – Best Paper Award  
25<sup>th</sup> Annual AMA Advanced Research Techniques Forum, Santa Fe, NM, June
- 2009 – 2017 Bauer Fellowship  
Bauer College of Business, University of Houston
- 2012 – Lucile and Leroy Melcher Excellence in Research Award  
Bauer College of Business, University of Houston
- 2012 – Invited to attend the Professor's Institute by the Direct Marketing Education Foundation, Dallas, TX, January
- 2012 – Program Committee Member  
23<sup>rd</sup> Annual AMA Advanced Research Techniques Forum, Seattle, WA, June
- 2011 – Best Paper Award  
22<sup>nd</sup> Annual AMA Advanced Research Techniques Forum, Desert Springs, CA, June
- 2009 – Marketing Science Institute Young Scholar  
Recognized by the Marketing Science Institute as leaders of the next generation of marketing academics
- 2009 – Invited to attend the Third Thought Leadership Conference on Customer Management, September, Germany

- 2009 – Invited as speaker at the First Academy of Marketing Science Doctoral Consortium, July, Norway
- 2009 – Terry-Sanford Award for Research  
Terry College of Business, University of Georgia
- 2008 – Grant from the David D. Lattanze Center @ Loyola College for research on consumer perception of online product ratings
- 2007 – H. Paul Root Award Finalist  
The award is given by members of the Journal of Marketing editorial review board to a paper that has made a significant contribution to the advancement of the practice of marketing, and is cosponsored by the American Marketing Association and the Marketing Science Institute
- 2005 – Jim Kobs Best Paper Award  
17<sup>th</sup> Annual Direct Marketing Education Foundation Educators’ Conference
- 2003 – Alden G. Clayton Award  
For winning the annual Marketing Science Institute Dissertation Competition
- 2003 – American Marketing Association Doctoral Consortium Fellow
- 2002 – INFORMS Society of Marketing Science Doctoral Consortium Fellow

### **Publications (Peer-Reviewed)**

1. Hsieh, Tsung-Yiou, Rex Du, and Shijie Lu (2025), “Leveraging Large-Scale Granular Single-Source Data for TV Advertising: An Identification Strategy,” forthcoming @ **Marketing Science**.
2. Du, Rex and Tsung-Yiou Hsieh (2023), “Leveraging Online Search Data as a Source of Marketing Insights,” **Foundations and Trends in Marketing**, 17(4), 227-291.
3. Lu, Guanyi, Rex Du, and David Peng (2022), “The Impact of Schedule Consistency on Shift Worker Productivity: An Empirical Investigation,” **Manufacturing & Service Operations Management**, 24(5), 2780-2795.
4. Du, Rex, Oded Netzer, David Schweidel, and Deb Mitra (2021), “Capturing Marketing Information to Fuel Growth,” **Journal of Marketing**, 85(1), 163-183.
5. Lu, Chongyu and Rex Du (2020), “Consumer Click Through Behavior Across Devices in Paid Search Advertising,” **Journal of Advertising Research**, 60(4), 394-406.

