

Peter N. Golder
Tuck School of Business
Dartmouth College
100 Tuck Hall
Hanover, NH 03755-9000
(603) 646-0598
peter.n.golder@tuck.dartmouth.edu

ACADEMIC EXPERIENCE

Dartmouth College, Tuck School of Business
Professor of Marketing, 2009-present
Co-Editor, *Journal of Product Innovation Management*, 2023-2024
Co-Editor, Idea Corner track, *Marketing Letters*, 2021-2022
Co-Editor-in-Chief, *Marketing Letters*, 2015-2020
Academic Fellow/Trustee, Marketing Science Institute, 2016-2023
Faculty Director, TuckGO, 2018-2020
Faculty Director, First-Year Project, 2017-2020
Marketing Faculty Area Coordinator, 2015-2018
Senior Fellow, Dartmouth College Society of Fellows, 2014-2017

New York University, Stern School of Business
Professor of Marketing, 2008-2009
Coordinator, Marketing Department Doctoral Program, 2008-2009
George and Edythe Heyman Faculty Fellow, 2004-2009
Associate Professor of Marketing, 1999-2008 (tenured in 2002)
Assistant Professor of Marketing, 1995-1999

Peking University, Guanghua School of Management
Visiting Professor of Marketing, 2006-2007

University of California, Los Angeles (UCLA)
Visiting Assistant Professor of Marketing, 1994-1995

University of Southern California
Research and Teaching Assistant, 1990-1994

EDUCATION

Ph.D. in Business Administration (Marketing), 1994
University of Southern California, Los Angeles, CA

B.S. in Mechanical Engineering, 1984
University of Pennsylvania, Philadelphia, PA

HONORS

Hunt / Maynard Award for *Journal of Marketing* paper making the most significant contribution to marketing theory and thought (2024)

Product Development Management Association Consortium Faculty Fellow (2024)
Marketing Strategy Consortium Faculty Fellow (2020)
AMA Doctoral Consortium Faculty Member (2019 [invited, unable to attend], 2015, 2005, 2004, 2002, 1999)
Citation of Excellence Award from Emerald Group Publishing for paper with high citations, novelty, interdisciplinary interest, and relevance in today's world (2015)
Maynard Award for *Journal of Marketing* paper making the most significant contribution to marketing theory and thought (2013)
Elsevier Distinguished Scholar Award from Society for Marketing Advances—career achievement award for “brilliant work and nurturing of the historical method in research in marketing” (2012)
INFORMS Society for Marketing Science Long Term Impact Award—chosen from all papers published in *Marketing Science* during preceding 10 years (2012)
Excellence in Global Marketing Research Award, American Marketing Assoc. (2011)
Executive MBA Great Professor Teaching Award (2008)
Buzzell Award for best paper published by Marketing Science Institute (2007, 1994)
Finalist, Little Award for Best Paper in *Marketing Science* (2007)
Finalist, Bass Award for Best Dissertation-based paper in *Marketing Science* (2007)
Best Paper Award, American Marketing Association Technology and Innovation Group (2005)
Berry Book Prize (Best Book in Marketing), American Marketing Association (2003)
Early Career Award for First 10 Years of Contributions to Marketing Strategy Research, American Marketing Association (2003)
Editor's Award for Reviewing, *Journal of Marketing* (2003)
Finalist, INFORMS Society for Marketing Science Practice Prize (2003)
Top Ten Business Book of the Year, *Harvard Business Review* (2002)
Marketing Science Institute Young Scholars Program Faculty Member (2006, 2001)
O'Dell Award for *Journal of Marketing Research* paper making the most significant long-term contribution (1998)
Bass Award for best paper in *Marketing Science* or *Management Science* based on a marketing doctoral dissertation (1998)
Faculty Advisor Award for Field Study Achievement (UCLA - 1995)
Beta Gamma Sigma (1994)
Richard D. Irwin Dissertation Award Winner (1993)
AMA Doctoral Consortium Fellow, University of Illinois (1993)
Graduate of Conoco's Management Development Program (1985)
Second Prize, Senior Design Project, University of Pennsylvania (1984)
Pi Tau Sigma, National Honorary Mechanical Engineering Fraternity (1984)

JOURNAL PUBLICATIONS

Kopalle, Praveen K., Peter N. Golder, and Kusum L. Ailawadi (2023), “Marketing at Tuck: 120-Plus Years of Relevance, Rigor, and Impact,” *Customer Needs and Solutions*, 10(1), doi.org/10.1007/s40547-023-00140-z.

Golder, Peter N., Marnik G. Dekimpe, Jake T. An, Harald J. van Heerde, Darren S.U. Kim, Joseph W. Alba (2023), “Learning from Data: An Empirics-First Approach

to Relevant Knowledge Generation,” *Journal of Marketing*, 87(3), 319-336, lead article.

