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RESEARCH INTERESTS

Empirical Modeling, Platforms and Network Effects, Entertainment Industries, Strategy

EDUCATION

2005 Ph.D. Economics, Claremont Graduate University
2001 M.A. Economics, Claremont Graduate University
1999 B.A. Economics & B.A. Political Science, Westfield State College

CERTIFICATE

2006 The Art and Craft of Discussion Leadership, Harvard Business School
Publishing

EMPLOYMENT HISTORY

2022 – present Associate Professor of Marketing (with tenure), Carlos Alvarez College of
Business, University of Texas at San Antonio
2020 – present Marketing Department PhD Program Coordinator, Carlos Alvarez College
of Business, University of Texas at San Antonio
2015 – 2022 Associate Professor of Marketing (without tenure), Carlos Alvarez
College of Business, University of Texas at San Antonio
2013 – 2015 Academic Director of MBA and EMBA Programs, Foster College of
Business, Bradley University (annual revenues of U.S. \$2 million+)
2011 – 2015 Associate Professor of Economics (with tenure), Foster College of
Business, Bradley University
2005 – 2011 Assistant Professor of Economics, Foster College of Business, Bradley
University
2004 – 2005 Adjunct Professor of Economics, Claremont Graduate University
2003 – 2005 Visiting Professor of Economics, Loyola Marymount University

2002 Lecturer in Statistics, Pomona College

VISITING PROFESSORSHIPS

2022 April University of Münster, Münster, Germany

2021 March University of Münster, Münster, Germany

2018 September University of Münster, Münster, Germany

2017 October University of Münster, Münster, Germany

2016 September University of Münster, Münster, Germany

AWARDS AND HONORS

2022 Best Paper: Ethics, Sustainability and Public Policy track, American Marketing Association Summer Marketing Educators' Conference

2022 Carlos Alvarez College of Business Dean's Distinguished Research Award

2022 Nominated for the University of Texas at San Antonio President's Distinguished Achievement Award: Tenure-Track Research Achievement

2021 Carlos Alvarez College of Business Col. Jean Piccione and Lt. Col. Philip Piccione Endowed Research Award

2021 Carlos Alvarez College of Business Dean's Distinguished Research Award

2020 Nominated for the University of Texas at San Antonio President's Distinguished Achievement Award: Tenure-Track Teaching Excellence

2020 AMS Review/Sheth Foundation Doctoral Competition for Conceptual Articles – Pallav Routh (Advisor: Richard Gretz)

2019 Best Conference Theme Paper on Liability of Foreignness in the Digital Age, Academy of International Business – South East Conference

2019 Best Paper: The Numbers Game: Pricing in the Eyes of Consumers and Firms Track, American Marketing Association Summer Marketing Educators' Conference

2015 Best Paper: New Products and Innovation Track, American Marketing Association Summer Marketing Educators' Conference

2010	Keynote Address, Missouri Valley Economics Association
2005	Cura Personalis Award, Loyola Marymount University Economics Society
2004	Professor of the Year, Loyola Marymount University Economics Society
2002 – 2003	Claremont Graduate University Haynes Grant Recipient
1999 – 2001	Fellowship, School of Politics and Economics, Claremont Graduate University
1999	President’s Award (Valedictorian), Westfield State College

SUMMARY OF SCHOLARLY WORK

Quality of Journal Publications and Requested Revisions According to Alvarez COB & AJG Rankings*

Journal Level	Publications	Requested Revisions
Alvarez COB Elite	<ol style="list-style-type: none"> 3. <i>Journal of Marketing, 2022</i> 2. <i>Journal of Marketing, 2022</i> 1. <i>Journal of Monetary Economics, 2004</i> 	1. <i>Strategic Management Journal, 2nd Round R&R</i>
AJG Elite	<ol style="list-style-type: none"> 1. <i>Journal of the Academy of Marketing Science, 2019</i> 	
AJG 4	<ol style="list-style-type: none"> 2. <i>Journal of Product Innovation Management, 2021</i> 1. <i>Journal of Retailing, 2013</i> 	
AJG 3	<ol style="list-style-type: none"> 4. <i>Industrial Marketing Management, 2019</i> 3. <i>Marketing Letters, 2017</i> 2. <i>Journal of Technology Transfer, 2012</i> 1. <i>Journal of Economic Behavior and Organization, 2010</i> 	
AJG 2	<ol style="list-style-type: none"> 3. <i>International Journal of Consumer Studies, 2022</i> 2. <i>Journal of Cultural Economics, 2020</i> 1. <i>Contemporary Economic Policy, 2009</i> 	
AJG 1	<ol style="list-style-type: none"> 3. <i>Atlantic Economic Journal, 2010</i> 2. <i>Global Economy Journal, 2010</i> 1. <i>Global Economy Journal, 2007</i> 	

*AJG Elite is the highest journal ranking, followed by AJG 4, AJG 3, and so on. Alvarez COB Elite journals are a subset of AJG Elite and AJG 4. AJG Ranking by the Academic Journal Guide (2021) of the Chartered Association of Business Schools [available at <https://charteredabs.org/academic-journal-guide-2021/>].

PEER REVIEWED PUBLICATIONS

23. Stewart Miller, **Richard T. Gretz**, Joshua Walker, Mitchell Katona, Christian Jacobsen, Nitin Das, John Calhoun, and Edward Sako (2022), “Dealing with Endogeneity in Non-Randomized Medical Studies: A Study of Acute Kidney Injury Following Cardiopulmonary Bypass Surgery,” *Health Services and Outcomes Research Methodology*, forthcoming.

