

Date of the CVA

24/01/2021

Section A. PERSONAL DATA

Name and Surname	Mercedes Esteban Bravo		
DNI/NIE/Passport		Age	
Researcher's identification number	Researcher ID	H-7027-2015	
	Scopus Author ID	8875709700	
	ORCID	0000-0001-5497-2583	

* Obligatorio

A.1. Current professional situation

Institution	Universidad Carlos III de Madrid		
Dpt. / Centre	Business Administration / Facultad de Ciencias Sociales y Jurídicas		
Address			
Phone	(+34) 916248921	Email	mesteban@emp.uc3m.es
Professional category	CATEDRÁTICA/FULL PROFESSOR	Start date	2018
Keywords			

A.2. Academic education (Degrees, institutions, dates)

Bachelor/Master/PhD	University	Year
Doctor in Economics	Universidad Carlos III de Madrid	2000
Licenciado en Ciencias Matemáticas/ Graduate in Mathematics	Universidad Complutense de Madrid	1993

A.3. General quality indicators of scientific production

I have a well-developed research agenda with work published in high impact peer-reviewed journals and a pipeline that will likely yield several published papers in top marketing journals over the next two years. My research activity has been recognized by the Spanish government and I have obtained 3 research audited "Sexenios" periods, in 2007, 2013 and 2019. All my articles have been published in peer-reviewed journals and journals with impact factor in the ISI WoK. I have 2 publications in "Marketing Science," a flagship journal for the discipline. These 2 articles are the first ever published in "Marketing Science" that have been entirely developed in a Spanish university.

Section B. SUMMARY OF THE CURRICULUM

I am Full Professor of Marketing and Market Research at Department of Business Administration at Universidad Carlos III de Madrid. I am a quantitative marketing researcher, who is always actively pursuing several of lines of research simultaneously. My undergraduate degree is in Mathematics, specializing in Operations Research. I hold a PhD in Economics, and my main research topics nowadays are related to Marketing in Digital Environments.

I had also a 2-year postdoc through a Marie Curie Individual Fellowship as Research Scholar at Imperial College London in the U.K. The experience was essential to develop my research career. A Reintegration Marie Curie Grant allowed me to consolidate a permanent and stable position in a Spanish university. Also, I have been actively engaged in research in a top institution as the Marketing Division at Columbia Business School, in 2004, 2006, I was on sabbatical leave from Universidad Carlos III de Madrid during the academic year 2014-2015, and Visiting Fellow at Clare Hall and Judge Business School, Universidad de Cambridge, the U.K. from May-July 2018. From October 24 2018, I am Life Member of the Clare Hall.

I have more than 15 year experience teaching with a broad range of teaching experience in undergraduate and graduate business degree programs. I am the coordinator of "Marketing" subject in the dual degrees of Business Administration at Universidad Carlos III, and I have developed the teaching materials, including a Marketing Business Game named

“Quantum” (proprietary software that belongs to Mercedes Esteban-Bravo, Nora Rita Lado Couste, and Jose M. Vidal Sanz). Furthermore, I am one of the authors of a book on “Marketing Research: Qualitative and Quantitative Methods”, 2021, written with Jose M. Vidal-Sanz (U. Carlos III), published at **Cambridge University Press**.

I have been developing institutional responsibilities at Departmental and University level: Deputy Chair of the department of Business Administration from 2009; faculty member of Faculty of Law and Social Sciences in 2004-2008, 2012-2016, and 2020-2024; and faculty member of University Senate in 2014-2018; and, I am the Director of Master’s in Marketing since the start in 2012.

I have a well-developed research agenda with work published in high impact peer-reviewed journals and a pipeline that will likely yield several published papers in top marketing journals over the next two years. My research activity has been recognized by the Spanish government and I have obtained 3 research audited “Sexenios” periods, in 2007, 2013 and 2019. All my articles have been published in peer-reviewed journals and journals with impact factor in the ISI WoK. I have 2 publications in “Marketing Science,” a flagship journal for the discipline. These 2 articles are the first ever published in “Marketing Science” that have been entirely developed in a Spanish university.