- Shelby D. Hunt / Harold H. Maynard Award for *Journal of Marketing* paper making the most significant contribution to marketing theory and thought (2024)

Pang, Jun, Angela Xia Liu, and Peter N. Golder (2022), “Critics’ conformity to consumers in movie evaluation,” *Journal of the Academy of Marketing Science*, 50 (July), 864-887.

Bradlow, Eric T., Peter N. Golder, Joel Huber, Sandy Jap, Aparna A. Labroo, Donald R. Lehmann, John Lynch, Natalie Mizik, Russell S. Winer (2020), “Editorial: Relaunching Marketing Letters,” *Marketing Letters*, 31, 311-314.

Golder, Peter N. and Sandy Jap (2020), “Launching the Idea Corners section of *Marketing Letters*,” *Marketing Letters*, 31 (March), 1-2.

Golder, Peter N., Debanjan Mitra, and Christine Moorman (2018), “Incorporating Quality Considerations in Merger Analysis: Why, What, When, and How?” *The Antitrust Bulletin*, 63 (June), 222-236.

Golder, Peter N., Dmitri. G. Markovitch, and Jonathan P. O’Brien (2018), “When do Investors Reward Acquisitions and Divestitures? The Contrasting Implications of Normative and Behavioral Economic Theories,” *Managerial and Decision Economics*, 39 (March), 226-239.

Golder, Peter N., Sandy Jap, and Joel H. Steckel (2017), “The Future of *Marketing Letters*: Vision, Review Process, and a New Type of Paper—Idea Corners,” *Marketing Letters*, 28 (September), 335-339.

Golder, Peter N., Debanjan Mitra, and Christine Moorman (2012), “What is Quality? An Integrative Framework of Processes and States,” *Journal of Marketing*, 76 (July), 1-23.

- Harold H. Maynard Award for *Journal of Marketing* paper making the most significant contribution to marketing theory and thought (2013)
- Citation of Excellence Award from Emerald Group Publishing for paper with high citations, novelty, interdisciplinary interest, and relevance in today’s world (2015)

Golder, Peter N., Rachel Shacham, and Debanjan Mitra (2009), “Innovations’ Origins: When, By Whom, and How are Radical Innovations Developed?” *Marketing Science*, 28 (January), 166-179.

Mitra, Debanjan and Peter N. Golder (2008), “Does Academic Research Help or Hurt MBA Programs?” *Journal of Marketing*, 72 (September), 31-49.

- Selected by *JM* Editor as single article from issue to feature on *JM* Blog
- Basis of our article in *Financial Times* (see Other Publications)
- Basis of our article in *BusinessWeek* online (see Other Publications)
- Featured on The Chronicle of Higher Education *News Blog*

Markovitch, Dmitri and Peter N. Golder (2008), “Using Stock Prices to Predict Market Events: Evidence on Sales Takeoff and Long-Term Firm Survival,” *Marketing Science*, 27 (July-August), 699-716.

Mitra, Debanjan and Peter N. Golder (2007), “Quality is in the Eye of the Beholder,” *Harvard Business Review*, 85 (April), 26-28.

Mitra, Debanjan and Peter N. Golder (2006), “How Does Objective Quality Affect Perceived Quality? Short-Term Effects, Long-Term Effects, and Asymmetries,” *Marketing Science*, 25 (3), 230-247.

- Robert D. Buzzell Best Paper Award from Marketing Science Institute (2007)
- Finalist, John D. C. Little Award for Best Paper in *Marketing Science* (2007)
- Finalist, Frank M. Bass Award for Best Dissertation-based paper in *Marketing Science* (2007)
- Featured in *Handelsblatt*, a top German economics and business periodical
- Featured in *Insights from MSI* (Marketing Science Institute)
- Reprinted in ICFAI’s *Journal of Brand Management*

Golder, Peter N. and Gerard J. Tellis (2004), “Growing, Growing, Gone: Cascades, Diffusion, and Turning Points in the Product Life Cycle,” *Marketing Science*, 2, 207-218.

- INFORMS Society for Marketing Science Long Term Impact Award (2012)
- Best Paper Award, American Marketing Association Technology and Innovation Group (2005)
- Also published in the Marketing Science Institute working paper series and featured in their periodical, *Insights from MSI*

Foster, Joseph A., Peter N. Golder, and Gerard J. Tellis (2004), “Predicting Sales Takeoff for Whirlpool’s New Personal Valet,” *Marketing Science*, 2, 182-185.

- INFORMS Society on Marketing Science Inaugural Practice Prize (finalist)

Bohlmann, Jonathan D., Peter N. Golder, and Debanjan Mitra (2002), “Deconstructing the Pioneer’s Advantage: Examining Vintage Effects and Consumer Valuations of Quality and Variety,” *Management Science*, 48 (September), 1175-1195.

