

## Axel Stock

Department of Marketing  
College of Business Administration  
University of Central Florida  
P.O. Box 161400  
Orlando, FL 32816-1400

office:(407)-823-1418  
fax: (407)-823-3891  
e-mail: [astock@bus.ucf.edu](mailto:astock@bus.ucf.edu)

---

---

### EMPLOYMENT

Associate Professor (with tenure), Fall 2010 – present  
Visiting Scholar at ESMT(Berlin) Spring 2015  
Assistant Professor, Fall 2003 – Spring 2010  
Marketing Department, CBA, University of Central Florida (UCF)

---

**EDUCATION** **Krannert School of Management**, Purdue University, W. Lafayette, IN  
Ph.D. in Management, December 2003  
Major: Marketing; Minor: Economic Theory

**Krannert School of Management**, Purdue University, W. Lafayette, IN  
M.S. in Economics, August 1997

**Department of Management**, Universität Osnabrück, Germany  
Vordiplom in Management, December 1994

---

**RESEARCH INTEREST** Game Theory, Economics of Uncertainty and Information, Competitive Strategy, Product Management, Pricing, Product Scarcity Strategies

---

### REFEREED ARTICLES

Ghosh, B., Stock, A. (2010) “Advertising Effectiveness, Digital Video Recorders and Product Market Competition”, *Marketing Science*, 29(4), 639 - 649

Balachander, S., Ghosh, B. and Stock, A. (2010) “Why Bundle Discounts can be a Profitable Alternative to Competing on Price Promotions”, *Marketing Science*, 29(4), 624 - 638

Balachander, S., Liu, Y. and Stock, A. (2009) “An Empirical Analysis of Scarcity Strategies in the Automobile Industry”, *Management Science*, 55(10), pp. 1623 - 1637

Balachander, S., Stock A. (2009) “Limited Edition products: When and When Not to Offer Them”, *Marketing Science*, 28(2), pp. 336-355

Stock, A., Balachander S. (2005) "The Making of a Hot Product: A Signaling Explanation of Marketers' Scarcity Strategy", *Management Science*, 51(8), pp. 1181-1192

## **WORKING PAPERS / UNDER REVIEW**

"The Impact of Customer Boredom on the Efficacy of a Rewards Program" with Minoo Talebi

"Designing Forced Ranking Systems for Salesforce" with Somnath Banerjee

"The Dynamic Impact of Customers' Perception of Price Unfairness on the Profitability of Targeted Promotions" with Minoo Talebi

"Hunter-Farmer or Hybrid: An Analysis of Sales Account Management Models" with Somnath Banerjee

## **WORK IN PROGRESS**

"Showrooming and Geopromotions" with Alex Kim

"When less appropriate apologies have more favorable effects" with Wouter Vanhouche

"When the Buyer is not the User"

## **PRESENTATIONS**

"When the Buyer is Not the User",  
*Marketing Science Conference* 2013, Özyeğin University, Istanbul, Turkey

"Sales Force Career Tournaments",  
*Marketing Science Conference* 2012, Boston University, Boston

"The Impact of Customer Boredom on the Efficacy of a Rewards Program",  
*Marketing Science Conference* 2012, Boston University, Boston

"Advertising Effectiveness, Digital Video Recorders and Product Market Competition", Universität Osnabrück, Germany, 2010, *invited presentation*

"Limited Edition Products and Channel Strategy", *Marketing Science Conference* 2010, University of Cologne, Cologne

"Competition with Environmentally Friendly Products", *Marketing Science Conference* 2009, University of Michigan, Ann Arbor

“The Effect of the Diffusion of Ad Avoidance Technologies on Advertiser Strategies”, *Marketing Science Conference 2008*, University of British Columbia, Vancouver

“Limited Edition Products: When and When Not to Offer Them”, *Marketing Science Conference 2007*, Singapore Management University, Singapore

“The Effect of Product Scarcity on Quality Image: Empirical Evidence from the US Car Market”, *Marketing Science Conference 2004*, University of Rotterdam, Rotterdam

“Scarcity as a Signal of Quality”, *Marketing Science Conference 2003*, University of Maryland, College Park