6. Du, Rex, Linli Xu, and Kenneth Wilbur (2019), “Immediate Responses of Brand Search and Price Search to TV Ads,” **Journal of Marketing**, 83(4), 81-100.
  - Selected as a “10 Best” paper (of 164 submitted) at the 2016 ARF Re!Think Conference
  - Accepted into the MSI Working Paper Series
7. Du, Rex, Mingyu Joo, and Kenneth Wilbur (2019), “Advertising and Brand Attitudes: Evidence from 575 Brands over Five Years,” **Quantitative Marketing and Economics**, 17, 257-323.
  - Finalist, 2020 Robert D. Buzzell MSI Best Paper Award
  - Runner Up, MSI 2018-2020 Research Priorities Working Paper Competition
8. Damangir, Sina, Rex Du, and Ye Hu (2018), “Uncovering Patterns of Product Co-Consideration: A Case Study of Online Vehicle Price Quote Request Data,” **Journal of Interactive Marketing**, 42, 1-17.
  - Lead Article
9. Du, Rex, Ye Hu, and Sina Damangir (2015), “Leveraging Trends in Online Searches for Product Features in Market Response Modeling,” **Journal of Marketing**, 79(1), 29-43.
  - Best Paper Award at the 25<sup>th</sup> Annual AMA Advanced Research Techniques Forum
10. Du, Rex and Wagner Kamakura (2015), “Improving the Statistical Performance of Tracking Studies Based on Repeated Cross-Sections with Primary Dynamic Factor Analysis,” **International Journal of Research in Marketing**, 32(1), 94-112.
11. Hu, Ye, Rex Du, and Sina Damangir (2014), “Decomposing the Impact of Advertising: Augmenting Sales with Online Search Data,” **Journal of Marketing Research**, 51(3), 300-319.
12. Lee, Eunkyu, Richard Staelin, Weon Yoo, and Rex Du (2013), “A “Meta” Analysis of Multi-Brand, Multi-Outlet Channel Systems,” **Management Science**, 59(9), 1950-1969.
13. Du, Rex and Wagner Kamakura (2012), “Quantitative Trendspotting,” **Journal of Marketing Research**, 49(4), 514-536.
  - William F. O’Dell Award Finalist  
The award honors the JMR article published five years ago that has made the most significant, long-term contribution to marketing theory, methodology, and/or practice
  - Best Paper Award at the 22<sup>nd</sup> Annual AMA Advanced Research Techniques Forum
14. Kamakura, Wagner and Rex Du (2012), “How Economic Contractions and Expansions Affect Expenditure Patterns,” **Journal of Consumer Research**, 39(2), 229-247.

15. Du, Rex and Wagner Kamakura (2011), “Measuring Contagion in the Diffusion of Consumer Packaged Goods,” **Journal of Marketing Research**, 48(1), 28-47.
16. Du, Rex and Wagner Kamakura (2008), “Where Did All That Money Go? Understanding How Consumers Allocate Their Consumption Budget,” **Journal of Marketing**, 72(6), 109-131.
17. Du, Rex, Wagner Kamakura, and Carl Mela (2007), “Size and Share of Customer Wallet,” **Journal of Marketing**, 71(April), 94-113.
  - Finalist for the Marketing Science Institute/H. Paul Root Award for significant contribution to the advancement of the practice of marketing
  - Jim Kobs Best Paper Award at the 17<sup>th</sup> Annual Direct Marketing Education Foundation Educators’ Conference
18. Du, Rex and Wagner Kamakura (2006), “Household Life Cycles and Lifestyles in the United States,” **Journal of Marketing Research**, 43(1), 121-132.
19. Moorman, Chris, Rex Du, and Carl Mela (2005), “The Effect of Standardized Information on Firm Survival and Marketing Strategies,” **Marketing Science**, 24(2), 263-274.
20. Du, Rex, Eunkyu Lee, and Richard Staelin (2005), “Bridge, Focus, Attack, or Stimulate: Retail Category Management Strategies with a Store Brand,” **Quantitative Marketing and Economics**, 3(4), 393-418.
21. Du, Rex and John Farley (2001), “Research on Technological Innovation as Seen through the Chinese Looking Glass,” **Journal of Enterprising Culture**, 9(1), 53-89.
22. Clarke, Thomas and Rex Du (1998), “Corporate Governance in China: Explosive Growth and New Patterns of Ownership,” **Long Range Planning**, 31(2), 239-251.

### **Other Publications**

- Du, Rex (2011), “Univariate Techniques,” **Wiley International Encyclopedia of Marketing**, John Wiley & Sons, 283-288.
- Du, Rex (2011), “Research Reliability and Validity,” **Wiley International Encyclopedia of Marketing**, John Wiley & Sons, 249-253.

### **Manuscripts Under Review / Work-in-Progress / Working Papers**

1. Sridhar, Sachin and Rex Du (2026), “When Every Rating Is Five: How Review Text Signals Quality in Credence Services,” under first review at *Journal of Marketing*.