Mitra, Debanjan and Peter N. Golder (2002), “Whose Culture Matters? Near-Market Knowledge and Its Impact on Foreign Market Entry Timing,” *Journal of Marketing Research*, 39 (August), 350-365.

- Excellence in Global Marketing Research Award, American Marketing Association (2011)
- Golder, Peter N. (2000), “Insights from Senior Executives about Innovation in International Markets,” *Journal of Product Innovation Management*, 17 (September), 326-340, lead article.
- Golder, Peter N. (2000), “Historical Method in Marketing Research with New Evidence on Long-Term Market Share Stability,” *Journal of Marketing Research*, 37 (May), 156-172.
- Featured in *The Wall Street Journal* (front page) and *Advertising Age*
- Golder, Peter N. and Gerard J. Tellis (1998), “Beyond Diffusion: An Affordability Model of the Growth of New Consumer Durables,” *Journal of Forecasting*, 17 (June-July), 259-280.
- Golder, Peter N. and Gerard J. Tellis (1997), “Will It Ever Fly? Modeling the Takeoff of Really New Consumer Durables,” *Marketing Science*, 3, 256-270.
- Frank M. Bass Award (1998) for best paper in *Marketing Science* or *Management Science* based on a marketing doctoral dissertation
 - Featured in *The Wall Street Journal* (front page)
 - Published in the Marketing Science Institute working paper series
- Tellis, Gerard J. and Peter N. Golder (1996), “First to Market, First to Fail? Real Causes of Enduring Market Leadership,” *Sloan Management Review*, (Winter), 65-75.
- Featured in *The Wall Street Journal*, *The Economist*, *The Los Angeles Times*, *WirtschaftsWoche* (German business magazine) and *Harvard Management Update*
 - Reprinted in *Harvard Business Manager*
 - Invited keynote presentation at the Conference Board’s 1996 Marketing Conference
- Golder, Peter N. and Gerard J. Tellis (1993), “Pioneer Advantage: Marketing Logic or Marketing Legend?” *Journal of Marketing Research*, (May), 158-170.
- William F. O’Dell Award (1998) for long-term contribution to the marketing discipline
 - Findings referenced in *Wall Street Journal* op-ed article

BOOKS AND OTHER PUBLICATIONS

- Golder, Peter N., Michael J. Schreck, and Aaron C. Yeater (2023), “Taking a Second Look at Secondary Meaning: A Marketing Perspective on Circuit Court Factors,” *The Cambridge Handbook of Marketing and the Law*, 293-311.

- Fan, Tingting, Peter N. Golder, and Donald R. Lehmann (2023), “New Products Research,” in *The History of Marketing Science*, second edition, Russell S. Winer and Scott A. Neslin, editors, World Scientific – Now publishers, Chapter 17.
- Golder, Peter N. et al. (2020), “Brief of Professor Peter N. Golder, Ph.D. and other Marketing Academics as Amici Curiae in Support of Respondent,” *United States Patent and Trademark Office, et al. v. Booking.com B.V.*, Supreme Court of the United States, No. 19-46.
- Golder, Peter N. and Debanjan Mitra, editors (2019), *Handbook of Research on New Product Development*, Edward Elgar (paperback edition).
- Golder, Peter N. and Debanjan Mitra, editors (2018), *Handbook of Research on New Product Development*, Edward Elgar.
- Golder, Peter N. and Debanjan Mitra (2018), “New Product Development Research: Consolidating the Present and Guiding the Future,” in *Handbook of Research on New Product Development*, Peter N. Golder and Debanjan Mitra, editors, Edward Elgar.
- Fan, Tingting, Peter N. Golder, and Donald R. Lehmann (2017), “Innovation and New Products Research: A State-of-the-Art Review, Models for Managerial Decision Making, and Future Research Directions,” in *Handbook of Marketing Decision Models*, Berend Wierenga and Ralf van der Lans, editors, Springer.
- Golder, Peter N., Debanjan Mitra, and Christine Moorman (2015), “A Comprehensive View of Quality and Its Implications for Managers,” *The AMA Journal Reader*, American Marketing Association (online publication).
- Fan, Tingting, Peter N. Golder, and Eitan Muller (2014), “Dynamics of Multi-Feature Product Usage: Carryover, Spillover, and Social Effects,” *Marketing Science Institute Report No. 14-118*.
- Lehmann, Donald R. and Peter N. Golder (2014), “New Products Research,” in *The History of Marketing Science*, Russell S. Winer and Scott A. Neslin, editors, World Scientific – Now publishers.
- Golder, Peter N., Julie R. Irwin, and Debanjan Mitra (2013), “Long-Term Market Leadership Persistence: Baselines, Economic Conditions, and Category Types,” *Marketing Science Institute Report No. 13-110*.
- Golder, Peter (2010), “First-mover (pioneer) advantage,” in *Wiley International Encyclopedia of Marketing*, Jagdeeth Sheth and Naresh Malhotra, editors, in Volume 1, *Marketing Strategy*, Robert Peterson and Roger Kerin, editors, John Wiley & Sons Limited.