22. BJ Allen, **Richard T. Gretz**, Mark B. Houston and Suman Basuroy (2022), “Halo or Cannibalization? How New Software Entrants Impact Sales of Incumbent Software in Platform Markets,” *Journal of Marketing*, 86 (3), 59-78. (**Alvarez COB Elite; AJG Elite**)
21. Qiang (Kris) Zhou, BJ Allen, **Richard T. Gretz**, and Mark B. Houston (2022), “Platform Exploitation: When Service Agents Defect with Customers From Online Service Platforms,” *Journal of Marketing*, 86 (2), 105-125. (**Alvarez COB Elite; AJG Elite**)
20. Reto Felix, Eva González, Raquel Castaño, Lorena Carrete, and **Richard T. Gretz** (2022), “When the Green in Green Packaging Backfires: Gender Effects and Perceived Masculinity for Environmentally-Friendly Products,” *International Journal of Consumer Studies*, 46 (3), 925-943. (**AJG 2**)
19. BJ Allen, Deepa Chandrasekaran, and **Richard T. Gretz** (2021), “How Can Platforms Decrease Their Dependence on Traditional Indirect Network Effects? Innovating Using Platform Envelopment,” *Journal of Product Innovation Management*, 38 (5), 497-521. (**AJG 4**)
18. Suman Basuroy, S. Abraham Ravid, **Richard T. Gretz**, and BJ Allen (2020), “Is Everybody an Expert? An Investigation into the Impact of Professional Versus User Reviews on Movie Revenues,” *Journal of Cultural Economics*, 44 (1), 57-96. (**AJG 2**)
17. Stan Renard and **Richard T. Gretz** (2019), “Music, Death, and Profits: Variables Contributing to the Surge in Sales After an Artist’s Death,” *Journal of the Music & Entertainment Industry Educators Association*, 19 (1), 137-162.
16. **Richard T. Gretz**, Ashwin Malshe, Carlos Bauer, and Suman Basuroy (2019), “The Impact of Superstar and Non-Superstar Software on Hardware Sales: The Moderating Role of Hardware Lifecycle,” *Journal of the Academy of Marketing Science*, 47 (3), 394-416. (**AJG Elite**)
15. **Richard T. Gretz** and Ashwin Malshe (2019), “Rejoinder to ‘Endogeneity Bias in Marketing Research: Problem, Causes and Remedies’,” *Industrial Marketing Management*, 77, 57-62. (**AJG 3**)
14. Vithala R. Rao, S. Abraham Ravid, **Richard T. Gretz**, Jialie Chen, and Suman Basuroy (2017), “The Impact of Advertising Content on Movie Revenues,” *Marketing Letters*, 28 (3), 341-355. (**AJG 3**)
13. Joshua J. Lewer and **Richard T. Gretz** (2014), “Economic Integration and the Gravity Model: Explaining Immigration Patterns to Europe,” *Indian Journal of Economics and Business*, 13 (1), 91-102.
12. **Richard T. Gretz** and Suman Basuroy (2013), “Why Quality May Not Always Win: The Impact of Product Generation Life Cycles on Quality and Network Effects in High-Tech Markets,” *Journal of Retailing*, 89 (3), 231-300. (**AJG 4**)

11. Joseph A. Driscoll, Kelly R. Roos, and **Richard T. Gretz** (2013), “An Application of High-Performance Computing to a Complex Model of Software Utility,” *Journal of Financial and Economic Practice*, 13 (2), 15-25.
10. **Richard T. Gretz**, Jannett K. Highfill, and Robert C. Scott (2012), “R&D Subsidy Games: A Cost Sharing Approach vs. Reward for Performance,” *Journal of Technology Transfer*, 37 (4), 385-403. (**AJG 3**)
9. **Richard T. Gretz** (2010), “Hardware Quality vs. Network Size in the Home Video Game Industry,” *Journal of Economic Behavior and Organization*, 76 (2), 168-183. (**AJG 3**)
8. **Richard T. Gretz**, Joshua J. Lewer and Robert C. Scott (2010), “R&D, Risk, and the Role of Targeted Government R&D Programs,” *Journal of Economic Insight* (formerly *Journal of Economics*), 36 (1), 79-104.
7. **Richard T. Gretz** (2010), “Console Price and Software Availability in the Home Video Game Industry,” *Atlantic Economic Journal*, 38 (1), 81-94. (**AJG 1**)
6. **Richard T. Gretz** and Jannett Highfill (2010), “Recession, R&D Spending, and the Current Account: Bad News, Bad News, and a Little Encouragement,” *Global Economy Journal*, 10 (1), Article 7, 1-6. (**AJG 1**)
5. Joshua J. Lewer, R. Nicholas Gerlich, and **Richard T. Gretz** (2009), “Maximizing and Satisficing Consumer Behavior: Model and Test,” *Southwestern Economic Review*, 36 (1), 127-140.
4. **Richard T. Gretz**, Jannett Highfill, and Robert C. Scott (2009), “Strategic Research and Development Policy: Societal Objectives and the Corporate Welfare Argument,” *Contemporary Economic Policy*, 27 (1), 28-45. (**AJG 2**)
3. **Richard T. Gretz**, Jannett Highfill, and Robert C. Scott (2008), “R&D Allocation: Reliability vs. Customer Cost,” *Journal of Business and Leadership: Research, Practice, and Teaching*, 4 (2), 68-77.
2. **Richard T. Gretz**, Jannett Highfill, and Robert C. Scott (2007), “R&D Subsidies and Multinational Firm Ownership,” *Global Economy Journal*, 7 (1), Article 5, 1-54. (**AJG 1**)
1. Darren Filson and **Richard T. Gretz** (2004), “Strategic Innovation and Technology Adoption in an Evolving Industry,” *Journal of Monetary Economics*, 51 (1), 89-121. (**Alvarez COB Elite; AJG 4**)

RESEARCH GRANTS

Stanislas Renard and **Richard T. Gretz** (2018-2019), “Beyond the Grave: Variables Contributing to Music Consumption Increase After an Artist’s Death,” The Carolan Institute, **\$25,000**.

Suman Basuroy and **Richard T. Gretz** (2015-2018), “Bundling Strategy Over the Brand Lifecycle as a Response to Heterogeneous Consumer Motivations,” The Carolan Institute, **\$30,000**.

Richard T. Gretz (2012), “Estimating Backward Compatibility and Advertising Effects in Hardware/Software Industries Using High-Speed Parallel Processing Supercomputing Hardware,” Bradley University Office of Teaching Excellence and Faculty Development Research Grant, **\$5,660**.

Richard T. Gretz (2011), “Does Quality Really Win? How Product Life-Cycles Affect Quality Versus Network Effects in High-Tech Markets,” Foster College of Business Faculty Development Grant and University of Oklahoma, **\$7,200**.

Richard T. Gretz, Robert C. Scott, and Taina Tukiainen (2009-2011), “Networked Entrepreneurship” Tekes Research Grant (Finnish Government), **267,227€**.

