

Richard T. Gretz

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Research Interests

Empirical Modeling, Strategy, Entertainment Industries, Network Effects

Education

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

Certificate

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

Employment

Associate Professor of Marketing (without tenure), University of Texas at San Antonio, 2015 – present
Visiting Professor of Marketing, University of Münster, 2016, 2017.
Academic Director of MBA and EMBA Programs, Foster College of Business, Bradley University, 2013 – 2015, generating annual revenues of US \$2 million
Associate Professor of Economics (with tenure), Foster College of Business, Bradley University, 2011 – 2015
Assistant Professor of Economics, Foster College of Business, Bradley University, 2005 – 2011
Adjunct Professor of Economics, Claremont Graduate University, 2004 – 2005
Visiting Professor of Economics, Loyola Marymount University, 2003 – 2005
Lecturer in Statistics, Pomona College, 2002

Awards and Honors

Best Conference Them Paper, 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, 2019
Best Paper, New Products and Innovation Track, American Marketing Association Summer Marketing Educators' Conference, 2015
Keynote Address: Missouri Valley Economics Association, 2010
Cura Personalis Award, Loyola Marymount University Economics Society, 2005.
Professor of the Year, Loyola Marymount University Economics Society, 2004.
Claremont Graduate University Haynes Grant Recipient, 2002 – 2003.
Fellowship, School of Politics and Economics, Claremont Graduate University, 1999 – 2001.
President's Award (Valedictorian), Westfield State College, 1999.

Journal Articles

- “Is Everybody an Expert? An Investigation into the Impact of Professional vs User Reviews in the Movie Industry,” Suman Basuroy, S. Abraham Ravid, Richard T. Gretz, and BJ Allen, *Journal of Cultural Economics* (forthcoming): <https://doi.org/10.1007/s10824-019-09350-7>.
- “Music, Death, and Profits: Variables Contributing to the Surge in Sales After an Artist’s Death,” Stan Renard and Richard T. Gretz, *Journal of the Music and Entertainment Industry Educators Association* 19:1 (2019): 137-162.
- “The Impact of Superstar and Non-Superstar Software on Hardware Sales: The Moderating Role of Hardware Lifecycle,” Richard T. Gretz, Ashwin Malshe, Carlos Bauer, and Suman Basuroy, *Journal of the Academy of Marketing Science* 47:3 (2019): 394-416.
- “Rejoinder to ‘Endogeneity Bias in Marketing Research: Problem, Causes and Remedies’,” Richard T. Gretz and Ashwin Malshe, *Industrial Marketing Management* 77 (2019): 57-62.
- “The Impact of Advertising Content on Movie Revenues,” Vithala R. Rao, S. Abraham (Avri) Ravid, Richard T. Gretz, Jialie Chen, and Suman Basuroy, *Marketing Letters* 28:3 (2017): 341-355.
- “Economic Integration and the Gravity Model: Explaining Immigration Patterns to Europe,” Joshua J. Lewer and Richard T. Gretz, *Indian Journal of Economics and Business* 3:1 (2014): 91-102.
- “Why Quality May Not Always Win: The Impact of Product Generation Life Cycles on Quality and Network Effects in High-Tech Markets,” Richard T. Gretz and Suman Basuroy, *Journal of Retailing* 89:3 (2013): 231-300.
- “An Application of High-Performance Computing to a Complex Model of Software Utility,” Joseph A. Driscoll, Kelly R. Roos, and Richard T. Gretz, *Journal of Financial and Economic Practice* 13:2 (2013)
- “R&D Subsidy Games: A Cost Sharing Approach vs. Reward for Performance,” Richard T. Gretz, Jannett K. Highfill, and Robert C. Scott, *Journal of Technology Transfer* 37:4 (2012): 385-403.
- “Hardware Quality vs. Network Size in the Home Video Game Industry,” Richard T. Gretz, *Journal of Economic Behavior and Organization* 76:2 (2010): 168-183.
- “R&D, Risk, and the Role of Targeted Government R&D Programs,” Richard T. Gretz, Joshua J. Lewer and Robert C. Scott, *Journal of Economics* 36:1 (2010): 79-104.