- Golder, Peter (2010), "Later mover (nonpioneer) advantage," in *Wiley International Encyclopedia of Marketing*, Jagdeth Sheth and Naresh Malhotra, editors, in Volume 1, Marketing Strategy, Robert Peterson and Roger Kerin, editors, John Wiley & Sons Limited.
- Golder, Peter and Gerard Tellis (2010), "Product Life Cycle," in *Wiley International Encyclopedia of Marketing*, Jagdeth Sheth and Naresh Malhotra, editors, in Volume 5, New Product Development, Barry Bayus, editor, John Wiley & Sons Limited.
- Mitra, Debanjan and Peter N. Golder (2009), "Objective and Perceived Quality," in *Empirical Generalizations about Marketing Impact*, Dominique M. Hanssens, editor, Marketing Science Institute, 18.
- Golder, Peter N. (2009), "Market Leadership," in *Empirical Generalizations about Marketing Impact*, Dominique M. Hanssens, editor, Marketing Science Institute, 21.
- Golder, Peter N. and Gerard J. Tellis (2009), "First-mover Advantage," in *Empirical Generalizations about Marketing Impact*, Dominique M. Hanssens, editor, Marketing Science Institute, 34.
- Golder, Peter N. and Gerard J. Tellis (2009), "Sales Takeoff," in *Empirical Generalizations about Marketing Impact*, Dominique M. Hanssens, editor, Marketing Science Institute, 39.
- Golder, Peter N., Rachel Shacham, and Debanjan Mitra (2009), "Radical Innovations," in *Empirical Generalizations about Marketing Impact*, Dominique M. Hanssens, editor, Marketing Science Institute, 42.
- Golder, Peter N. and Debanjan Mitra (2008), "MBA Recruiters Value Academic Research," *BusinessWeek* online, October 16.
- Golder, Peter and Debanjan Mitra (2008), "Academic research is good for MBA students," *Financial Times*, September 22.
- Chandy, Rajesh K., Peter N. Golder, and Gerard J. Tellis (2004), "Historical Research in Marketing Strategy: Method, Myths, and Promise," in *Assessing Marketing Strategy Performance*, Christine Moorman and Donald R. Lehmann, eds., Boston, MA: Marketing Science Institute.

Tellis, Gerard J. and Peter N. Golder (2002), *Will and Vision: How Latecomers Grow to Dominate Markets*, New York: McGraw-Hill.

- Winner of the Berry-AMA Book Prize for the best book in marketing (2003)
- Selected by *Harvard Business Review* as one of the top ten business books of 2001
- Reviewed in *Harvard Business Review* (September 2001)

Golder, Peter N. and Gerard J. Tellis (2001), “Competition is the Best Way to Regulate Microsoft,” *Los Angeles Times*, December 26.

Golder, Peter N. and Gerard J. Tellis (1992), “Do Pioneers Really Have Long-Term Advantages? A Historical Analysis,” Marketing Science Institute Report Number 92-124, Boston, MA: Marketing Science Institute.

- Winner of Marketing Science Institute Best Paper of the Year Award

PRESENTATIONS

Golder, Peter N. (2024), “Learning from Data: An Empirics-First Approach to Relevant Knowledge Generation – How to implement, report, and evaluate empirics-first research,” PDMA Consortium, Syracuse University.

Mitra, Debanjan, Peter N. Golder, and Mariya Topchy (2024), “Hedonic Wages in Employment Markets: The Human-Capital Value of Racial Diversity,” Marketing Dynamics Conference, Santorini.

Golder, Peter N. and Hans-Willi Schroiff (2024), “Seven Key Questions Wall Street should be asking about your innovation pipeline.....(but isn’t yet!),” Marketing Strategy Meets Wall Street Conference, University of Cologne.

Topchy, Mariya, Debanjan Mitra, and Peter N. Golder (2023), “Emotion Elasticity,” Marketing Science Conference, University of Miami.

Golder, Peter N., Debanjan Mitra, and Mariya Topchy (2023), “Labor Market Value Attributed to the Educational Benefits of Cohort Racial Diversity,” Marketing Science DEI Conference, Dallas, Texas.

Topchy, Mariya, Debanjan Mitra, and Peter N. Golder (2023), “Asymmetries in Emotion Influences in Satisfaction Framework,” American Marketing Association Winter Academic Conference, Nashville, Tennessee.

Topchy, Mariya, Debanjan Mitra, and Peter N. Golder (2022), “Not All Transactions Are Emotionally Equal,” Theory & Practice in Marketing, Emory University, Atlanta, Georgia.