Richard T. Gretz (2007), “Quality and Indirect Network Effects in the U.S. Home Video Game Industry,” Foster College of Business Faculty Development Grant, **\$7,000**.

Richard T. Gretz (2002-2003), “The Evolution of Market Leadership over the Lifecycle of a Product Generation,” Claremont Graduate University Haynes Dissertation Grant, **\$11,000**.

RESEARCH IN PROGRESS

ARTICLES IN THE REVIEW PROCESS

2. Steven Hyde, Eric A. Bachura, Jonathan Bundy, W. Gerry Sanders, and **Richard T. Gretz**, “The Tangled Webs We Weave: Examining the Effects of CEO’s Use of Deceptive Language on Analyst Recommendations”
*Under 2nd Round Review at *Strategic Management Journal* (**Alvarez COB Elite; AJG Elite**)
1. **Richard T. Gretz**, Myongjin Kim, and Suman Basuroy, “Backward Compatibility in Two-Sided Markets”
*Reject and Resubmit at *International Economic Review* (**Alvarez COB Elite; AJG 4**)

ARTICLES BEING PREPARED FOR SUBMISSION

Pallav Routh, **Richard T. Gretz**, and Daniel Kaimann, “Network Homogeneity and Platform Engagement”

Target: *Marketing Science* (**Alvarez COB Elite; AJG Elite**)

Qiang (Kris) Zhou, **Richard T. Gretz**, BJ Allen, Mark B. Houston, and Suman Basuroy, “Bundling in Platform Markets: A Two-Sided Matching Approach”

Target: *International Journal of Research in Marketing* (**AJG 4**)

Samantha Galvan and **Richard T. Gretz**, “Drink, but Please Don’t Drive: Spillover Effects of Ridesharing on Alcohol Sales and Drunk Driving Arrests”

Target: *Journal of Public Policy and Marketing* (**AJG 3**)

Yongseok Kim, Yeonjoo Park, Deepa Chandrasekaran, **Richard T. Gretz**, and Suman Basuroy, “The Impact of Post-Launch Continuous Improvement on User Engagement in Digital Products: Evidence from the Mobile Application Industry”

Target: *Journal of Marketing Research* (**Alvarez COB Elite; AJG Elite**)

Nora Pähler vor der Holte, Ronny Behrens, Paul-Vincent Mayr, **Richard T. Gretz**, and Thorsten Hennig-Thurau, “The Role of Traditional Advertising for Product Success in the Digital Era: The Case of Theatrical Movie Trailers”

Target: *Journal of the Academy of Marketing Science* (**AJG Elite**)

Carlos Bauer, Abhi Bhattacharya, **Richard T. Gretz**, and Suman Basuroy, “Distribution Strategies Among Complementary Products and Their Effect on Financial Performance: The Impact of Exclusive, Partially Exclusive or Non-Exclusive Models”

Target: *Journal of Marketing* (**Alvarez COB Elite; AJG Elite**)

Ishani Banerji, Kurt A. Carlson, Samuel Skowronek, and **Richard T. Gretz**, “Improving Sales of Returned Products by Providing the Reason for Return”

Target: *Journal of Marketing* (**Alvarez COB Elite; AJG Elite**)

Qiang (Kris) Zhou, Dengfeng Yan, and **Richard T. Gretz**, “The Effects of Numbered Brand Names on Product Performance: Evidence from the Video Game Industry”

Target: *Marketing Letters* (**AJG 3**)

ARTICLES IN EARLIER STAGES OF DEVELOPMENT

Yongseok Kim, Deepa Chandrasekaran, **Richard T. Gretz**, and Suman Basuroy, “An Empirical Investigation into the Performance of Foreign Mobile Applications: The Contingent Role of App Updates”

Jorge Pena Marin and **Richard T. Gretz**, “To Be or Not to Be Backward Compatible: Product Innovativeness Beliefs Influence Willingness to Pay for Backward (In)Compatible Products”

Samantha Galvan, **Richard T. Gretz**, Darren Filson, and Jill Rosok, “Diversity and Innovation: The Effect of Diverse Creator Teams on Video Game Characteristics and Sales”

Bingxuan Guo, Stan Renard, and **Richard T. Gretz**, “Do Musicians Sell More Physical Albums or Digital Downloads after they Die? Uncertainty vs. Time Scarcity in Mortality Salience”

Stanislas D. Renard, **Richard T. Gretz**, and Edward U. Bond, “The Impact of Artist Death on Competitor Sales in the Music Industry”

Kevin M. O’Brien and **Richard T. Gretz**, “The Effect of eBay Seller Reputation on Prices: A Natural Experiment”

OTHER WORKING PAPERS

Richard T. Gretz, Edward U. Bond, and Kevin M. O’Brien (2013), “Playing in Peoria: Effectiveness of Angel Investors”

Jannett K. Highfill, Kevin M. O’Brien, and **Richard T. Gretz** (2010), “The Election Prediction Market Effect on EBay Outcomes: Obama and McCain Memorabilia”

MEDIA EXPOSURE

Market Watch “[The ‘Prince effect’ – here’s exactly how much record sales boom when a rock star dies.](#)” (December 23, 2019) Brett Arends summarizes Renard and Gretz (2019) study on the impact of an artist’s death on their music sales

San Antonio Express-News “San Antonio UTSA professors find that rock stars’ sales boost after death continues for years.” (February 6, 2020) René A. Guzman summarizes Renard and Gretz (2019) study on the impact of an artist’s death on their music sales

INVITED PRESENTATIONS

Steven Hyde, Eric A. Bachura, Jonathan Bundy, W. Gerry Sanders, **Richard T. Gretz** (April 2022), “The Tangled Webs We Weave,” Spring Lightning Talks Series - New Models of Collaborative Research, Boise State University.

Pallav Routh, **Richard T. Gretz**, Daniel Kaimann (November 2021), “The Impact of Network Homogeneity on Platform Engagement in Video Game Systems,” Mollen Motion Picture Economics Conference, Yale School of Management, Yeshiva University, and University of Münster and Marketing Center Münster.

Qiang (Kris) Zhou, BJ Allen, **Richard T. Gretz**, and Mark B. Houston (April 2021), “Platform Exploitation: When Service Agents Defect with Customers from Online Service Platforms,” University of Texas Rio Grand Valley Marketing Department Brown Bag Series.