- “Console Price and Software Availability in the Home Video Game Industry,” *Atlantic Economic Journal* 38:1 (2010): 81-94.
- “Recession, R&D Spending, and the Current Account: Bad News, Bad News, and a Little Encouragement” Richard T. Gretz and Jannett Highfill, *Global Economy Journal* 10:1 (2010): Article 7.
- “Maximizing and Satisficing Consumer Behavior: Model and Test,” Joshua J. Lewer, R. Nicholas Gerlich, and Richard T. Gretz, *Southwestern Economic Review* 36:1 (2009): 127-140.
- “Strategic R&D Policy: Societal Objectives and the Corporate Welfare Argument,” Richard T. Gretz, Jannett Highfill, and Robert C. Scott, *Contemporary Economic Policy* 27:1 (2009): 28-45.
- “R&D Allocation: Reliability vs. Customer Cost,” Richard T. Gretz, Jannett Highfill, and Robert C. Scott, *Journal of Business and Leadership: Research, Practice, and Teaching* 4:2 (2008): 68-77.
- “R&D Subsidies and Multinational Firm Ownership,” Richard T. Gretz, Jannett Highfill, and Robert C. Scott, *Global Economy Journal* 7:1 (2007): 1-54.
- “Strategic Innovation and Technology Adoption in an Evolving Industry,” Darren Filson and Richard T. Gretz, *Journal of Monetary Economics* 51:1 (January 2004): 89-121.

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

Research in Progress

Articles Currently Under Review

“Halo and Cannibalization Effects: How New Software Entrants Impact Incumbent Software In Two-Sided Markets,” BJ Allen, Richard T. Gretz, Mark B. Houston and Suman Basuroy.
Status: Second round at the *Journal of Marketing*.

“Platform Exploitation: When Service Agents Defect with Customers From Online Service Platforms,” Kris Zhou, BJ Allen, Richard T. Gretz, and Mark B. Houston.
Status: Second round at the *Journal of Marketing*

“When Software Leads Hardware: Platform Usefulness and Network Effects,” Deepa Chandrasekaran, Richard T. Gretz, and BJ Allen.

Status: First round at *Journal of Product Innovation Management*

“The Tangled Webs We Weave: Examining CEOs’ Use of Deceptive Language on Analyst Recommendations,” Steven Hyde, Eric A. Bachura, Jonathan Bundy, W. Gerry Sanders, and Richard T. Gretz.

Status: First round at *Strategic Management Journal*

Articles Being Prepared for Submission

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

Target: *Journal of Marketing*

“The Divergent Effects of Even- and Odd-Numbered Brand Names on Consumer Responses to Iterated and Noniterated Products,” Kris Zhou, Dengfeng Yan, and Richard T. Gretz.

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

Target: *Journal of Marketing*

“Bundling as a Dynamic Product Strategy across Product Lifecycle Stages,” Kris Zhou, Richard T. Gretz, B.J. Allen, and Suman Basuroy.

Articles in Earlier Stages of Development

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

“Post-Launch New Product Development Process: The Impact of Revision Updates on Mobile App’s Market Performance,” Yongseok Kim, Suman Basuroy, Deepa Chandrasekaran, and Richard T. Gretz.

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

“Software Updates as Customer Segmentation Tools,” Pallav Routh, Richard T. Gretz, and Daniel Kaimann.

“Backward Compatibility in Two-Sided Markets,” Richard T. Gretz, Myongjin Kim, and Suman Basuroy.

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

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

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

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

“Do People Drink More Alcohol When Ridesharing is Available?” Samantha Galvan and Richard T. Gretz.