- Topchy, Mariya, Debanjan Mitra, and Peter N. Golder (2021), “How Affect Works: Incidental and Integral Pathways to Customer Satisfaction,” Marketing Science Conference, University of Rochester (virtual).
- Golder, Peter N. (2020), “Hearing the Voice of the Consumer through Archival Evidence,” McCarthy Institute webinar.
- Golder, Peter N., Julie R. Irwin, and Debanjan Mitra (2020), “Will You Still Try Me, Will You Still Buy Me, When I’m 64? Long-Term Market Leadership in the Age of Disruption,” State of Marketing Science Summit: Marketing in Disruption, Marketing Science Institute, San Francisco, CA.
- Golder, Peter N. (2020), “Real-time Emotions in Customer Service Encounters,” invited presentation, University of Connecticut.
- Trinh, Giang Tue and Peter N. Golder (2019), “Factors Affecting Long Term Brand Growth,” Marketing Science Conference, University of Roma Tre / NYU Stern School.
- Golder, Peter N., Michael J. Schreck, and Aaron Yeater (2019), “Assessing Secondary Meaning of Brand Elements: A Conceptual and Methodological Complement to Survey Research,” Legal Applications of Marketing Theory Conference, Harvard Law School.
- Chang, Sue Ryung, Peter N. Golder, and Joel H. Steckel (2017), “Measuring and Managing International Market Share Volatility: Insights from a Country, Category, and Brand Hierarchy Framework,” Tuck Marketing Research Camp.
- Golder, Peter N., Julie R. Irwin, and Debanjan Mitra (2016), “Will You Still Try Me, Will You Still Buy Me, When I’m 64? Long-Term Market Leadership Persistence and the Impact of Economic Conditions and Category Types,” invited presentation, Kelley School of Business, Indiana University.
- Golder, Peter N. (2016), “Design Thinking: Learn to Think Like a Disruptor,” invited workshop, Marketing Science Institute, Cambridge, MA.
- Golder, Peter N. (2016), “The Fragility of Market Leadership,” AEMARK: XXVIII Congreso de Marketing at Universidad de Leon, Leon, Spain.
- Golder, Peter N. (2016), “The Fragility of Market Leadership,” L2/NYU Stern Digital Leadership Academy, New York, NY.
- Golder, Peter N. (2016), “What is Quality?” American Antitrust Institute Invitational Symposium on Non-Price Effects of Mergers, Washington D.C.

- Golder, Peter N. and Hans-Willi Schroiff (2016), “Closing the Gap between Innovation Management Theory and Practice,” American Marketing Association Winter Educators’ Conference, Las Vegas, NV.
- Chang, Sue Ryung, Peter N. Golder, and Joel H. Steckel (2015), “Measuring and Managing International Market Share Volatility: Insights from a Country, Category, and Brand Hierarchy Framework,” invited presentation, Corporate Competitiveness in International Perspective, Keizai Koho Center, Tokyo, Japan.
- Golder, Peter N. (2015), “Strategy Research: Interesting Questions + Illuminating Data → Publication,” AMA-Sheth Foundation Doctoral Consortium, London Business School.
- Fan, Tingting, Peter N. Golder, and Eitan Muller (2015), “Communication on Mobile Phones versus Online Social Networks: Complements or Substitutes?” Marketing Science Conference, Johns Hopkins University.
- Fan, Tingting, Peter N. Golder, and Eitan Muller (2015), “Multi-media and Multi-form Communication: A Framework and Application with Smartphones and Online Social Networks,” Theory + Practice in Marketing Conference, Georgia State University.
- Fan, Tingting, Peter N. Golder, and Eitan Muller (2015), “Communication on Smartphones vs. Online Social Networks: Complements or Substitutes?” Big Data Conference, Ludwig Maximilian University (LMU), Munich, Germany.
- Golder, Peter N. (2014), “Exploring and Exploding(!) Myths of Innovation Success,” MOT Summer School—The New Paradigm of Innovation, Seoul, Korea.
- Shacham, Rachel, Tulin Erdem, and Peter N. Golder (2014), “Talking Away the Vice? Communication and Vices,” Marketing Science Conference, Emory University.
- Fan, Tingting, Peter N. Golder, and Cheng Zhang (2014), “Usage Adoption of New Products in an Emerging Market,” Marketing and Innovation Symposium, Erasmus University, Rotterdam, Netherlands.
- Golder, Peter N. (2014), “The Art and Craft of Developing Impactful Theory,” AMS Review Theory Forum, Indianapolis, IN.
- Golder, Peter N. and Wonjoon Kim (2014), “Order of Entry Effects with Attribute Innovations,” American Marketing Association Winter Educators’ Conference, Orlando, FL.
- Golder, Peter N. and Wonjoon Kim (2013), “Order of Entry Effects with Attribute Innovations,” invited presentation, Syracuse University.