Nora Pähler vor der Holte, Ronny Behrens, **Richard T. Gretz**, and Thorsten Hennig-Thurau (September 2018), “The Role of Traditional Advertising for Product Success in the Digital Era: The Case of Theatrical Movie Trailers,” Mallen Motion Picture Economics Conference, University of Münster and Marketing Center Münster.

BJ Allen, **Richard T. Gretz**, Suman Basuroy (March 2018), “The Impact of New Product Introductions on the Existing Product Portfolio in High-Tech Markets,” 2nd Annual Robert S. Eckley Lecture in Economics, Bradley University.

BJ Allen, **Richard T. Gretz**, Suman Basuroy (November 2017), “The Impact of New Product Introduction on the Existing Product Portfolio in High-Tech Markets,” Mallen Motion Picture Economics Conference, Yale School of Management & Yeshiva University.

BJ Allen, **Richard T. Gretz**, Suman Basuroy (October 2017), “The Impact of New Product Introduction on the Existing Product Portfolio in High-Tech Markets,” Munster Marketing Department Brown Bag Series.

BJ Allen, Suman Basuroy, **Richard T. Gretz** (November 2016), “Dynamic Managerial Bundling Strategies Over the Product Lifecycle,” Mallen Motion Picture Economics Conference, Yale School of Management & Yeshiva University.

Carlos Bauer, **Richard T. Gretz**, and Suman Basuroy (November 2016), “Distribution Strategies Among Complementary Products and Their Effect on Financial Performance: The Impact of Exclusive, Partially Exclusive or Non-Exclusive Models,” Mallen Motion Picture Economics Conference, Yale School of Management & Yeshiva University.

BJ Allen, Suman Basuroy, and **Richard T. Gretz** (September 2016), “Dynamic Managerial Bundling Strategies Over the Product Lifecycle,” Munster Marketing Department Brown Bag Series.

Suman Basuroy, S. Abraham Ravid, **Richard T. Gretz**, and BJ Allen (September 2016), “How Critical are Expert Reviews in the Brave New World of Electronic Word of Mouth?” Big Data Big Movies: How Algorithms Transform the Film & TV Industry, Potsdam and Berlin, Germany.

BJ Allen, **Richard T. Gretz**, and Suman Basuroy (November 2015), “A High Tide Raises All Ships: The Halo Effect of Introducing New Superstar Products on Category Assortment Performance,” Mallen Motion Picture Economics Conference, Yale School of Management & Yeshiva University.

BJ Allen, Suman Basuroy, and **Richard T. Gretz** (November 2015), “Bundling as a Dynamic Product Strategy Across Product Lifecycle Stages,” Mallen Motion Picture Economics Conference, Yale School of Management & Yeshiva University.

Richard T. Gretz, Suman Basuroy, and Myongjin Kim (November 2014), “Backward Compatibility in Two-Sided Markets,” Mallen Motion Picture Economics Conference, Yale School of Management.

Richard T. Gretz (February 2012), “Quality vs. Network Effects in the U.S. Home Video Game Industry,” University of Oklahoma Visiting Scholar Seminar Series.

Richard T. Gretz (September 2011), “Software Quality, Killer Applications, and Network Effects: The Case of the U.S. Home Video Game Industry,” Illinois State University Seminar Series in Economics.

Richard T. Gretz (October 2010), “The Role of Quality and Network Effects in Network Industries,” Keynote Address: Missouri Valley Economics Association, St. Louis.

Richard T. Gretz (November 2009), “Network Effects and Excess Inertia,” Illinois Wesleyan University.

REFEREED PROCEEDINGS AND PRESENTATIONS

Ishani Banerji, Kurt A. Carlson, and **Richard T. Gretz**, “Using WOM to Overcome Consumer Aversion for Returned Products” *American Marketing Association Summer Educators’ Conference (forthcoming proceedings)*.

Award – Best Paper: Ethics, Sustainability and Public Policy Track

Dengfeng Yan, Qiang (Kris) Zhou, and **Richard T. Gretz** (2019), “The Divergent Effects of Even and Odd Brand Names on Consumer Responses to Iterated and Noniterated Products,” *American Marketing Association Summer Educators’ Conference Proceedings*, NGA-2.

Award – Best Paper: The Numbers Game: Pricing in the Eyes of Consumers and Firms Track

Yongseok Kim, Deepa Chandrasekaran, **Richard T. Gretz**, and Suman Basuroy (2019), “What Matters to Apps Going Global? The Role of Continuous Product Innovation on the Digitalized Products’ Foreign Market Performance,” *Academy of International Business -- Southeast US Conference Proceedings*, 97.

Award – Best Conference Theme Paper on Liability of Foreignness in the Digital Age

Dengfeng Yan, Qiang (Kris) Zhou, and **Richard T. Gretz** (2019), “The Divergent Effects of Even and Odd Brand Names on Consumer Responses to Iterated and Noniterated Products,” *American Marketing Association Summer Educators’ Conference Proceedings*, NGA-2.

Award – Best Paper: The Numbers Game: Pricing in the Eyes of Consumers and Firms Track

Qiang (Kris) Zhou, BJ Allen, **Richard T. Gretz**, and Mark B. Houston (2019), “When Do the Best Service Agents Decrease Customer Retention? An Investigation of Online Service Platforms, Customer Defection, and Platform Exploitation,” *American Marketing Association Summer Educators’ Conference Proceedings*, UXO-9.

Samantha Galvan and **Richard T. Gretz** (2019), “Workplace Gender Diversity and Financial Outcomes: Evidence from the Video Game Industry,” *American Marketing Association Summer Educators’ Conference Proceedings*, MFG-17-18.

Richard T. Gretz, BJ Allen, and Suman Basuroy (2017), “A Matching Model for Hardware and Software Bundles and an Application to the U.S. Home Video Game Industry,” *American Marketing Association Summer Educators’ Conference Proceedings*, F-35-36.

Suman Basuroy, Carlos Bauer, and **Richard T. Gretz** (2017), “Is the Best Always Desired the Most? Attribute-Based Choices in the Context of Complimentary Products,” *American Marketing Association Winter Educators’ Conference Proceedings*, D-53-54.