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

Other Working Papers

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

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

Refereed Proceedings and Presentations

*Best Conference Theme Paper

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

* Best Paper, The Numbers Game: Pricing in the Eyes of Consumers and Firms Track

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

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

- “Workplace Gender Diversity and Financial Outcomes: Evidence from the Video Game Industry,” Samantha Galvan and Richard T. Gretz, *American Marketing Association Summer Educators’ Conference Proceedings*, 2019: MFG-17 – 18.
- “A Matching Model for Hardware and Software Bundles and an Application to the US Home Video Game Industry,” Richard T. Gretz, BJ Allen, and Suman Basuroy, *American Marketing Association Summer Educators’ Conference Proceedings*, 2017: F-35 – 36.
- “Is the Best Always Desired the Most? Attribute-Based Choices in the Context of Complimentary Products,” Carlos Bauer, Suman Basuroy, and Richard T. Gretz, *American Marketing Association Winter Educators’ Conference Proceedings*, 2017: D-53 – 54.
- “Distribution Strategies Among Complementary Products and Their Effect on Financial Performance: The Impact of Exclusive, Partially Exclusive or Non Exclusive Models,” Carlos Bauer, Richard T. Gretz, and Suman Basuroy, *American Marketing Association Summer Educators’ Conference Proceedings*, 2016: F-45.
- “Substitute or Complement? Exploring the Market Impact of New Product Introductions in High-Tech Markets,” BJ Allen, Richard T. Gretz, and Suman Basuroy, *American Marketing Association Winter Educators’ Conference Proceeding*, 2016: J-4.
- * Best Paper, New Products and Innovation Track
- “A High Tide Raises All Ships: The Halo Effect of Introducing New Superstar Products on Category Assortment Performance,” BJ Allen, Richard T. Gretz, and Suman Basuroy, *American Marketing Association Summer Educators’ Conference Proceedings*, 2015: 591.
- “The Effect of Superstar Software in the Video Game Industry: The Moderating Role of Product Generation Lifecycles,” Richard T. Gretz and Suman Basuroy. *American Marketing Association Winter Educators’ Conference Proceedings*, 2015: F-12.
- “Bundle Introduction as a Dynamic Product Strategy across Product Lifecycle Stages in Networked Markets,” B.J. Allen, Suman Basuroy, and Richard T. Gretz. *American Marketing Association Summer Educators’ Conference Proceedings*, 2014: 204 – 205.
- “The Impact of Quality and Network Effects Over the Generation Life-Cycle,” Richard T. Gretz and Suman Basuroy, *American Marketing Association Winter Educators’ Conference Proceedings*, 2013: 43 – 44.
- “Why Quality May Not Always Win: The Impact of Product Generation Life-Cycle on Quality and Network Effects In High-Tech Markets,” Richard T. Gretz and Suman Basuroy, *American Marketing Association Summer Educators’ Conference Proceedings*, 2012: 349 – 350.

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

“The Design of Private Sector R&D Subsidies in Intra-Industry Trade Models: Subsidizing Inputs or Outputs,” Richard T. Gretz, Jannett K. Highfill, and Robert C. Scott, *International Trade and Finance Association Conference Papers*, 2009. Paper 13.

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

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

Invited Presentations

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

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

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

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

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

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

- “Distribution Strategies Among Complementary Products and Their Effect on Financial Performance: The Impact of Exclusive, Partially Exclusive or Non Exclusive Models,” Carlos Bauer, Richard T. Gretz, Suman Basuroy. Mallen Motion Picture Economics Conference, Yale School of Management & Yeshiva University, November 2016.
- “Dynamic Managerial Bundling Strategies Over the Product Lifecycle,” BJ Allen, Suman Basuroy, Richard T. Gretz. Munster Marketing Department Brown Bag Series, September 2016.
- “How Critical are Expert Reviews in the Brave New World of Electronic Word of Mouth?” Suman Basuroy, S. Abraham (Avri) Ravid, Richard T. Gretz, and BJ Allen. Big Data Big Movies: How Algorithms Transform the Film & TV Industry, Potsdam and Berlin, Germany, September 22 – 23, 2016.
- “A High Tide Raises All Ships: The Halo Effect of Introducing New Superstar Products on Category Assortment Performance,” B.J. Allen, Richard T. Gretz, and Suman Basuroy. Mallen Motion Picture Economics Conference, Yale School of Management & Yeshiva University, November 2015.
- “Bundling as a Dynamic Product Strategy Across Product Lifecycle Stages,” B.J. Allen, Suman Basuroy, and Richard T. Gretz. Mallen Motion Picture Economics Conference, Yale School of Management & Yeshiva University, November 2015.
- “Backward Compatibility in Two-Sided Markets,” Richard T. Gretz, Suman Basuroy, and Myongjin Kim. Mallen Motion Picture Economics Conference, Yale School of Management, November 2014.
- “Quality vs. Network Effects in the U.S. Home Video Game Industry,” Richard T. Gretz, University of Oklahoma Visiting Scholar Seminar Series, February 2012.
- “Software Quality, Killer Applications, and Network Effects: The Case of the U.S. Home Video Game Industry,” Richard T. Gretz, Illinois State University Seminar Series in Economics, September 2011.
- “The Role of Quality and Network Effects in Network Industries,” Richard T. Gretz, Keynote Address: Missouri Valley Economics Association, St. Louis, October 29, 2010.
- “Network Effects and Excess Inertia,” Richard T. Gretz, Illinois Wesleyan University, November 5, 2009.