- Pang, Jun, Angela Xia Liu, and Peter N. Golder (2013), "Effects of Peer Opinions and Customer Opinions on Critic Evaluations of Cultural Products," Marketing Science Conference, Ozyegin University, Istanbul, Turkey.
- Chang, Sue Ryung, Peter N. Golder, and Joel H. Steckel (2013), "Exploring Market Share Volatility around the World: The Role of Economics, Culture, Business Environment, and Market Structure," invited presentation, Peking University.
- Chang, Sue Ryung, Peter N. Golder, and Joel H. Steckel (2013), "Exploring Market Share Volatility around the World: The Role of Economics, Culture, Business Environment, and Market Structure," invited presentation, Cambridge University Judge Business School.
- Fan, Tingting, Eitan Muller, and Peter N. Golder (2012), "The Dynamics of New Product Feature Usage," Marketing Science Conference, Boston University.
- Shacham, Rachel, Tulin Erdem, and Peter N. Golder (2012), "Are Vices Substitutes or Complements?" Marketing Science Conference, Boston University.
- Golder, Peter N., Julie R. Irwin, and Debanjan Mitra (2012), "Do Economic Conditions Affect Long-Term Brand Leadership Persistence?" Theory + Practice in Marketing Conference, Harvard Business School.
- Golder, Peter N. and Tingting Fan (2011), "The Dynamics of Consumers' Brand Consideration Sets," Marketing Scholar Forum, Peking University.
- Shacham, Rachel, Peter N. Golder, and Tulin Erdem (2011), "The Complementarity of Vices," Marketing Science Conference, Rice University.
- Fan, Tingting and Peter N. Golder (2011), "The Dynamics of Brand Preferences Along Consumers' Life Paths," Marketing Science Conference, Rice University.
- Golder, Peter N. (2011), "Beyond New Products: Innovation for Growth," MSI 50th Anniversary Conference, Boston.
- Golder, Peter N., Julie R. Irwin, and Debanjan Mitra (2011), "Will You Still Try Me, Will You Still Buy Me, When I'm 64? How Economic Conditions and Category Types Affect Long-Term Brand Leadership Persistence," invited presentation, Cornell University.
- Golder, Peter N., Julie R. Irwin, and Debanjan Mitra (2010), "Will You Still Try Me, Will You Still Buy Me, When I'm 64? How Economic Conditions and Category Types Affect Long-Term Brand Leadership Persistence," invited presentation, Peking University.

- Chang, Sue Ryung, Peter N. Golder, Joel Steckel (2010), “Global Market Share Dynamics,” Marketing Science Conference, University of Cologne.
- Shacham, Rachel, Tulin Erdem and Peter N. Golder (2010), “A Cigarette, a Six Pack or Porn: Are Vices Substitutes or Complements?” Marketing Science Conference, University of Cologne.
- Golder, Peter N. (2010), “Attribute-Level Innovation and Its Opportunities for Marketing Strategy Research,” The Practice and Impact of Marketing Science, MSI/ISMS Conference, Massachusetts Institute of Technology.
- Golder, Peter N. (2009), “Why Your Firm Can’t Innovate,” Luxury Lab Innovation Forum, Times Center, New York City, talk on YouTube.
- Golder, Peter N., Julie R. Irwin and Debanjan Mitra (2009), “How Do Economic Conditions Affect Long-Term Brand Leadership Persistence,” New York City Marketing Modelers Meeting.
- Shacham, Rachel, Peter N. Golder, and Sha Yang (2009), “On the Importance of Ignorance,” Marketing Science Conference, University of Michigan.
- Mitra, Debanjan, Peter N. Golder, Jinhong Xie (2009), “The Weakness of Strong Ties: Homophily, Heterophily, and the Valence of Buzz,” Marketing Science Conference, University of Michigan.
- Golder, Peter N., Tingting Fan, Kevin L. Keller (2009), “Branding for China: The Role of Next Generation Consumers,” Innovation in India and China: How to Create Value from Emerging Markets, Cambridge University Judge Business School.
- Shacham, Rachel, Peter N. Golder, and Sha Yang (2009), “Exploring the Unknown: Incorporating Awareness in New Product Adoption,” Collaborative & Multidisciplinary Research Conference, Yale School of Management.
- Golder, Peter N., Tingting Fan, and Kevin L. Keller (2009), “Evolving Brand Preferences of Young Chinese Consumers,” China India Consumer Insights Conference, Yale School of Management.
- Mitra, Debanjan and Peter N. Golder (2008), “Competing for the Future of Business Schools: Does Academic Research Help or Hurt MBA Programs?” Marketing Science Conference, University of British Columbia.
- Markovitch, Dmitri and Peter N. Golder (2007), “Can the Stock Market Predict Sales Takeoff and the Long-Term Survival of Firms?” Marketing Science Conference, Singapore Management University.

