

# MARCEL GOIC.

Department of Industrial Engineering, University of Chile  
Av. República 701, Santiago, Chile  
(56-2) 2978-4810

[mgoic@dii.uchile.cl](mailto:mgoic@dii.uchile.cl)

## **Employment**

---

20011- UNIVERSIDAD DE CHILE Santiago, Chile  
Department of Industrial Engineering  
Assistant Professor of Marketing

## **Education**

---

2005-2011 CARNEGIE MELLON UNIVERSITY Pittsburgh, USA  
Ph.D. INDUSTRIAL ADMINISTRATION, Marketing (2011)  
M.Sc. INDUSTRIAL ADMINISTRATION, Marketing (2007)

1996-2003 UNIVERSITY OF CHILE Santiago, Chile  
MASTER IN OPERATIONS MANAGEMENT, School of Engineering (2003).  
INDUSTRIAL ENGINEER, School of Engineering (2003).  
BACHELOR IN ENGINEERING, School of Engineering (2001).

## **Research Interests**

---

Retail Management, Pricing and Assortment Planning, Decision Support Systems, Online Marketing, Database Marketing, Bayesian Statistics.

## **Research Grants**

---

Principal Investigator, Fondecyt, Project # 11121434 “Customer Behavior in Multichannel Environments” (awarded by Conicyt, Chile, equivalent to NSF)

## **Honors**

---

- “Best Graduated Engineer”, award for the best excellent academic performance and personal qualities, Chilean Board of Engineering (2004).
- “Best Teaching Assistant” award, for three consecutive years. Industrial Engineering Department, University of Chile (2000, 2001, 2002).
- “Outstanding Student Performance” award (top 5% of 4000 students), School of Engineering, University of Chile, 1997, 1998, 1999, 2000, 2001.
- Scholarship for graduate studies (Master in Operations Management, University of Chile) CONICYT, 2002.
- “Presidential Fellowship” granted by the Chilean Government to conduct Doctoral Studies (2005-2008).
- William Larimer Mellon Fellowship, Carnegie Mellon University (2005-2009)

## Research

---

- Published Papers
  - **M. GOIC**, M. BOSCH AND J.P CASTRO (2013) “Detecting Inefficiently Managed Categories in a Retail Store” forthcoming in *Journal of Operational Research Society*.
  - R. EPSTEIN, **M. GOIC**, A. WEINTRAUB, J. CATALAN, P. SANTIBAÑEZ, R. URRUTIA, R. CANCINO, S. GAETE, A. AGUAYO, F.CARO (2012) “Long Term Production Chain Optimization in Open Pit and Underground Copper Mines” *Operation Research*, Vol 60, No 1 pp 4-17.
  - **M. GOIC**, K. JERATH AND K. SRINIVASAN (2011) “Cross Markets Discounts,” *Marketing Science*, Vol 30, No 1, pp 134-148.
- Manuscripts under review:
  - A. MONTGOMERY AND **M. GOIC**, “Making Better Pricing Decisions with Implied Priors” (2010). Under Second Round Review in *Marketing Science*.
- Working papers :
  - **M. GOIC**, K. JERATH AND K. KALYANAM (2013) “Marketing Attribution in a Multichannel Customer Relationship Setting”
  - **M. GOIC** AND A. MONTGOMERY (2010) “Inferring Competitor Pricing with Incomplete Information”
- Other Publications (In Spanish):
  - M. BOSCH, **M. GOIC** AND J. GOÑI “Promociones: Más que Rebajas de Precios”, Trend Management (2006)
  - **M. GOIC**. AND C. CABALLERO (2005) “Aplicación de Algoritmos Genéticos para el Mejoramiento del Proceso de Programación del Rodaje en la Industria del Cine Independiente” Documentos de Trabajo, Serie de Gestión No 73. Departamento de Ingeniería Industrial, Universidad de Chile.
  - M BOSCH, **M. GOIC**. AND M. JARA (2005): “Diseño de un Instrumento de Estimación de Impacto para Eventos Auspiciados por Una Empresa Periodística” Documentos de Trabajo, Serie de Gestión No 70. Departamento de Ingeniería Industrial, Universidad de Chile.
  - R. EPSTEIN, J. DUHART AND **M. GOIC**, (2003): “Estructura de Clusters e Innovación Tecnológica en Chile” (Translation: Cluster Structures and Technological Innovation in Chile). Revista de Ingeniería de Sistemas, Vol XVII, N°1.

## Presentations

---

- Conference presentations (presenter in bold):
  - **M. GOIC**, R. MONTOYA AND R. ÁLVAREZ (2014) “The Effect of Online Promotions on Offline Sales”. Marketing Science Conference, Atlanta, USA.
  - **M. GOIC**, K. JERATH AND K. KALYANAM (2013): “Marketing Attribution in a Multichannel Customer Relationship Setting”. Marketing Science Conference, Istanbul, Turkey.
  - **M. GOIC**, K. JERATH AND K. KALYANAM (2013): “Marketing Attribution in a Multichannel Customer Relationship Setting”. INFORMS Annual Meeting, Minneapolis, USA.
  - **M. GOIC** AND R. GARCÍA (2012): “Dynamic Assortment Planning for a Penny Auctions Website”. Marketing Science Conference, Boston, USA.
  - **M. GOIC** AND A. MONTGOMERY (2011): “Inferring Competitor Pricing with Incomplete Information”. Marketing Science Conference, Houston, USA.
  - A. MONTGOMERY AND **M. GOIC** (2008): “On the Information of the Feasible Set in Pricing Decisions”. Marketing Science Conference, Vancouver, Canada.
  - M. BOSCH, **M. GOIC** AND J. CASTRO, (2006): “Detecting Inefficiently Managed Categories at a Supermarket”. Marketing Science Conference, Pittsburgh, USA.

- Invited Talks:
  - “A Bayesian Approach to Optimal Pricing Using Business Rules”. Pricing and Revenue Management Workshop, Universidad Torcuato Di Tella, Buenos Aires, Argentina (May, 2014)
  - “Diseño de Estrategias Integradas de Comunicación entre Múltiples Canales,” VI Versión Seminario Gestión de Retail: Un Enfoque Analítico, Santiago Chile, (January, 2014)
  - “Nuevas Tendencias en la Industria de Retail”, Sesión Plenaria – Ingeniería Comercial, Universidad Andrés Bello, Santiago, Chile (September, 2012)
  - “Marketing Planning in the Social Network Era,” Seminario Internacional en Redes Sociales: Desafíos en la Empresa, Santiago, Chile (July, 2012)
  - “Incorporación de Heterogeneidad en Decisiones Comerciales: Aplicaciones en la Industria del retail,” IV Versión Seminario Gestión de Retail: Un Enfoque Analítico, Santiago Chile, (January, 2011)