## **TEACHING EXPERIENCE**

### *Ph.D. teaching*

**College of Business Administration**, University of Central Florida  
Seminar in Marketing Models

### *MBA teaching*

**College of Business Administration**, University of Central Florida  
Strategic Marketing Management

- PMBA cohort
- Sports Business Management cohort

### *Undergraduate teaching*

**College of Business Administration**, University of Central Florida  
Marketing Management  
Marketing Strategy

**Krannert School of Management**, Purdue University:  
Marketing Management  
Teaching Assistant, Marketing Management

**Department of Management**, Universität Osnabrück  
Teaching Assistant, Statistical Inference (Recitation)  
Teaching Assistant, Probability Theory (Recitation)

## HONORS

*College Award for Research Excellence*, UCF, 2010

*Research Incentive Award (RIA)*, UCF, 2009-2010

*Nominated for Frank Bass Dissertation Award* 2007

Krannert School of Management: *Certificate of Recognition for Teaching Excellence* (Evaluation 4.3/5.0) Summer 2001

*DAAD scholarship*, 1996-1997

## PROFESSIONAL SERVICE

### Service to the Profession

#### **Ad-hoc reviewer**

*Marketing Science*

*Management Science*

*Production and Operations Management*

*Journal of International Marketing*

*Social Sciences and Humanities Research Council of Canada*

*Summer AMA conference*

*Winter AMA conference*

#### **Discussant**

Frontiers in Marketing Science conference, UT Dallas, 2009

#### **Session Chair**

Competition: Strategy, Marketing Science Conference, University of Michigan, 2009

### Service to the University

**Graduate Council Policy Committee**, 2009 - 2012

**Invited Participant:** 2-day President's Roundtable Discussion, UCF, *The Role of the Research University in the Citistate*

**Faculty Marshall:** Commencement, August 2008

**Judge:** Microsoft's "Knightsmail" Case Competition, Spring 2008

**Faculty Advisor:** Latin Rhythms, UCF, 2005-present  
UCF Chess Club, 2011- present

## Service to the College

**Doctoral Program Review Committee (DPRC),**  
Member 2011-2013  
Chair 2013

**Undergraduate Review Committee (UPRC),**  
Member 2014-present

**Research Committee, 2009-present (alternate)**

**Teaching and Learning Committee, 2005-2012**

## Service to the Department

**Teaching and Learning Committee, 2005-2009**

**Doctoral Program Advisory Committee (DPAC), 2003-2005, 2009-present**

**Faculty Recruiting Committee, 2005, 2006, 2010-2012, Spring 2013**

## **DISSERTATION COMMITTEES**

Somnath Banerjee, UCF, expected graduation: May 2015  
Chair

Mino Talebi, UCF, expected graduation: May 2015  
Chair

Joseph Paniculangara, UCF, graduation: August 2012  
First placement: *Alfred University*,  
Committee member

Sangwon Lee, UCF, graduated: August 2010  
First placement: *Ball State University*,  
Committee member

Chad Milewicz, UCF, graduated: August 2009  
First placement: *University of Southern Indiana*,  
Committee member

Janet Tinoco, UCF, graduated May 2007,  
First placement: *Embry-Riddle Aeronautical University*,  
Committee member

## **COMPETITIVE RESEARCH GRANTS**

UCF: Office of Research, In-house grant: 2005, 2009, 2010

UCF: CBA, Summer Research Grant: 2006, 2007, 2008, 2009, 2010, 2011

## REFERENCES

Dr. Subramanian Balachander  
Professor of Management  
Krannert School of Management  
Purdue University  
West Lafayette, IN, 47907  
Phone: 765-494-4466  
E-mail: sbalacha@purdue.edu

Dr. Wilfred Amaldoss  
Professor of Marketing  
Fuqua School of Business  
Duke University  
Durham, NC 27708  
Phone: 919-660-1994  
wilfred.amaldoss@duke.edu

Dr. Ron Michaels  
Chair of the Department of Marketing  
Professor of Marketing  
College of Business Administration  
University of Central Florida (UCF)  
Orlando, FL, 32816  
Phone: 407-823-2941  
E-mail: rmichaels@bus.ucf.edu

Dr. Sanjay Jain  
Professor and J.C. Penney Chair in  
Marketing and Retailing Studies  
Mays Business School  
Texas A&M University  
College Station, TX 77843-4112  
Phone: 979-845-8812  
E-mail: sjain@tamu.edu