- Golder, Peter N. (2007), "Will and Vision: How Latecomers Grow to Dominate Markets," Wuhan University's First International Conference on Corporate Governance and Innovation.
- Golder, Peter N., Rachel Shacham, and Debanjan Mitra (2006), "Innovations' Origins: When, By Whom, and How are Radical Innovations Developed?" Guanghua School of Management, Peking University.
- Mitra, Debanjan and Peter N. Golder (2006), "The Buzz on Business Schools: A Longitudinal Analysis of Scholarly Research and Perceptions," Marketing Science Conference, University of Pittsburgh.
- Mitra, Debanjan and Peter N. Golder (2006), "Why Today's Business School Rankings are Yesterday's News: A Long-Term Analysis of the Impact of Academic Research," University of Southern California Marketing Camp.
- Golder, Peter N., Rachel Shacham, and Debanjan Mitra (2005), "The Continuity of Seemingly Discontinuous, Radical Innovations," conference on Bridging Operations and Marketing, Catholic University, Lisbon, Portugal.
- Mitra, Debanjan and Peter N. Golder (2005), "Why Today's Business School Rankings are Yesterday's News: A Long-Term Analysis of the Impact of Academic Research," ERIM Conference at Erasmus University, Rotterdam, Netherlands.
- Golder, Peter N. (2005), "Continuous Innovation: The Key to Market Leadership," AMA Doctoral Consortium, University of Connecticut.
- Golder, Peter N., Rachel Shacham, and Debanjan Mitra (2005), "The Continuity of Seemingly Discontinuous, Radical Innovations," Marketing Science Conference, Emory University.
- Golder, Peter N., Rachel Shacham and Debanjan Mitra (2004), "A Discontinuous Perspective on Seemingly Radical Innovations," Hot Thoughts on Innovation: Insights at the Intersection of Marketing and Technology," MSI-AMA Conference at AMA Summer Educators' Conference, Boston, MA.
- Golder, Peter N. (2004), "Comments on Research with Impact and Collaborating with your Advisor: Promise, Perils, and Solutions," AMA Doctoral Consortium, Texas A&M University.
- Golder, Peter N. (2004), "Will and Vision: How Latecomers Grow to Dominate Markets," opening presentation at AMA Strategic Marketing Conference, Chicago, Illinois (based on book co-authored with Gerry Tellis).

- Chandy, Rajesh K., Peter N. Golder, and Gerard J. Tellis (2003), "Historical Research: Method, Myths, and Applications," Cool Tools Conference for Marketing Strategy Research, AMA Summer Educators' Conference, Chicago, Illinois.
- Foster, Joseph A., Peter N. Golder, and Gerard J. Tellis (2003), "Will It Ever Fly? Application of Takeoff Model at Whirlpool," ISMS Practice Prize Competition, Marketing Science Conference, University of Maryland.
- Mitra, Debanjan, Peter N. Golder, and Qi Wang (2003), "Running Hard to Stand Still? Analyzing Persistence and the Duration of Market Performance," Marketing Science Conference, University of Maryland.
- Golder, Peter N. (2003), "Historical Research and Innovation: How Does Looking Back Help Us Understand How to Look Ahead?" American Marketing Association Winter Educators' Conference, Orlando, FL.
- Markovitch, Dmitri and Peter N. Golder (2002), "Competing Through Speed: Product Development and Alliance Speed and Their Impact on Firm Performance," Marketing Science Conference, University of Alberta.
- Mitra, Debanjan and Peter N. Golder (2002), "When Do Firms Become Truly Multinational? A Study of the Dynamics of 'Near-Market' Knowledge on Entry Timing Decisions," Marketing Science Conference, University of Alberta.
- Golder, Peter N. (2002), "Secondary Data," AMA Doctoral Consortium, Emory University.
- Golder, Peter N. (2001), "Historical Research in Marketing," Special Session, AMA Summer Educators' Conference, Washington DC.
- Mitra, Debanjan and Peter N. Golder (2001), "When Will They Ever Learn? An Econometric Analysis of the Long-Term Effects of Product Quality (or Why the Business School Ratings are always Yesterday's News?)," Marketing Science Conference, University of Mainz.
- Golder, Peter N. and Julie R. Irwin (2001), "If They Could See Us Now: A Look at How Category Relationships Drive Long-Term Brand Leadership Persistence," Marketing Science Institute's Young Scholars Conference.
- Golder, Peter N. and Julie R. Irwin (2000), "If They Could See Us Now: A Look at How Category Relationships Drive Long-Term Brand Leadership Persistence," New York Marketing Modelers Group.
- Golder, Peter N. and Julie R. Irwin (2000), "If They Could See Us Now: A Look at How Consumers Relate to Their Products and How These Relationships Explain Why Leading Brands Succeed or Fail," special session at ACR Conference, Salt Lake City.