Carlos Bauer, **Richard T. Gretz**, and Suman Basuroy (2016), “Distribution Strategies Among Complementary Products and Their Effect on Financial Performance: The Impact of Exclusive, Temporally Exclusive or Nonexclusive Models,” *American Marketing Association Summer Educators’ Conference Proceedings*, F-45.

BJ Allen, **Richard T. Gretz**, and Suman Basuroy (2016), “Substitute or Complement? Exploring the Market Impact of New Product Introductions in High-Tech Markets,” *American Marketing Association Winter Educators’ Conference Proceeding*, J-4.

BJ Allen, **Richard T. Gretz**, and Suman Basuroy (2015), “A High Tide Raises All Ships: The Halo Effect of Introducing New Superstar Products on Category Assortment Performance,” *American Marketing Association Summer Educators’ Conference Proceedings*, J-7.

Award – Best Paper, New Products and Innovation Track

Richard T. Gretz and Suman Basuroy (2015), “The Effect of Superstar Software in the Video Game Industry: The Moderating Role of Product Generation Lifecycles,” *American Marketing Association Winter Educators’ Conference Proceedings*, F-12.

Richard T. Gretz, BJ Allen, and Suman Basuroy (2014), “Bundle Introduction as a Dynamic Product Strategy across Product Lifecycle Stages in Networked Markets,” *American Marketing Association Summer Educators’ Conference Proceedings*, I-19-20.

Richard T. Gretz and Suman Basuroy (2013), “The Impact of Quality and Network Effects Over the Generation Life-Cycle,” *American Marketing Association Winter Educators’ Conference Proceedings*, 43-44.

Richard T. Gretz and Suman Basuroy (2012), “Why Quality May Not Always Win: The Impact of Product Generation Life-Cycle on Quality and Network Effects in High-Tech Markets,” *American Marketing Association Summer Educators’ Conference Proceedings*, 349-350.

Richard T. Gretz and Jannett Highfill (2010), “International R&D Subsidy Games and Current Account Balances,” *International Trade and Finance Association Conference Papers*, Paper 1.

Richard T. Gretz, Jannett K. Highfill, and Robert C. Scott (2009), “The Design of Private Sector R&D Subsidies in Intra-Industry Trade Models: Subsidizing Inputs or Outputs,” *International Trade and Finance Association Conference Papers*, Paper 7.

Richard T. Gretz, Jannett K. Highfill, and Robert C. Scott (2007), “Subsidizing Private Sector R&D: Evidence for a Monopoly Innovator which Sells to Home and Foreign Markets,” *Fort Hays State University College of Business and Leadership, Business and Leadership Proceedings*.

Richard T. Gretz, Jannett Highfill, and Robert C. Scott (2007), “R&D Subsidies, Multinational Firm Ownership, and Exporting: Rule of Thumb Subsidy Rate,” *International Trade and Finance Association Conference Papers*, Paper 3.

REFEREED PRESENTATION (NOT IN PROCEEDINGS)

Ishani Banerji, **Richard T. Gretz**, and Kurt Carlson (2022), “Using WOM to Overcome Consumer Aversion for Returned Products,” American Marketing Association Marketing and Public Policy Conference, Austin, Texas.

Pallav Routh, **Richard T. Gretz**, and Daniel Kaimann (2021), “Spillover of Product Engagement in Add-ons: Side Effects of Network Homogeneity,” American Marketing Association Summer Academic Conference, Virtual.

Yongseok Kim, Deepa Chandrasekaran, **Richard T. Gretz**, Yeonjoo Park, and Suman Basuroy (2021), “The Impact of Post-Launch Continuous Product Development Activities on User Engagement in Digital Products: Evidence from the Mobile Application Industry,” 1st Artificial Intelligence in Management Workshop and Conference, University of Southern California.

Pallav Routh, **Richard T. Gretz**, and Daniel Kaimann (2020), “Demand Spillover of Add-ons: The Role of Network Homogeneity,” 42nd Annual ISMS Marketing Science Conference, Duke University.

Qiang (Kris) Zhou, BJ Allen, **Richard T. Gretz**, and Mark B. Houston (2020), “Platform Exploitation: When Service Agents Defect with Customers from Online Service Platforms,” Organizational Frontlines Research, San Diego.

Ishani Banerji, Kurt A. Carlson, Samuel Skowronek, and **Richard T. Gretz** (2020), “How Revealing the Reason for Return can Remove the ‘Ugh’ from Returned Products,” Society for Consumer Psychology, Huntington Beach.

Qiang (Kris) Zhou, BJ Allen, **Richard T. Gretz**, and Mark B. Houston (2020), “Online Platform for In-Home Healthcare: Customer Defection and Platform Exploitation,” American Economic Association, San Diego, Poster Presentation.

Stanislas Renard and **Richard T. Gretz** (2019), “Beyond the Grave: Variables Contributing to Increased Music Consumption After an Artist’s Death,” Music and Entertainment Industry Educators Association Summit, Nashville.

Richard T. Gretz, BJ Allen, Deepa Chandrasekaran, and Suman Basuroy (2019), “Dynamic Bundling Strategies in Two-Sided Markets,” American Marketing Association Winter Academic Conference, Austin.

Carlos Bauer, **Richard T. Gretz**, Ashwin Malshe and Suman Basuroy (2019), “Complementary Products, Distribution Strategies and Financial Performance: The Impact of Exclusive, Temporarily Exclusive and Non-Exclusive Strategies,” American Marketing Association Winter Academic Conference, Austin.

Richard T. Gretz, BJ Allen, Deepa Chandrasekaran, and Suman Basuroy (2018), “Dynamic Bundling Strategies in Platform and Two-Sided Markets,” 40th Annual ISMS Marketing Science Conference, Temple University.

Bingxuan Guo and **Richard T. Gretz** (2018), “Do Musicians Sell More Physical Albums or Digital Downloads After They Die? Uncertainty vs. Time Scarcity in Mortality Salience,” 40th Annual ISMS Marketing Science Conference, Temple University.

Stanislas Renard and **Richard T. Gretz** (2018), “Beyond the Grave: Variables Contributing to Increased Music Consumption After an Artist’s Death,” 40th Annual ISMS Marketing Science Conference, Temple University.

Kevin M. O’Brien and **Richard T. Gretz** (2017), “The Effect of eBay Seller Reputation on Prices: A Natural Experiment,” Missouri Valley Economics Association, Kansas City.