Section C. MOST RELEVANT MERITS (ordered by typology)

C.1. Publications

AC: Autor de correspondencia; (nº x / nº y): posición firma solicitante / total autores

- 1 **Scientific paper**. Patricia Callejo; Ángel Cuevas; Rubén Cuevas; Mercedes Esteban-Bravo; Jose M. Vidal-Sanz. (/5). 2020. Tracking Fraudulent and Low-Quality Display Impressions Journal of Advertising. Taylor & Francis. 49-3, pp.309-319.
- 2 **Scientific paper**. MERCEDES ESTEBAN BRAVO; AGATA LESKIEWICZ; VIDAL-SANZ, JOSE M.(1/3). 2017. Exact optimal experimental designs with constraints Statistics and Computing. 27/3, pp.845-863. ISSN 0960-3174.
- 3 **Scientific paper**. MERCEDES ESTEBAN BRAVO; VIDAL-SANZ, JOSE M.; GOKHAN YILDIRIM. (1/3). 2017. Can Retail Sales Volatility be Curbed Through Marketing Actions? Marketing Science. 36/2, pp.232-253. ISSN 0732-2399.
- 4 **Scientific paper**. VARDAN AVAGYAN; MERCEDES ESTEBAN BRAVO; VIDAL-SANZ, JOSE M.(2/3). 2017. Riding successive product diffusion waves. Building a tsunami via upgrade-rebate programs International journal of research in marketing. 33-4, pp.780-796. ISSN 0167-8116.
- 5 **Scientific paper**. MERCEDES ESTEBAN BRAVO; VIDAL-SANZ, JOSE M.; GOKHAN YILDIRIM. (1/3). 2015. Historical impact of technological change on the US mass media advertising expenditure Technological forecasting and social change. 100, pp.306-316. ISSN 0040-1625.
- 6 **Scientific paper**. S. Sriram Sriram; Puneet Manchanda Manchanda; MERCEDES ESTEBAN BRAVO; Junhong Chu Chu; Liye Ma Ma; Minjae Song Song; Scott Shriver Shriver; Upender Subramanian Subramanian. (3/8). 2015. Platforms: a multiplicity of research opportunities Marketing Letters. 26/2, pp.141-152. ISSN 0923-0645.
- 7 **Scientific paper**. VARDAN AVAGYAN; MERCEDES ESTEBAN BRAVO; VIDAL-SANZ, JOSE M.(2/3). 2014. Licensing radical product innovations to speed up the diffusion European journal of operational research. 239/2, pp.542-555. ISSN 0377-2217.
- 8 **Scientific paper**. MERCEDES ESTEBAN BRAVO; VIDAL-SANZ, JOSE M.; GOKHAN YILDIRIM. (1/3). 2014. Valuing customer portfolios with endogenous mass and direct marketing interventions using a stochastic dynamic programming decomposition Marketing Science. 33/5, pp.621-640. ISSN 0732-2399.
- 9 **Scientific paper**. MERCEDES ESTEBAN BRAVO; NORA RITA LADO COUSTE. (1/2). 2011. Brand Value in Horizontal Alliances: The Case of Twin Cars Journal of the Operational Research Society. 68/2, pp.1533-1542. ISSN 0160-5682.
- 10 **Scientific paper**. MERCEDES ESTEBAN BRAVO; MUGICA, J. M.; VIDAL-SANZ, JOSE M.(1/3). 2009. Magazine Sales Promotion: A Dynamic Response Analysis Journal of advertising. 38/1, pp.137-146. ISSN 0091-3367.