2. Qian, Jiang, Ye Hu, and Rex Du (2026), “Digital Inequality in E-Commerce: How Mobile Dependence May Disadvantage Vulnerable Populations,” under first review at *Journal of Public Policy and Marketing*.
3. Qian, Jiang, Ye Hu, Rex Du, and Ed Blair (2026), “Tipping Behavior and Group Size: Evidence from NYC Taxi Rides,” under first review at *Cornell Hospitality Quarterly*.
4. Lemaire, Alain, Mingzhang, Yin, and Rex Du (2026), “From Correlation to Causation in Video Advertising: A Multimodal Framework for Estimating the Causal Impact of Creative Elements,” manuscript under revision for submission to *Marketing Science*.
5. Gurlek, Ragip, Daniel McCarthy, Stephen Samaha, Rex Du, and Donald Lee (2026), “Modeling the Evolution of Customer Balances,” manuscript under revision for submission to *International Journal of Research in Marketing*.
6. Du, Rex and William Shibuya (2026), “From Marketing to HR: How Customer-Based Brand Equity Drives Job Seekers’ Willingness to Work for A Brand,” manuscript under revision for submission to *Journal of Marketing Research*.
7. Du, Rex and William Shibuya (2026), “Should Net Scores Be Used? Investigating Positive-Negative Asymmetries in Customer-Based Brand Equity Measures,” manuscript under revision for submission to *Journal of Marketing Research*.
8. Qian, Jiang, Rex Du, and Ye Hu (2025), “Modeling the Diffusion of Demand for Rapid Life Cycle Products.”
9. Du, Rex and Tsung-Yiou Hsieh (2022), “Assessing the Potential of Addressable Linear TV Advertising,” *Marketing Science Institute Working Paper Series*.
10. Shibuya, William and Rex Du (2021), “Well-known vs. Well-liked – Empirical Regularities about Brand Awareness and Brand Image.”
11. Fischer, Marc, Rex Du, and Tobias Hornig (2018), “How Accurate Are Commercial Brand Valuation Methods?”
12. Lu, Chongyu and Rex Du (2018), “To Click or Not to Click: The Interaction Between Organic and Paid Search Results.”
13. Du, Rex and Xueming Luo (2015), “Real-time Brand Health Indexing: Synthesize and Smooth Data from Multi-Indicator Multi-Brand Trackers.”
14. Du, Rex and Wagner Kamakura (2011), “Identifying Growth Potentials with Internal Benchmarking across Product Categories and Markets.”

15. Du, Rex, Qiyu Jason Zhang, and Georgiana Craciun (2010), “The Good, the Bad, and the Uncertain: A Bayesian Model to Understand Consumer Perception of Online Product Ratings.”
16. Du, Rex (2010), “A Structural Model of Household Demands over the Lifecycle.”
17. Dass, Mayukh, Srinivas Reddy, and Rex Du (2010), “Bidder Recognition and Key Bidders in Online Auctions.”

### **Conference Presentations and Invited Talks**

“Leveraging Large-Scale Granular Single-Source Data for TV Advertising”

- Marketing Effectiveness Accelerator, Advertising Research Foundation, New York, NY, November 2025

“Performance Above Replacement: Identifying Predictors of High Value Add Listing Agents from 1.2 Million Residential Real Estate Transactions”

- Marketing Science Conference at University of Sydney, June 2024
- Central South University, Hunan, China, November 2023

“Leveraging Granular TV Viewing Data for Causal Identification of Ad Effects”

- Marketing Science Conference at University of Miami, Miami, FL, June 2023

“Dynamic Addressable TV Advertising over the Customer Lifecycle”

- Advertising Research Foundation Attribution & Analytics Accelerator, November 2022

“Assessing the Potential of Addressable Linear TV Advertising”

- Baruch College, Marketing Seminar, February 2022
- Advertising Research Foundation Audience Science Conference, September 2021
- University of Texas at Austin, Marketing Seminar, March 2021

“Capturing Information to Fuel Growth”

- Marketing Science Conference at University of Roma Tre, Rome, Italy, June 2019

“Immediate Responses of Online Brand Search and Price Search to TV Ads”

- Columbia University, Marketing Seminar, May 2019

“Consumer Click Through Behavior Across Devices in Paid Search Advertising”

- Marketing Science Conference at Temple University, Philadelphia, PA, June 2018

“A Large Scale Descriptive Study of Shopping Search Patterns”

- Marketing Science Conference at Temple University, Philadelphia, PA, June 2018

“Putting “Life” into Customer Lifetime Value Models”

