

# CRISTINA NISTOR

Marketing Group  
Argyros School of Business and Economics  
Beckman 406 F, One University Dr.  
Orange, CA 92866

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## ACADEMIC POSITION

### **Argyros School of Business and Economics, Chapman University**

Clinical Assistant Professor of Marketing, 2018 - present

Assistant Professor of Marketing, 2012 - 2016

On Leave 2017 -2018 to University of Florida

Research Associate in the Economics Science Institute, 2012 - present

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## EDUCATION

**MIT Sloan School of Management**, Ph.D. in Marketing, June 2012

**Job Market Paper:** Pricing and Quality Provision in a Channel: A Model of Efficient Relational Contracts.

**Bryn Mawr College**, M.A. Mathematics, May 2005

**Bryn Mawr College**, B.A. magna cum laude in Mathematics and Economics, May 2005

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## PUBLICATIONS

**“When the weak are mighty: A two-sided matching approach to alliance performance”** with Darcy Fudge Kamal and Florence Honore

*Strategic Management Journal*, 2021 Vol.42 No.5, 917-940

**“Social media engagement for global influencers”** with Kara Bentley, Charlene Chu, Ekin Pehlivan and Taylan Yalcin

*Journal of Global Marketing*, 2021 Vol.34 No.3, 205-219

**“Pricing and Quality Provision in a Supply Relationship: A Model of Efficient Relational Contracts”**, with Matthew Selove

*Marketing Science*, 2020 Vol.39 No.5, 939-955

*Winner of 2011 MSI Alden G. Clayton Doctoral Dissertation Proposal Competition*

**“The Impact of Gamification on Learner Engagement, Enjoyment and Performance: An Abstract”**, with Taylan Yalcin and Ekin Pehlivan

*In: Pantoja F., Wu S., Krey N. (eds) Enlightened Marketing in Challenging Times. AMSWMC 2019.*

*Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, Springer, Cham., 2020, 289-290

**“Sustainability Influencers: Between Marketers and Educators”**, with Taylan Yalcin and Ekin Pehlivan

*Business Forum*, Spring 2020, Vol. 28 Issue 1

**“Duplicity in Alternative Marketing Communications”**, with Taylan Yalcin and Ekin Pehlivan

*Markets, Globalization & Development Review*, September 2018

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## WORKING PAPERS

**“Influencers: The Power of Comments”** with Matthew Selove

Reject and Resubmit, *Marketing Science*

**“Privacy considerations for online advertising: A stakeholder’s perspective to programmatic advertising”** with Dylan Cooper, Matthew Macrini, Ekin Pehlivan and Taylan Yalcin

Revise and Resubmit, *Journal of Consumer Marketing*

**“The Effect of Influencer Reach on Consumer Engagement and Persuasion Knowledge”** with Charlene Chu, Ekin Pehlivan and Taylan Yalcin

**“Certification Intermediaries: Evidence from the Medical Device Industry”** with Catherine Tucker

Revise and Resubmit, *Management Science*

*Winner of 2016 Industry Studies Association Giarratani Rising Star Award*

**“Pricing Business Relationships: An Experimental Investigation of Payments for Quality”**  
with Andrew Smith and Taylan Yalcin

**“Surviving Environmental Shocks: Relationships in Thoroughbred Horse Industry”** with Darcy Fudge Kamal

**“Layaway: The Quasi-Endowment Effect of Installment Payments”** with Prashanth Nyer and Charu Sinha

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## WORK IN PROGRESS

**“Paying Influencers to Persuade Consumers”** with Nathan Fong and Matthew Selove

**“Why firms disappear: Bankruptcy in the Thoroughbred Horse Industry’s social network”**  
with Darcy Fudge Kamal, Angela King, and Charu Sinha

“Minimum Viable Products: Promise and Perils” with Matthew Selove

“A Model of Wearable Technology Partnerships” with Matthew Selove

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#### CONFERENCE PRESENTATIONS

May 2017 - Western Academy of Management

Nov 2016 - INFORMS Nashville

Aug 2016 - AOM Conference

May 2016 - 2016 Industry Studies Conference

April 2016 - Global Center for Big Data In Mobile Analytics at Fox Business School

Feb 2016 - 13th Product and Service Innovation Conference

May 2015 - 2015 Industry Studies Conference

February 2015 - 12th Product and Service Innovation Conference

June 2014 - 36th Informs Marketing Science Conference

February 2013 - Frank M. Bass UTD FORMS Conference

June 2012 - 34th Informs Marketing Science Conference

March 2012 - Buck Weaver Conference (Discussant)

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#### INVITED TALKS

Oct 2016 - OCTANe Medical Devices Investor Forum Panel

April 2016 - Bryn Mawr College

Feb 2016 - ESI Brown Bag Seminar Series

Sept 2015 - ESI Brown Bag Seminar Series

June 2015 - Absolute Exhibits Company Retreat

September 2011 - November 2011 (Job Market):

Argyros School at Chapman University, Chicago Booth School of Business, Emory University, Georgia Tech College of Management, Haas Berkeley Business School, Rotman School of Business University of Toronto, University of North Carolina at Chapel Hill

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#### TEACHING

International Marketing MKTG406/633 Summer 2021, 1 section (co-instructor effectiveness 4.44 )