- 11 Scientific paper.** MERCEDES ESTEBAN BRAVO. (1/1). 2008. An Interior-Point Algorithm for Computing Equilibria in Economies with Incomplete Asset Markets Journal of economic dynamics and control. 32/3, pp.677-694. ISSN 0165-1889.
- 12 Scientific paper.** MERCEDES ESTEBAN BRAVO; NOGALES, F. J.(1/2). 2008. Solving Dynamic Stochastic Economic Models by Mathematical Programming Decomposition Methods Computers and operations research. 35/1, pp.226-240. ISSN 0305-0548.
- 13 Scientific paper.** VIDAL-SANZ, JOSE M.; MERCEDES ESTEBAN BRAVO. (2/2). 2007. Computing Continuous-Time Growth Models with Boundary Conditions Via Wavelets Journal of economic dynamics and control. 31/11, pp.3614-3643. ISSN 0165-1889.
- 14 Scientific paper.** MERCEDES ESTEBAN BRAVO; VIDAL-SANZ, JOSE M.(1/2). 2007. Worst-Case Estimation for Econometric Models with Unobservable Components Computational statistics and data analysis. 51/7, pp.3330-3354. ISSN 0167-9473.
- 15 Scientific paper.** MERCEDES ESTEBAN BRAVO; DONALD R. LEHMANN. (1/2). 2006. When giving some away makes sense to jump-start the diffusion process Marketing Letters. 17, pp.243-254. ISSN 0923-0645.
- 16 Scientific paper.** VIDAL-SANZ, JOSE M.; MERCEDES ESTEBAN BRAVO. (2/2). 2006. Valuation of boundary-linked assets by stochastic boundary value problems solved with a wavelet-collocation algorithm Computers and mathematics with applications. 52/1-2, pp.137-160. ISSN 0898-1221.
- 17 Scientific paper.** VIDAL-SANZ, JOSE M.; MERCEDES ESTEBAN BRAVO; JOSÉ M. MÚGICA. (2/3). 2005. Optimal duration for magazine promotions Marketing Letters. 16 (2), pp.99-114. ISSN 0923-0645.
- 18 Scientific paper.** MERCEDES ESTEBAN BRAVO. (1/1). 2004. Computing equilibria in general equilibrium models via interior-point methods Computational Economics. 23(2), pp.147-171. ISSN 0927-7099.
- 19 Book chapter.** BERC RUSTEM; MERCEDES ESTEBAN BRAVO. (2/2). 2007. Optimization, Econometric and Financial Analysis Worst-Case Modelling for Management Decisions under Incomplete Information, with Application to Electricity Spot Markets. SPRINGER. 9, pp.29-50. ISBN 978-3-540-36625-6.
- 20 Scientific book or monograph.** Mercedes Esteban-Bravo; Jose M. Vidal-Sanz. (1/2). 2021. Marketing Research Methods: Quantitative and Qualitative Approaches Cambridge University Press. ISBN 9781108792691.

C.2. Participation in R&D and Innovation projects

- 1** TECNICAS ANALÍTICAS DE MARKETING BASADAS EN DATOS MERCEDES ESTEBAN BRAVO. (Universidad Carlos III de Madrid). 01/01/2019-31/12/2021. 30.371 €.
- 2** ECO2015-67763-R, Técnicas analíticas de marketing en entornos con riqueza de datos MINISTERIO DE ECONOMIA, INDUSTRIA Y COMPETITIVIDAD. VIDAL-SANZ, JOSE M.(Universidad Carlos III de Madrid). 01/01/2016-31/12/2018. 8.107 €.
- 3** ECO2011-30198, Herramientas analíticas para marketing interactivo MINISTERIO DE CIENCIA E INNOVACION. MERCEDES ESTEBAN BRAVO. (Universidad Carlos III de Madrid). 01/01/2012-31/12/2015. 36.300 €.
- 4** S2009/ESP-1685, Riesgos: Análisis, gestión y aplicaciones. COMUNIDAD DE MADRID. ALEJANDRO BALBAS DE LA CORTE. (Universidad Carlos III de Madrid). 01/01/2010-31/05/2014. 140.596,07 €.
- 5** CSD2006-16, Nuevos enfoques en investigación económica (neinvecon) MINISTERIO DE EDUCACION Y CIENCIA DIR. GRAL. INVESTIGACION. JOSE ANTONIO TRIBO GINE. (Universidad Carlos III de Madrid). 15/09/2006-14/09/2011. 1.153.309,4 €.
- 6** SEJ2007-65897, Medición de la eficiencia de las prácticas de marketing en la creación de valor de marca y de mercado. MINISTERIO DE EDUCACION Y CIENCIA DIR. GRAL. INVESTIGACION. NORA RITA LADO COUSTE. (Universidad Carlos III de Madrid). 01/10/2007-30/06/2011. 132.011 €.
- 7** CONCEPTOS Y SISTEMAS DE APOYO A LA DEMOCRACIA ELECTRÓNICA DAVID RIOS INSUA. 01/01/2006-31/12/2009.