- Wells Fargo DataWise Conference, San Francisco, CA, November 2017

“Digital Responses to Advertisement in Traditional Media: Toward a Deeper Understanding of TV Ads and Post-ad Spikes in Online Searches”

- Central South University, Hunan, China, July 2017
- International Forum of Marketing Science & Applications, Hunan University, China, 2017
- 28<sup>th</sup> Annual AMA Advanced Research Techniques Forum, Seattle, WA, June 2017
- Theory + Practice in Marketing Conference, Darden School of Business, University of Virginia, Charlottesville, VA, May 2017.
- Texas Marketing Faculty Research Colloquium, Baylor University, Waco, TX, March 2017

“How Do TV Ads Drive Search Spikes”

- Marketing Science Conference at Fudan University, Shanghai, China, June 2016
- Greater-China Conference on Mobile Big Data Marketing, Hong Kong, June 2016
- UC San Diego, Marketing Seminar, San Diego, CA, June 2016

“To Click or Not to Click: The Interaction Between Organic and Paid Search Results”

- Marketing Science Conference at Fudan University, Shanghai, China, June 2016
- Georgetown University, Marketing Seminar, Washington, DC, October 2015

“Leveraging Online Search Trends in Marketing Models”

- University of Southern California, Doctoral Seminar, Los Angeles, CA, August 2015

“Improving the Performance of Tracking Studies”

- 26<sup>th</sup> Annual AMA Advanced Research Techniques Forum, San Diego, CA, June 2015

“Tutorial: Leveraging Online Search Trends in Marketing Research”

- 26<sup>th</sup> Annual AMA Advanced Research Techniques Forum, San Diego, CA, June 2015

“Leveraging Trends in Online Searches for Product Features in Market Response Modeling”

- Marketing EDGE Professor’s Institute, Southern Methodist University, Dallas, TX, Jan. 2015
- 25<sup>th</sup> Annual AMA Advanced Research Techniques Forum, Santa Fe, NM, June 2014 (**Best Paper Award**)

“Leveraging Big Data on Co-consideration in Market Response Modeling”

- Marketing Science Conference at Emory University, Atlanta, GA, June 2014

“Real-Time Measurement of Brand Health with Continuous Tracking Surveys”

- 24<sup>th</sup> Annual AMA Advanced Research Techniques Forum, Chicago, IL, June 2013
- University of Illinois at Urbana-Champaign, Marketing Seminar, April 2013
- Texas A&M University, College Station, Marketing Seminar, March 2013
- University of Texas at Austin, Marketing Seminar, Austin, TX, March 2013

“Structural Dynamic Factor Analysis for Quantitative Trendspotting”

- Hunan University, Hunan, China, August 2012
- Cheung Kong Graduate School of Business, Beijing, China, July 2012

- University of Texas at Dallas, Frank M Bass UTD-FORMS Conference, Feb. 2012
- University of Maryland, Marketing Seminar, October 2011
- University of Tennessee, Business Analytics Forum, October 2011
- Direct/Interactive Marketing Research Summit by DMEF, Boston, MA, October 2011
- Marketing Science Conference at Rice University, Houston, TX, June 2011
- 22<sup>nd</sup> Annual AMA Advanced Research Techniques Forum, Desert Springs, CA, June 2011  
**(Best Paper Award)**

“Determining Shopper Innovativeness and Forecasting Trial Sales Using Frequent-Shopper Card Data”

- Marketing Science Conference at University of Michigan, Ann Arbor, MI, June 2009

“Identifying Growth Potentials with Internal Benchmarking across Product Categories and Markets”

- Harvard University, School of Business, Marketing Seminar, April 2009
- Georgia Research Symposium, Georgia Institute of Technology, March 2009
- University of Houston, Bauer College of Business, November 2008
- University of Virginia, Darden School of Business, November 2008
- Marketing Science Conference at the University of British Columbia, Vancouver, British Columbia, Canada, June 2008
- 19<sup>th</sup> Annual AMA Advanced Research Techniques Forum, Asheville, NC, June 2008

“A Structural Model of Household Demands over the Lifecycle”

- Columbia University, Marketing Seminar, December 2005

“Imputing Share of Customer Category Requirements”

- 17<sup>th</sup> Annual DMEF Educators’ Conference, Atlanta, GA, October 2005 **(Best Paper Award)**
- Marketing Science Conference at Emory University, Atlanta, GA, June 2005