Richard T. Gretz, Myongjin Kim, and Suman Basuroy (2017), “Backward Compatibility in Two-Sided Markets,” 44th Annual Conference of the European Association for Research in Industrial Economics, Maastricht.

Richard T. Gretz, Myongjin Kim, and Suman Basuroy (2017), “Backward Compatibility in Two-Sided Markets,” 32nd Annual Congress of the European Economic Association; 70th European Meeting of the Econometric Society, Lisbon.

Richard T. Gretz, Suman Basuroy, and Carlos Bauer (2017), “Distribution Strategies of Complementary Products and Financial Performance: The Impact of Exclusive, Partially Exclusive or Non-Exclusive Models,” 39th Annual ISMS Marketing Science Conference, University of Southern California.

Deepa Chandrasekaran, **Richard T. Gretz**, and BJ Allen (2017), “The Moderating Role of Hardware Functionality on Indirect Network Effects of Software Products,” American Marketing Association Winter Educators’ Conference, Orlando.

Richard T. Gretz, Myongjin Kim, and Suman Basuroy (2016), “Backward Compatibility in Two-Sided Markets,” Tenth Annual UT Dallas Frank M. Bass FORMS Conference, Dallas.

Richard T. Gretz, Myongjin Kim, and Suman Basuroy (2015), “Backward Compatibility in Two-Sided Markets,” Western Economic Association International Annual Conference, Waikiki.

Richard T. Gretz, Myongjin Kim, and Suman Basuroy (2015), “Backward Compatibility in Two-Sided Markets,” International Industrial Organization Conference, Boston.

BJ Allen, Suman Basuroy, and **Richard T. Gretz** (2014), “Bundling as a Dynamic Product Strategy across Product Lifecycle Stages,” 36th Annual ISMS Marketing Science Conference, Emory University.

Richard T. Gretz and Suman Basuroy (2014), “Backward Compatibility in Two-Sided Markets,” 36th Annual ISMS Marketing Science Conference, Emory University.

Joseph A. Driscoll, Kelly R. Roos, and **Richard T. Gretz** (2013), “An Application of High-Performance Computing to a Complex Model of Software Utility,” International Mathematical Finance Conference, Miami.

Richard T. Gretz and Suman Basuroy (2011), “Why Quality May Not Always Win: Generation Life-Cycles, Quality, and Network Effects,” International Atlantic Economics Society, Washington D.C.

Edward U. Bond, **Richard T. Gretz**, and Kevin M. O’Brien (2010), “Will it Play in Peoria? Empirical Examination of an Entrepreneurship Center’s Services,” Missouri Valley Economics Association, St. Louis.

Edward U. Bond, **Richard T. Gretz**, and Kevin M. O’Brien (2010), “Will it Play in Peoria? Empirical Examination of an Entrepreneurship Center’s Services,” International Atlantic Economics Society, Charleston.

Jannett K. Highfill, Kevin M. O’Brien, and **Richard T. Gretz** (2010), “The Election Prediction Market Effect on EBay Outcomes: Obama and McCain Memorabilia,” International Atlantic Economics Society, Prague.

Richard T. Gretz and Jannett K. Highfill (2010), “Killer Applications and Network Effects: The Case of the U.S. Home Video Game Industry,” American Economic Association, Atlanta.

Richard T. Gretz and Jannett K. Highfill (2009), “Killer Applications and Network Effects: The Case of the U.S. Home Video Game Industry,” International Atlantic Economics Society, Boston.

Richard T. Gretz and Jannett K. Highfill (2009), “Killer Applications and Network Effects: The Case of the U.S. Home Video Game Industry,” Missouri Valley Economics Association, Kansas City.

Richard T. Gretz (2009), “Quality vs. Network Size in Markets Characterized by Indirect Network Effects,” Missouri Valley Economics Association, Kansas City.

Richard T. Gretz, Jannett K. Highfill, and Robert C. Scott (2009), “The Relationship of Price and Quality to Market Characteristics in Monopoly with Normally Distributed Reservation Prices,” Missouri Valley Economics Association, Kansas City.

Richard T. Gretz (2008), “Console Price and Software Availability in the Home Video Game Industry,” International Atlantic Economic Society, Montreal.

Richard T. Gretz, Jannett K. Highfill, and Robert C. Scott (2008), “R&D Policy in Differing Strategic Settings: Simultaneous vs. Sequential Quality/Quantity Choice,” Missouri Valley Economics Association, St. Louis.

Richard T. Gretz, Joshua Lewer and Robert C. Scott (2008), “R&D, Risk, and the Role of Targeted Government R&D Programs,” Missouri Valley Economic Association, St. Louis.

Richard T. Gretz, Jannett Highfill, and Robert C. Scott (2008), “R&D Allocation: Reliability vs. Customer Cost,” Fort Hayes State University Business and Leadership Symposium, Fort Hayes.

Richard T. Gretz, Joshua Lewer and Robert C. Scott (2008), “R&D, Risk, and the Role of Targeted Government R&D Programs,” Western Economic Association, Waikiki.

Joshua J. Lewer, R. Nicholas Gerlich, and **Richard T. Gretz** (2008), “Maximizing and Satisficing Behavior: Examining Online Consumption Patterns of Students,” Southwestern Society of Economists, Houston.

Joshua J. Lewer and **Richard T. Gretz** (2007), “Immigration Gravitas: Explaining European Immigration Patterns with the Gravity Model,” Missouri Valley Economics Association, Kansas City.

Richard T. Gretz, Joshua J. Lewer, and Robert C. Scott (2007), “R&D, Risk, and Subsidies,” International Atlantic Economic Association, Savannah.

Richard T. Gretz, Jannett Highfill, and Robert C. Scott (2007), “Subsidies Without Borders: The Advanced Technology Program and the Multinationals,” International Trade and Finance Association at the Allied Social Sciences Association National Meeting, Chicago.

Richard T. Gretz (2005), “Network Effects Do Not Always Lead to Monopoly Outcomes,” Western Economics Association International Conference, San Francisco.

Darren Filson and **Richard T. Gretz** (2003), “Strategic Innovation and Technology Adoption in an Evolving Industry,” Carnegie Rochester Conference on Public Policy, University of Rochester.

