

# Ana Martinovici

✉ martinovici@rsm.nl | 🏠 www.anamartinovici.com | 📷 anamartinovici

*My research focuses on the role of attention in consumer choice processes. I develop dynamic Bayesian models calibrated on eye-tracking data to gain access to the otherwise unobservable utility accumulation process that takes place during choice.*

## Research positions

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2018 - present     Assistant Professor  
Department of Marketing Management  
Rotterdam School of Management, Erasmus University

2017             Visiting Scholar  
Department of Marketing  
Leonard N. Stern School of Business, New York University

## Education

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2019	PhD in Marketing	Tilburg University
2014	MSc Research Master in Marketing	Tilburg University
2013	MSc Econometrics and Mathematical Economics	Tilburg University

## Honors, awards, and grants

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2017	Alden G. Clayton Doctoral Dissertation Proposal, Honorable Mention	1500USD
2017	AMA-Sheth Foundation Doctoral Consortium Fellow, University of Iowa	
2017	Marketing Science Doctoral Consortium Fellow, University of Southern California	
2017	Arie Kapteyn Travel Grant, Rik Pieters Arie Kapteyn Professor of Economics and Management, Tilburg University	5293EUR
2013	CentER Scholarship, Tilburg University	5000EUR

## Research in progress

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Rik Pieters, Tulin Erdem, and Ana Martinovici, “*Utility Accumulation during Brand Choice*”, 1<sup>st</sup> round revision at Journal of Marketing Research.

Ana Martinovici, Rik Pieters, and Ralf van der Lans, “*How Attention Reveals Why Consumers Choose What When*”, working paper.

Ana Martinovici, Rik Pieters, and Ralf van der Lans, “*Attention, Attribute Importance, and Brand Choice*”, working paper.

## Conference presentations (\*denotes presenting author) \_\_\_\_\_

- 2017 Marketing Science, University of Southern California  
"Visual Attention Predicts When Consumers Choose What"  
Ana Martinovici\*, Rik Pieters, and Ralf van der Lans
- 2016 Marketing Dynamics, University of Hamburg  
"Modeling moment-to-moment utility accumulation and brand choice on comparison websites using eye tracking"  
Ana Martinovici\*, Rik Pieters, and Ralf van der Lans

## Invited talks \_\_\_\_\_

- 2017 Erasmus University Rotterdam (RSM, Marketing)
- 2017 Vrije Universiteit Amsterdam (Marketing)
- 2017 University of Groningen (Marketing)
- 2017 University of Amsterdam (Marketing)
- 2017 Erasmus University Rotterdam (ESE, Marketing)

## Teaching \_\_\_\_\_

### Instructor

- 2019 - present Digital Footprints of Consumer Preferences
- 2015 - present Master Thesis Coach

### Guest Lecturer

- 2019 Modern Applied Statistics
- 2016 Experimental Research

### Teaching Assistant

- 2016 - 2017 Experimental Research
- 2013 - 2016 Conjoint Analysis
- 2014 - 2015 Marketing Models

## Expertise \_\_\_\_\_

**Bayesian estimation of:** Structural Equation Models, Hierarchical Models, Choice Models

**Statistical modeling software:** R (rstan, rcpp), Matlab, Mplus, Stata

**Eye tracking studies:** Experimental design, Implementation in Tobii Studio, Data processing

**Industry experience:** Sales Strategy and Planning Analyst 2007 - 2012 \_\_\_\_\_