Refereed Presentation (Not in Proceedings)

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

- “How Revealing the Reason for Return can Remove the ‘Ugh’ from Returned Products,” Ishani Banerji, Kurt A. Carlson, Samuel Skowronek, and Richard T. Gretz. Society for Consumer Psychology, Huntington Beach, 2020.
- “Beyond the Grave: Variables Contributing to Increased Music Consumption After an Artist’s Death,” Stanislas Renard and Richard T. Gretz. Music and Entertainment Industry Educators Association Summit, Nashville, 2019.
- “Dynamic Bundling Strategies in Two-Sided Markets,” Richard T. Gretz, B.J. Allen, Deepa Chandrasekaran, and Suman Basuroy. American Marketing Association Winter Academic Conference, Austin, 2019.
- “Complementary Products, Distribution Strategies and Financial Performance: The Impact of Exclusive, Temporarily Exclusive and Non-Exclusive Strategies,” Carlos Bauer, Richard T. Gretz, Ashwin Malshe and Suman Basuroy. American Marketing Association Winter Academic Conference, Austin, 2019.
- “Dynamic Bundling Strategies in Platform and Two Sided Markets,” Richard T. Gretz, B.J. Allen, Deepa Chandrasekaran, and Suman Basuroy. 40th Annual ISMS Marketing Science Conference, Temple University, 2018.
- “Do Musicians Sell More Physical Albums or Digital Downloads After They Die? Uncertainty vs. Time Scarcity in Mortality Salience,” Bingxuan Guo and Richard T. Gretz. 40th Annual ISMS Marketing Science Conference, Temple University, 2018.
- “Beyond the Grave: Variables Contributing to Increased Music Consumption After an Artist’s Death,” Stanislas Renard and Richard T. Gretz. 40th Annual ISMS Marketing Science Conference, Temple University, 2018.
- “The Effect of eBay Seller Reputation on Prices: A Natural Experiment,” Kevin M. O’Brien and Richard T. Gretz. Missouri Valley Economics Association, Kansas City, 2017.
- “Backward Compatibility in Two-Sided Markets,” Richard T. Gretz, Myongjin Kim, and Suman Basuroy. 44th Annual Conference of the European Association for Research in Industrial Economics. Maastricht, 2017.
- “Backward Compatibility in Two-Sided Markets,” Richard T. Gretz, Myongjin Kim, and Suman Basuroy. 32nd Annual Congress of the European Economic Association; 70th European Meeting of the Econometric Society. Lisbon, 2017.
- “Distribution Strategies of Complementary Products and Financial Performance: The Impact of Exclusive, Partially Exclusive or Non Exclusive Models,” Richard T. Gretz, Suman Basuroy, Carlos Bauer. 39th Annual ISMS Marketing Science Conference, University of Southern California, 2017.

