

RICHARD T. GRETZ

University of Texas at San Antonio
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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

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

2016 – 2018 & University of Münster, Münster, Germany
2021 – 2023

AWARDS AND HONORS

2023 University of Münster, School of Business and Economics, Teaching Excellence Award
2023 UTSA Graduate School Innovation in Doctoral Programming Award
2021 – 2023 Carlos Alvarez College of Business Dean's Distinguished Research Award
2022 UTSA Graduate School Outstanding Graduate Mentor Award
2022 UTSA Graduate School Outstanding Dissertation Award – Dr. Kris Zhou (Advisor: Richard Gretz)
2022 Best Paper: Ethics, Sustainability and Public Policy track, AMA Summer Conference
2021 Carlos Alvarez College of Business Col. Jean Piccione and Lt. Col. Philip Piccione Endowed Research Award
2020 AMS Review/Sheth Foundation Doctoral Competition for Conceptual Articles – Dr. Pallav Routh (Advisor: Richard Gretz)
2019 Best Conference Theme Paper, AIB – South East Conference

2019	Best Paper: The Numbers Game: Pricing in the Eyes of Consumers and Firms Track, AMA Summer Conference
2015	Best Paper: New Products and Innovation Track, AMA Summer Conference
2005	Cura Personalis Award, Loyola Marymount University Economics Society
2004	Professor of the Year, Loyola Marymount University Economics Society
1999	President's Award (Valedictorian), Westfield State College

PEER REVIEWED PUBLICATIONS

24. Steven Hyde, Eric A. Bachura, Jonathan Bundy, Richard T. Gretz, and W. Gerry Sanders (2024), "The Tangled Webs We Weave: Examining the Effects of CEO Deception on Analyst Recommendations," *Strategic Management Journal*, 45 (1), 66-112.
23. Stewart Miller, Richard T. Gretz, Joshua Walker, Mitchell Katona, Christian Jacobsen, Nitin Das, John Calhoon, and Edward Sako (2023), "Dealing with Endogeneity in Non-Randomized Medical Studies: A Study of Acute Kidney Injury Following Cardiopulmonary Bypass Surgery," *Health Services and Outcomes Research Methodology*, 23, 166-184.
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.
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.
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.
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.
*Finalist for the 2021 Thomas P. Hustad JPIM Best Overall Paper Award
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.
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.
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.
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.
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.
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.
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.
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.
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.
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.
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.
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.

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.

INVITED PRESENTATIONS

- Stephany Castruita, Michael Wu, Richard T. Gretz, Suman Basuroy, and Wyatt A. Schrock (2023), "The Impact of Digitalization and Innovation on Movie Theatres: Evidence from the Mexican Movie Market," Mallen Motion Picture Economics Conference, Yeshiva University, University of Cambridge, University of Münster, Marketing Center Münster, and University of California at Los Angeles.
- Pallav Routh, Richard T. Gretz, Daniel Kaimann (October 2022), "Impact of Network Homogeneity and Platform Engagement," Brigham Young University Marketing Department Research Presentation.
- 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,” Mallen 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

- 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)

- Stephany Castruita, Michael Wu, Richard T. Gretz, and Suman Basuroy (2023), “The Impact of Digitalization and Innovation on Movie Theatres: Evidence from the Mexican Movie Market,” 2023 ISMS Marketing Science Conference, University of Miami.
- Ishani Banerji, Kurt A. Carlson, and Richard T. Gretz (2022), “Using WOM to Overcome Consumer Aversion for Returned Products” American Marketing Association Summer Educators’ Conference, Chicago.
*Award – Best Paper: Ethics, Sustainability and Public Policy Track
- 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.
- Ishani Banerji, Kurt A. Carlson, and Richard T. Gretz (2022), “Using WOM to Overcome Consumer Aversion for Returned Products,” Association of Collegiate Marketing Educators Annual Conference, New Orleans.
- Ishani Banerji, Kurt A. Carlson, and Richard T. Gretz (2022), “Using WOM to Overcome Consumer Aversion for Returned Products,” International Society for Marketing Spring Conference, Chicago.
- 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.