OTHER PRESENTATIONS

Carolina Cruz (Author & Presenter) and **Richard T. Gretz** (Advisor) (2019), “Streaming Killed the Radio Star: The Innovation of Music Discovery in the United States,” 2019 National Conference on Undergraduate Research, Kennesaw State University.

Carolina Cruz (Author & Presenter) and **Richard T. Gretz** (Advisor) (2018), “Pokemon Go and Super Mario Run: Brand Extensions in the Mobile Video Game Market and the Impact of Brand Dilution,” 2018 National Conference on Undergraduate Research, University of Central Oklahoma.

BJ Allen, **Richard T. Gretz**, and Suman Basuroy (2017), “The Impact of New Product Introductions on the Existing Product Portfolio in High-Tech Markets,” Big Data, Big Challenges: 2017 Conference, University of Texas at San Antonio.

Richard T. Gretz (2016), “How Much does Backward Compatibility Matter in the Home Video Game Industry?” Texas FreshAIR Big Data & Data Analytics Conference, University of Texas at San Antonio.

Richard T. Gretz and Amit K. Sinha (2013), “Point and Counterpoint: State of the University Finances,” Center for Business and Economic Research, Peoria.

Richard T. Gretz and Jannett K. Highfill (2010), “Killer Applications and Network Effects: The Case of the U.S. Home Video Game Industry,” Center for Business and Economic Research, Peoria.

Richard T. Gretz, Joshua J. Lewer, and Robert C. Scott (2008), “R&D, Risk, and the Role of Subsidies,” Center for Business and Economic Research, Peoria.

Richard T. Gretz (2008), “Innovation in Retail and the Changing Business Landscape: Wal-Mart,” Foster College of Business Administration Center for Economic Education, Illinois Economic Education Workshop for Clergy, Peoria.

Joshua J. Lewer and **Richard T. Gretz** (2007), “Immigration Gravitas: Explaining European Immigration Patterns with the Gravity Model,” Center for Business and Economic Research, Peoria.

Richard T. Gretz (2007), “The Effect of Immigration on the U.S. Economy,” Foster College of Business Administration Center for Economic Education, Illinois Economic Education Workshop for Clergy, Peoria.

Richard T. Gretz, Jannett Highfill, and Robert C. Scott (2006), “Why on Earth Would the U.S. Government Ever Subsidize a Firm (At Least Partially) Owned by Foreigners?” Center for Business and Economic Research, Peoria.

Richard T. Gretz (2006), “The Effect of Rising Oil Prices on the U.S. Economy,” Foster College of Business Administration Center for Economic Education, Illinois Economic Education Workshop for Clergy, Peoria.

Richard T. Gretz (2005), “Network Effects and Monopoly Outcomes,” Claremont Graduate School Student Conference, Claremont Graduate School.

Richard T. Gretz (2004), “Hedonic Price Indexes for Home Video Game Consoles,” Claremont Graduate School Student Conference, Claremont Graduate School.

TEACHING ACTIVITIES

SUMMARY OF PHD STUDENT MENTORSHIP

University of Texas at San Antonio PhD Students Mentored since 2015: Placements and Coauthored Papers

Student, Interview Year	Role on Diss. Cmte.	Placement	Coauthored Papers
Bradley (BJ) Allen, 2016	Member	U. of Arkansas	<ul style="list-style-type: none"> • JM (2022) • JM (2022) • JPIM (2021) • JCE (2020) • Preparing submission to IJRM
Jorge Pena Marin, 2016		U. of Cincinnati	<ul style="list-style-type: none"> • Reject at JM, preparing to resubmit
Carlos Bauer, 2017	Member	U. of Alabama	<ul style="list-style-type: none"> • JAMS (2019) • Preparing submission to JM
Steven Hyde (Mgmt.), 2019	Member	Boise State	<ul style="list-style-type: none"> • 2nd Round R&R at SMJ
Qiang (Kris) Zhou, 2020	Co-Chair	Renmin U. China	<ul style="list-style-type: none"> • JM (2022) • Preparing submission to IJRM • Preparing submission to MARK LETT
Bingxuan Guo		Indiana U. Kokomo	<ul style="list-style-type: none"> • Preparing submission to JM
Yongseok Kim, 2021	Co-Chair		<ul style="list-style-type: none"> • Reject at JM, preparing to resubmit JMR
Samantha Galvan, 2021	Co-Chair		<ul style="list-style-type: none"> • Preparing submission to JPPM
Pallav Routh, Expected 2022	Chair		<ul style="list-style-type: none"> • Preparing submission to MS

JM = *Journal of Marketing* (Alvarez COB Elite; AJG Elite); JMR = *Journal of Marketing Research* (Alvarez COB Elite; AJG Elite); MS = *Marketing Science* (Alvarez COB Elite; AJG Elite); SMJ = *Strategic Management Journal* (Alvarez COB Elite; AJG Elite); JAMS = *Journal of the Academy of Marketing Science* (AJG Elite); IJRM = *International Journal of Research in Marketing* (AJG 4); JPIM = *Journal of Product Innovation Management* (AJG 4); JPPM = *Journal of Public Policy and Marketing* (AJG 3); MARK LETT = *Marketing Letters* (AJG 3); JCE = *Journal of Cultural Economics* (AJG 2).

DISSERTATION COMMITTEE (CO-)CHAIR

Pallav Routh (Marketing, University of Texas at San Antonio). Co-Chair. Expected completion in 2023.

Samantha Galvan (Marketing, University of Texas at San Antonio). Co-Chair. Expected completion in 2022. Accepted Tenure-Track Position at Our Lady of the Lake University, starting 2022.

Yongseok Kim (Marketing, University of Texas at San Antonio). Co-Chair. Expected completion in 2022. Accepted Tenure-Track Position at University of San Diego, starting 2022.

Edem Klobodu (Marketing, University of Texas at San Antonio). Co-Chair. Degree completed in 2021. Accepted Post-Doctoral Position at University of North Carolina, Chapel Hill, 2021.

Qiang (Kris) Zhou (Marketing, University of Texas at San Antonio). Co-Chair. Degree completed in 2021. Accepted Tenure-Track Position at Renmin University China, 2021.

DISSERTATION COMMITTEE MEMBER

Federica Rossetti (Marketing, University of Texas at San Antonio). Expected completion in 2023.

Christiana Antwi-Obimpeh (Accounting, University of Texas at San Antonio). Expected completion in 2022.