- “The Moderating Role of Hardware Functionality on Indirect Network Effects of Software Products,” Deepa Chandrasekaran, Richard T. Gretz, and BJ Allen. American Marketing Association Winter Educators’ Conference, Orlando, 2017.
- “Backward Compatibility in Two-Sided Markets,” Richard T. Gretz, Myongjin Kim, and Suman Basuroy. Tenth Annual UT Dallas Frank M. Bass FORMS Conference, Dallas, 2016
- “Backward Compatibility in Two-Sided Markets,” Richard T. Gretz, Myongjin Kim, and Suman Basuroy. Western Economic Association International Annual Conference, Waikiki, 2015
- “Backward Compatibility in Two-Sided Markets,” Richard T. Gretz, Myongjin Kim, and Suman Basuroy. International Industrial Organization Conference, Boston, 2015
- “Bundling as a Dynamic Product Strategy across Product Lifecycle Stages,” B.J. Allen, Suman Basuroy, and Richard T. Gretz. 36th Annual ISMS Marketing Science Conference, Emory University, 2014.
- “Backward Compatibility in Two-Sided Markets,” Richard T. Gretz and Suman Basuroy. 36th Annual ISMS Marketing Science Conference, Emory University, 2014.
- “An Application of High-Performance Computing to a Complex Model of Software Utility,” Joseph A. Driscoll, Kelly R. Roos, and Richard T. Gretz, International Mathematical Finance Conference, Miami, 2013.
- “Why Quality May Not Always Win: Generation Life-Cycles, Quality, and Network Effects,” Richard T. Gretz and Suman Basuroy, International Atlantic Economics Society, Washington D.C., 2011.
- “Will it Play in Peoria? Empirical Examination of an Entrepreneurship Center’s Services,” Edward U. Bond, Richard T. Gretz, and Kevin M. O’Brien, Missouri Valley Economics Association, St. Louis, 2010.
- “Will it Play in Peoria? Empirical Examination of an Entrepreneurship Center’s Services,” Edward U. Bond, Richard T. Gretz, and Kevin M. O’Brien, International Atlantic Economics Society, Charleston, 2010.
- “The Election Prediction Market Effect on EBay Outcomes: Obama and McCain Memorabilia,” Jannett K. Highfill, Kevin M. O’Brien, and Richard T. Gretz, International Atlantic Economics Society, Prague, 2010.
- “Killer Applications and Network Effects: The Case of the U.S. Home Video Game Industry,” Richard T. Gretz and Jannett K. Highfill, American Economic Association, Atlanta, 2010.

- “Killer Applications and Network Effects: The Case of the U.S. Home Video Game Industry,” Richard T. Gretz and Jannett K. Highfill, International Atlantic Economics Society, Boston, 2009.
- “Killer Applications and Network Effects: The Case of the U.S. Home Video Game Industry,” Richard T. Gretz and Jannett K. Highfill, Missouri Valley Economics Association, Kansas City, 2009.
- “Quality vs. Network Size in Markets Characterized by Indirect Network Effects,” Richard T. Gretz, Missouri Valley Economics Association, Kansas City, 2009.
- “The Relationship of Price and Quality to Market Characteristics in Monopoly with Normally Distributed Reservation Prices,” Richard T. Gretz, Jannett K. Highfill, and Robert C. Scott, Missouri Valley Economics Association, Kansas City, 2009.
- “Console Price and Software Availability in the Home Video Game Industry,” Richard T. Gretz, International Atlantic Economic Society, Montreal, 2008.
- “R&D Policy in Differing Strategic Settings: Simultaneous vs. Sequential Quality/Quantity Choice,” Richard T. Gretz, Jannett K. Highfill, and Robert C. Scott, Missouri Valley Economics Association, St. Louis, 2008.
- “R&D, Risk, and the Role of Targeted Government R&D Programs,” Richard T. Gretz, Joshua Lewer and Robert C. Scott, Missouri Valley Economic Association, St. Louis, 2008.
- “R&D Allocation: Reliability vs. Customer Cost,” Richard T. Gretz, Jannett Highfill, and Robert C. Scott, Fort Hayes State University Business and Leadership Symposium, Fort Hayes, 2008.
- “R&D, Risk, and the Role of Targeted Government R&D Programs,” Richard T. Gretz, Joshua Lewer and Robert C. Scott, Western Economic Association, Waikiki, 2008.
- “Maximizing and Satisficing Behavior: Examining Online Consumption Patterns of Students,” Joshua J. Lewer, R. Nicholas Gerlich, and Richard T. Gretz, Southwestern Society of Economists, Houston, 2008.
- “Immigration Gravitas: Explaining European Immigration Patterns with the Gravity Model,” Joshua J. Lewer and Richard T. Gretz, Missouri Valley Economics Association, Kansas City, 2007.
- “R&D, Risk, and Subsidies,” Richard T. Gretz, Joshua J. Lewer, and Robert C. Scott, International Atlantic Economic Association, Savannah, 2007.
- “Subsidies Without Borders: The Advanced Technology Program and the Multinationals,” Richard T. Gretz, Jannett Highfill, and Robert C. Scott, International Trade and Finance Association at the Allied Social Sciences Association National Meeting, Chicago, 2007.