TEACHING

PHD MENTORING

DISSERTATION COMMITTEE (CO-)CHAIR WITH INITIAL PLACEMENT

Stephany Castruita. Chair. Expected completion in 2025.

Pallav Routh. Co-Chair. Assistant Professor at University of Wisconsin Milwaukee, 2023.

Samantha Galvan. Co-Chair. Assistant Professor at Our Lady of the Lake University, 2022.

Yongseok Kim. Co-Chair. Assistant Professor at University of San Diego, 2022.

Edem Klobodu Co-Chair. Post-Doc at University of North Carolina, Chapel Hill, 2021.

Qiang (Kris) Zhou Co-Chair. Assistant Professor at Renmin University China, 2021.

DISSERTATION COMMITTEE MEMBER WITH INITIAL PLACEMENT

Sonam Singh. Expected Completion in 2024

Heritage Oyelade (Finance). Expected completion in 2024.

Christiana Antwi-Obimpeh (Accounting). Expected completion in 2024.

Federica Rossetti. Assistant Professor at Rider University, 2023.

Teena Philip (Accounting). Post-Doc at the University of Texas at San Antonio, 2023.

Kerron Joseph (Finance). Assistant Professor at Western Kentucky University, 2022.

Yi Yin. Accepted Post-Doc at Northeastern University, 2022.

Steven Hyde (Management). Assistant Professor at Boise State University, 2020.

Carlos Bauer. Assistant Professor at University of Alabama, 2018.

BJ Allen. Assistant Professor at University of Arkansas, 2017.

Sang-chul Jung (Economics, Claremont Graduate University). Korea Institute for Industrial Economics and Trade.

TEACHING EXPERIENCE

UNIVERSITY OF TEXAS AT SAN ANTONIO

PHD

- Applied Econometrics in Marketing and Business Research

EMBA

- Marketing Management

UNDERGRADUATE

- Principles of Marketing

UNIVERSITY OF MÜNSTER

PHD

- Applied Econometrics
*Teaching Excellence Award for the 2021/2022 Academic Year

BRADLEY UNIVERSITY

EMBA

Pricing and Competition

EXECUTIVE DEVELOPMENT

Economics Module of “Powering Up” for Caterpillar Inc.

MBA

Managerial Economics
Microeconomics Refresher

UNDERGRADUATE

Game Theory
Intermediate Microeconomics
Economics of Innovation
Junior Colloquium
Senior Colloquium
Video Games and Network Economics (Honor’s Course)
Introduction to Microeconomics

LOYOAL MARYMOUT UNIVERSITY

UNDERGRADUATE

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

2023 Committee Member, Department Promotion and Tenure Guidance Committee
2022 Committee Member, Department Chair Search Committee
2022 Committee Member, Marketing Faculty Search Committee (Assistant)
2022 Committee Member, Marketing Faculty Search Committee (Advanced Assistant)
2020 – present Chair, Department PhD Committee
2021 Committee Member, Department Chair Search Committee
2021 Committee Member, Fixed Term Faculty Review Committee
2020 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

2022 Member, Graduate Curriculum Committee
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

2022 – present Department of Marketing Representative on Graduate Council
2022 – present Committee Member, Graduate Council Graduate Program and Courses Committee
2021 – present Global Leadership Certificate Oversight Committee
2020 – 2022 Department of Marketing Representative on Faculty Senate
2020 – 2022 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*
Ad hoc reviewer for *Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Retailing, Journal of Product Innovation Management, Marketing Letters, Industrial Marketing Management, Journal of Economic Behavior and Organization, Social Sciences and Humanities Research Council of Canada (SSHRC) Grant Application, 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, American Marketing Association Marketing and Public Policy 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