- 8 SEJ2007-30274-E, EU-Offshoring: Globalization off-shoring effects in the EU MINISTERIO DE EDUCACION Y CIENCIA DIR. GRAL. INVESTIGACION. MERCEDES ESTEBAN BRAVO. (Universidad Carlos III de Madrid). 01/10/2008-01/10/2009. 2.000 €.
- 9 SEJ2004-00672, Efectos de los distintos tipos de relaciones entre las empresas y sus mercados: Prácticas de marketing, orientación al mercado y resultados económicos. MINISTERIO DE EDUCACION Y CIENCIA DIR. GRAL. INVESTIGACION. NORA RITA LADO COUSTE. (Universidad Carlos III de Madrid). 13/12/2004-12/02/2008. 47.380 €.
- 10 CCG06-UC3M/HUM-0772 , Actitud emprendedora, innovación y orientación al mercado COMUNIDAD DE MADRID-UC3M. GUTIERREZ, M. I.(Universidad Carlos III de Madrid). 01/01/2007-31/12/2007. 31.000 €.
- 11 UC3M-ECO-05-042, Innovación empresarial, proliferación de productos y desarrollo de nuevos mercados COMUNIDAD DE MADRID-UC3M. GUTIERREZ, M. I.(Universidad Carlos III de Madrid). 01/01/2006-31/12/2006. 19.000 €.
- 12 FP6-MERG-CT-2004-505509, Computational Techniques for Economic Growth and Management problems (Mercedes Esteban) COMISION EUROPEA RESEARCH DIRECTORATE-GENERAL. MERCEDES ESTEBAN BRAVO. (Universidad Carlos III de Madrid). 15/03/2004-14/03/2005. 40.000 €.
- 13 PB96-0111, Construcción de modelos dinámicos multivariantes. DIRECCION GENERAL DE ENSEÑANZA SUPERIOR E INVESTIGACION CIENTIF D.G.E.S.I.C.. DANIEL PEÑA SANCHEZ DE RIVERA. (Universidad Carlos III de Madrid). 01/12/1997-09/07/2001. 79.333,59 €.

C.3. Participation in R&D and Innovation contracts

- 1 Estudio de distribución de prensa en España 2015 SOCIEDAD GRAL. ESPA/OLA LIBRERIA (SGEL). MERCEDES ESTEBAN BRAVO. (Universidad Carlos III de Madrid). 15/06/2015-14/10/2015. 10.000 €.
- 2 Estudio de distribución de prensa en España 2014 SOCIEDAD GRAL. ESPA/OLA LIBRERIA (SGEL). MERCEDES ESTEBAN BRAVO. (Universidad Carlos III de Madrid). 01/06/2014-01/10/2014. 10.000 €.
- 3 Contrato para el "Estudio de distribución de prensa en España 2013" SOCIEDAD GRAL. ESPA/OLA LIBRERIA (SGEL). MERCEDES ESTEBAN BRAVO. (Universidad Carlos III de Madrid). 01/06/2013-01/10/2013. 10.000 €.
- 4 Estudio de distribución de prensa en España 2012 SOCIEDAD GRAL. ESPA/OLA LIBRERIA (SGEL). MERCEDES ESTEBAN BRAVO. (Universidad Carlos III de Madrid). 01/07/2012-01/09/2012. 10.000 €.
- 5 Asesoría para la elaboración de mapas perceptuales de la marca en la red social TWITTER AGORA PROYECTOS Y SISTEMAS SL. JOSE MANUEL VIDAL SANZ. (Universidad Carlos III de Madrid). 10/02/2012-09/06/2012. 4.000 €.
- 6 Apoyo a la Difusión de Técnicas de Marketing Mediante Simulación. Departamento de Comercialización e Investigación de Mercados de la Universidad de Valencia UNIVERSIDAD DE VALENCIA DEPARTAMENT DE FISICA APLICADA I ELECTROMAGNETISME. MERCEDES ESTEBAN BRAVO. (Universidad Carlos III de Madrid). 01/02/2007-01/06/2007. 1.000 €.
- 7 Actividades de Asesoría sobre la Difusión de Técnicas de Marketing Mediante Simulación. NORA RITA LADO COUSTE. 01/10/2006-28/02/2009. 35.326,66 €.

C.4. Patents

MERCEDES ESTEBAN BRAVO; NORA RITA LADO COUSTE; JOSE MANUEL VIDAL SANZ. 16/2009/2195. Marketing Business Game, Computer Software «Quantum», an International Marketing Strategic Game, numero de registro M-007136/2005 Spain. 09/03/2009.