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

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

Other Presentations

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

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

“The Impact of New Product Introductions on the Existing Product Portfolio in High-Tech Markets,” Bradley J. Allen, Richard T. Gretz, and Suman Basuroy, Big Data, Big Challenges: 2017 Conference, UTSA, 2017

“How Much does Backward Compatibility Matter in the Home Video Game Industry?” Richard T. Gretz, Texas FreshAIR Big Data & Data Analytics Conference, UTSA, 2016.

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

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

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

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

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

“The Effect of Immigration on the U.S. Economy,” Richard T. Gretz, FCBA Center for Economic Education, Illinois Economic Education Workshop for Clergy, Peoria, 2007.

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

“The Effect of Rising Oil Prices on the U.S. Economy,” Richard T. Gretz, FCBA Center for Economic Education, Illinois Economic Education Workshop for Clergy, Peoria, 2006.

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

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

Research Grants

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

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

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

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

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

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

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

Teaching Activities

Formal Courses Taught While at UTSA:

University of Texas at San Antonio

MKT 3013—Principles of Marketing (Undergraduate)

MKT 7067—Special Topics in Marketing: Applied Econometrics (Ph.D. Course)

University of Münster

Intensive Week Seminar—Applied Econometrics (Ph.D. Course)

(Taught in Fall 2016, Fall 2017, Fall 2018, and Spring 2020)

Formal Courses Taught Prior to UTSA:

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 Doctoral Students

Pomona College

Business Statistics

Student’s Mentored

Committee Chair

Kris Zhou (Marketing) – UTSA – Expected completion in 2021.

Committee Member

Steven Hyde (Management) – UTSA – Degree completed in 2020. Accepted Tenure Track Position at Boise State University.

BJ Allen (Marketing) – UTSA – Degree completed in 2017. Accepted Tenure Track Position at University of Arkansas, 2017.

Carlos Bauer (Marketing) – UTSA – Degree completed in 2018. Accepted Tenure Track Position at University of Alabama, 2018.

Sang-chul Jung (Economics) – Claremont Graduate University – Degree completed in 2008. Placed at Korea Institute for Industrial Economics and Trade

Service Activities

Service Activities While at UTSA:

Committee Assignments

Department Level

Marketing Faculty Search Committee, 2015: Chair

Guest Speaker Series, 2015: Committee Member

College Level

Executive Programs Committee, 2015 – 2016: Committee Member

MBA Seal Team, 2016 – Present: Committee Member

MBA Programs Committee, 2016 – Present: Chair starting Fall 2017

Awards Selection Committee, 2017 – Present: Committee Member

Professional Service

Referee for *Journal of Retailing*, *International Journal of Research in Marketing*, *Journal of Economic Behavior and Organization*, *Economics of Innovation and New Technology*, *Journal of Economics and Business*, *Journal of Economics*, *Global Economy Journal*, *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 Activities Prior to UTSA:

Bradley University

University Graduate School Executive Committee, 2013 – 2015: Committee Member

University Senate, 2010 – 2015: Senator

University Resources Committee, 2012 – 2013: Committee Member

General Education Revision Committee, 2012 – 2013: Committee Member

Foster College of Business EMBA Implementation Committee, 2013 – 2015: Chair

Foster College of Business Graduate Curriculum Committee, 2013 – 2015: Chair

Foster College of Business Administration Ad-Hoc Strategic Planning Committee, Committee Member, 2012 – 2013.
Economics Department Recruitment Committee, Committee Member, 2007.