Marketing Strategy MKTG457 Spring 2021, 2 sections (instructor effectiveness rating 4.61, 4.82)  
International Marketing MKTG406 Spring 2021, 2 sections (instructor effectiveness rating 4.55, 4.72)  
Marketing Strategy BUS634 Interterm 2021, 1 section (instructor effectiveness rating 4.8)  
International Marketing MKTG406 Fall 2020, 3 sections (instructor effectiveness rating 4.67, 4.8, 4.76)  
New Product Development MKTG408 Fall 2020, 1 sections (instructor effectiveness rating 4.82)  
International Marketing MKTG406/633 Summer 2020, 1 section (co-instructor effectiveness 4.88)  
Marketing Strategy MKTG457 Spring 2020, 2 sections (instructor effectiveness rating 4.63, 4.9)  
International Marketing MKTG406 Spring 2020, 1 section (instructor effectiveness rating 4.81)  
Marketing Strategy BUS634 Interterm 2020, 1 section (instructor effectiveness rating 4.53)  
International Marketing MKTG406 Fall 2019, 2 sections (instructor effectiveness rating 4.32, 4.77)  
New Product Development MKTG408 Fall 2019, 2 sections (instructor effectiveness rating 4.72, 4.71)  
Marketing Strategy MKTG457 Spring 2019, 2 sections (instructor effectiveness rating 4.55, 4.78)  
International Marketing MKTG406 Spring 2019, 1 sections (instructor effectiveness rating 4.70)  
Marketing Strategy BUS634 Interterm 2019, 1 section (instructor effectiveness rating 4.86)  
International Marketing MKTG406 Fall 2018, 2 sections (instructor effectiveness rating 4.40, 4.68)  
New Product Development MKTG408 Fall 2018, 2 sections (instructor effectiveness rating 4.15, 4.47)  
Marketing Strategy MAR4933 Spring 2018 (UF Online Hybrid) (instructor effectiveness rating 5)  
New Product Development MAR4803 Spring 2018, 2 sections (instructor effectiveness rating 4.94, 4.86)  
Marketing Strategy MAR4933 Fall 2017 (UF Online Hybrid) (instructor effectiveness rating 5.0)  
Marketing Strategy MKTG457 Spring 2017, 2 sections (instructor effectiveness rating 4.25, 4.68)  
Marketing Strategy BUS634 Interterm 2017 (instructor effectiveness rating 4.73)  
Residential EMBA BUS600 Fall 2016 (instructor effectiveness 4.85)  
Marketing Strategy MKTG457 Spring 2016, 2 sections (instructor effectiveness rating 4.67, 4.62)  
Marketing Strategy BUS634 Interterm 2016 (instructor effectiveness rating 4.81)  
Marketing Strategy MKTG457 Spring 2015, 2 sections (instructor effectiveness rating 4.81, 4.58)  
Marketing Strategy BUS634 Interterm 2015 (instructor effectiveness rating 4.14)  
Marketing Strategy BUS634 Spring 2014 (instructor effectiveness rating 4.85)  
Marketing Strategy MKTG457 Fall 2013, Spring 2014 (instructor effectiveness rating 3.94, 4.18)  
Marketing Strategy MKTG457 Fall 2012, Spring 2013 (instructor effectiveness rating 4.41, 4.27)

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## ADVISING

Angela King, Placement: PhD Marketing UCI

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## HONORS AND AWARDS

2021	Nominated for Faculty Career Champion at Chapman's Argyros School
2016	Winner of Industry Studies Association Giarratani Rising Star Award
2011	Winner of MSI Alden G. Clayton Doctoral Dissertation Proposal Competition
Summer 2010	AMA-Sheth Consortium Fellow
2008-2012	MIT Graduate Research Fellowship
2007	MIT Provost Fellow (Presidential Graduate Fellowship Program)
2004-2005	Dorothy Nepper Marshall Research Fellow, Mathematics, Bryn Mawr College
2005	Anna Pell Wheeler Prize, Mathematics, Bryn Mawr College
2004	Charles S. Hinchman Memorial Scholarship, Mathematics, Bryn Mawr College

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## PROFESSIONAL SERVICE

Ad Hoc Reviewer: *Journal of Marketing Research, Management Science, Journal of Global Marketing, Journal of Business Research, European Journal of Marketing, Journal of Consumer Marketing, Journal of Research in Interactive Marketing*

Judge for MIT Sloan 2021 Doctoral Research Forum and Thesis Prize

ISA Early Career Development Committee (the ECDC)

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## PROFESSIONAL SERVICE AT CHAPMAN

Undergraduate Curriculum Committee ASBE (Fall 2013-Spring 2016), Assurance of Learning Assessment (Communication evaluation), Awards Selection Committee ASBE (Spring 2016), Faculty Senate (Fall 2016-Spring 2017), Graduate Academic Council (Fall 2018-Spring 2020), GE Requirement Assessment (Fall 2019), AOL Committee Chair (2019-present), Assistant Dean for Continuous Improvement (2019-present)

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## OTHER WORK EXPERIENCE

2005-2007	Research Associate (Economic Consulting) Charles River Associates, Washington D.C.
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