Teena Philip (Accounting, University of Texas at San Antonio). Expected completion in 2022.

Kerron Joseph (Finance, University of Texas at San Antonio). Expected completion in 2022.

Yi Yin (Marketing, University of Texas at San Antonio). Expected completion in 2022.

Accepted Post-Doctoral Position at Northeastern University, starting 2022.

Steven Hyde (Management, University of Texas at San Antonio). Degree completed in 2020.

Accepted Tenure-Track Position at Boise State University, 2020.

Carlos Bauer (Marketing, University of Texas at San Antonio). Degree completed in 2018.

Accepted Tenure-Track Position at University of Alabama, 2018.

BJ Allen (Marketing, University of Texas at San Antonio). Degree completed in 2017. Accepted Tenure-Track Position at University of Arkansas, 2017. Assistant Professor of Marketing and Global Supply Chain at Brigham Young University as of 2021.

Sang-chul Jung (Economics, Claremont Graduate University). Degree completed in 2008.

Accepted Position at Korea Institute for Industrial Economics and Trade.

UNDERGRADUATE HONOR'S THESIS ADVISOR

Carolina Cruz (Economics, University of Texas at San Antonio). "Streaming Killed the Radio Star: The Innovation of Music Discovery in the United States." Completed December 2019.

FORMAL COURSES TAUGHT WHILE AT THE UNIVERSITY OF TEXAS AT SAN ANTONIO

UNIVERSITY OF TEXAS AT SAN ANTONIO

MKT 3013—Principles of Marketing (Undergraduate; 2015-2020; recent rating: 4.75/5.00 with 245 of 278 students filling out survey)

MKT 7063—Special Topics in Marketing: Applied Econometrics (PhD Course; 2016-2020; recent rating: 5.00/5.00)

MKT 5023—Marketing Management (EMBA; 2018; recent rating: 4.60/5.00)

UNIVERSITY OF MÜNSTER

Intensive Week Seminar—Applied Econometrics (PhD Course; 2016-2019, 2021-2022; recent rating: 4.66/5.00)

FORMAL COURSES TAUGHT PRIOR TO THE UNIVERSITY OF TEXAS AT SAN ANTONIO

BRADLEY UNIVERSITY

HON 101—Video Games and Network Economics (Honor’s Course)

BUS 631—Pricing and Competition (EMBA)

ECO 399—Economics of Innovation

ECO 221—Introduction to Microeconomics

ECO 300—Junior Colloquium

ECO 332—Intermediate Microeconomics

ECO 370—Game Theory

ECO 400—Senior Colloquium

ECO 506—Microeconomics Refresher (MBA)

ECO 606—Managerial Economics (MBA)

ECO 660—Independent Study for MBA Student—Jeff Okazaki

ECO 660—Independent Study for MBA Student—Chang Meng

Executive Development – Economics Module of “Powering Up”

LOYOLA MARYMOUNT UNIVERSITY

Introduction to Microeconomics

Introduction to Macroeconomics

Game Theory

Industrial Organization

CLAREMONT GRADUATE UNIVERSITY

1st Semester Microeconomic Theory for Graduate Students

Game Theory for PhD Students

POMONA COLLEGE

Business Statistics

SERVICE ACTIVITIES

SERVICE WHILE AT THE UNIVERSITY OF TEXAS AT SAN ANTONIO

ADMINISTRATIVE DUTIES

2020 – present Marketing Department PhD Program Coordinator
2021 – present Marketing Department Pre-PhD Research Advisor

DEPARTMENT LEVEL COMMITTEES

2021 – present Committee Member, Department Chair Search Committee
2020 – present Chair, Department PhD Committee
2021 Committee Member, Fixed Term Faculty Review Committee
2020 – 2021 Committee Member, Department Chair Search Committee
2015 – 2020 Committee Member, Department PhD Committee
2019 Committee Member, Management Faculty Search Committee
2015 Chair, Marketing Faculty Search Committee
2015 Committee Member, Guest Speaker Series

COLLEGE LEVEL COMMITTEES

2020 – present Member, PhD in Business Administration Programs Committee
2019 – present Committee Member, MBA Programs Committee
2020 Committee Member, Virtual Desktop Infrastructure Task Force
2018 Committee Member, PhD Innovation Group
2017 – 2018 Committee Member, Awards Selection Committee
2017 – 2018 Chair, MBA Programs Committee
2016 – 2017 Committee Member, MBA Programs Committee
2016 – 2018 Committee Member, MBA Seal Team
2015 – 2016 Committee Member, Executive Programs Committee

UNIVERSITY LEVEL COMMITTEES

2021 – present Global Leadership Certificate Oversight Committee

- 2020 – present Department of Marketing Representative on Faculty Senate
- 2020 – present Committee Member, Faculty Senate Budget Committee
- 2021 Committee Member, Vice President for University Relations Search Committee

PROFESSIONAL SERVICE

- 2022 – present Editorial Review Board for the ***Journal of Product Innovation Management (ABS 4)***

Referee for *Journal of the Academy of Marketing Science, Journal of Retailing, Journal of Product Innovation Management, Journal of Economic Behavior and Organization, IEEE Transactions on Engineering Management, Journal of Cultural Economics, Review of Industrial Organization, Journal of Economics and Business, Journal of Economic Insight (formerly Journal of Economics), Global Economy Journal, Economics of Innovation and New Technology, International Advances in Economic Research, American Marketing Association Summer Educators' Conference, American Marketing Association Winter Educators' Conference*

Member of *American Marketing Association, American Economic Association, Econometric Society, INFORMS*

SELECTED SERVICE PRIOR TO THE UNIVERSITY OF TEXAS AT SAN ANTONIO

BRADLEY UNIVERSITY

- 2010 – 2015 University Senator
- 2013 – 2015 Committee Member, University Graduate School Executive Committee
- 2013 – 2015 Chair, Foster College of Business EMBA Implementation Committee
- 2013 – 2015 Chair, Foster College of Business Graduate Curriculum Committee
- 2012 – 2013 Committee Member, University Resources Committee
- 2012 – 2013 Committee Member, General Education Revision Committee
- 2012 – 2013 Committee Member, Foster College of Business Administration Ad-Hoc Strategic Planning Committee
- 2007 Committee Member, Economics Department Recruitment Committee