“Customer Valuation” (September - November 2004)

- Purdue University
- University of Arizona
- University of Massachusetts
- UCLA
- University of Connecticut
- Harvard University
- Dartmouth College
- Cornell University
- University of Georgia
- Georgetown University
- China Europe International Business School

“A Flexible Aggregate Demand Model for Many SKUs”

- Marketing Science Conference at the University of Alberta, Edmonton, Canada, June 2002

## Teaching [Overall Course Instructor Score of Student Evaluation]

- EMBA Analysis of Markets, UT (2023, 24, 25) [5.0 out of 5]
- MBA and MS CRM & Database Marketing, UT (2023) [5.0 out of 5]
- BBA Data Analytics for Marketing, UT (2023) [4.5 out of 5]
- Ph.D. Marketing Research Methods, UT (2022, 24) [4.9 out of 5]
- BBA Customer Analytics and Database Marketing, UT (2022, 24) [4.6 out of 5]
- MBA and MS Advanced Marketing Analytics, UH (2020 to 20221) [4.9 out of 5]
- MBA and MS CRM & Database Marketing, UH (2019 to 2021) [4.6 out of 5]
- MS Customer Relationship Management, Duke University (2020) [6.8 out of 7]
- BBA Database Marketing, UH (2019 to 2020) [4.9 out of 5]
- EMBA Marketing Administration, UH (2016 to 2018) [4.9 out of 5]
- BBA Marketing Research, UH (2010 to 2015) [4.7 out of 5]
- MBA and MMR, Customer Relationship Management, University of Georgia (2006 to 2008)
- BBA Marketing Research, University of Georgia (2005 to 2008)
- Undergraduate Marketing Management, Duke University (2003)

## Doctoral Dissertation Committees

- UT – Chair for Sachin Sridhar (2025 – IIM Bangalore)
- UT – Member for Sitan Li (2024 – University of Tennessee)
- UH – Chair for Tsung-Yiou Hsieh (2023 – Oklahoma State University)
- UH – Chair for William Shibuya (2022 – Alfred University)
- UH – Co-chair for Jiang Qian (2020 – University of Sydney)
- UH – Chair for Chongyu Lu (2017 – Pace University)
- UH – Co-chair for Sina Damangir (2014 – San Francisco State University)
- UH – Co-chair for Carmen Liutec (2013 – University of Houston-Victoria)
- UH – Member for Willy Bolander (2011 – Florida State University)
- UGA – Member for Mayukh Dass (2008 – Texas Tech University)

## Professional Activities and Affiliations

- Editorial Review Board, *Journal of Marketing Research* (2020 – present)
- Editorial Review Board, *International Journal of Research in Marketing* (2021 – present)
- Ad hoc reviewer, *Journal of Marketing*
- Ad hoc reviewer, *Marketing Science*
- Ad hoc reviewer, *Management Science*
- Ad hoc reviewer, *Quantitative Marketing and Economics*
- Ad hoc reviewer, *Journal of Consumer Research*
- Ad hoc reviewer, *Journal of Retailing*
- Ad hoc reviewer, *Journal of Interactive Marketing*
- Ad hoc reviewer, *Journal of the Academy of Marketing Science*
- Ad hoc reviewer, *Marketing Letters*
- Ad hoc reviewer, *Journal of Advertising Research*

- American Marketing Association
- INFORMS Society for Marketing Science
- Marketing Science Institute

### **Corporate Collaboration and Consulting**

- Financial Services: Wells Fargo / Bank of America / CitiMortgage / PNC / Amegy Bank
- Consumer Package Goods: Kellogg's / General Mills / Pepsi / Georgia Pacific
- Market Research & Analytics: MetrixLab / Kantar / comScore / Fulcrum / 84.51° / Wizer / SimilarWeb
- Automotive: Chrysler / Autometrics / Ford / Gulf State Toyota / General Motors
- Interactive Marketing: Forthea Interactive Marketing / LG Ads / FPW Media / Google
- Retailing: Kroger / Giant Eagle / JCPenney
- Others: Comcast / Eli Lilly / Microsoft / David Weekley Homes / Houston Symphony