- Bohlmann, Jonathan D. and Peter N. Golder (2000), "Deconstructing the Pioneer's Advantage: An Examination of the Relative Success and Failure of Market Pioneers," Marketing Science Conference, UCLA.
- Mitra, Debanjan and Peter N. Golder (2000), "Veni, Vidi, Vici: Modern Insights for Selecting and Succeeding in New Country Markets," Marketing Science Conference, UCLA.
- Golder, Peter N. (1999), "Contemporary Knowledge versus Historical Data: Other Examples of How the Past Catches Up with the Present," AMA Doctoral Consortium, University of Southern California.
- Golder, Peter N. and Gerard J. Tellis (1999), "How Long Can This Keep Going On? Modeling the Growth of Radically New Products," Marketing Science Conference, Syracuse University.
- Golder, Peter N. (1999), "Historical Method in Marketing Research with New Evidence on Long-Term Market Share Stability," invited presentation at University of Chicago.
- Golder, Peter N. (1998), "Does Early Leadership Lock-in Long-term Leadership?" Fall INFORMS Conference, Seattle.
- Golder, Peter N. and Gerard J. Tellis (1998), "Is There Life in the Product Life Cycle? New Formulation and Generalizations on a Dormant Concept," Marketing Science Conference, INSEAD.
- Golder, Peter N. and Gerard J. Tellis (1998), "Great Expectations: How the Market Really Responds to Really New Products," invited presentation at University of Mainz, Germany.
- Golder, Peter N. (1998), "Contemporary Knowledge versus Historical Data: Another Example of How the Past Catches Up with the Present," Columbia-NYU-Wharton-Yale Marketing Colloquium, New Haven, CT.
- Golder, Peter N. and Gerard J. Tellis (1998), "Evaluating New Product Growth: When Will Sales Slow Down?" invited presentation at University of Houston.
- Tellis, Gerard J. and Peter N. Golder (1996), "First to Market, First to Fail? Real Causes of Enduring Market Leadership," The Conference Board's 1996 Marketing Conference, New York, NY.
- Golder, Peter N. and Gerard J. Tellis (1996), "Who are long-term leaders? When and how do they enter?" INFORMS Conference, Atlanta, GA.

Golder, Peter N. and Gerard J. Tellis (1996), "Evaluating New Product Growth: When Will Sales Slow Down?" Marketing Science Conference, University of Florida.

Golder, Peter N. and Gerard J. Tellis (1995), "When Will It Fly? Modeling the Takeoff of Really New Consumer Durables," New York City Marketing Modelers Group.

Golder, Peter N. and Gerard J. Tellis (1995), "When Will It Fly? Modeling the Takeoff of Really New Consumer Durables," Product Development Management Association Conference, Minneapolis, MN.

Golder, Peter N. and Gerard J. Tellis (1995), "Evaluating New Product Growth: Will Sales Ever Take Off," Marketing Science Conference, Australian Graduate School of Management.

Tellis, Gerard J. and Peter N. Golder (1994), "Forecasting Market Opportunities: Predicting the Takeoff of New Durables," Marketing Science Institute Conference, Boston, MA.

Golder, Peter N. (1994), "An Alternative Explanation for Order of Entry Effects Among Surviving Brands," Marketing Science Conference, University of Arizona.

Tellis, Gerard J. and Peter N. Golder (1993), "The Real Causes of Enduring Market Leadership," ORSA/TIMS Meeting, Phoenix, Arizona.

Golder, Peter N. (1993), "The Disadvantage of Being a Pioneer," Marketing Science Conference, Washington University.

Golder, Peter N. and Gerard J. Tellis (1993), "Pioneer Advantage: Marketing Logic or Marketing Legend?" Marketing Science Institute Conference, Atlanta, GA.

Golder, Peter N. and Gerard J. Tellis (1992), "Market Building vs. Pioneering: What Causes Long-term Leadership?" ORSA/TIMS Meeting, San Francisco, CA.

Golder, Peter N. and Gerard J. Tellis (1992), "Pioneer Advantage: Marketing Logic or Marketing Legend?" Marketing Science Conference, London Business School.

RESEARCH INTERESTS

Market Entry, New Products, Market Leadership, Quality, Global Marketing, Branding

TEACHING INTERESTS

Marketing Concepts, Global Marketing, New Products, Marketing Strategy

PROFESSIONAL EXPERIENCE

Northrop Corporation, 1986-1990

Conoco, 1984-1986

GRANTS

NYU Stern Berkley Center grant from Kauffman Foundation (2006)
NYU Stern Berkley Center grant from Kauffman Foundation (2005)
Marketing Science Institute (2000)
Richard D. Irwin Dissertation Fellowship - National Award Winner (1993)
U.S. Department of Education - Awarded through Center for International Business
Education and Research at University of Southern California (1993)
Dissertation Fellowship from Center for International Business Education and
Research at University of Southern California (1992)
Marketing Science Institute (1992)
Fellowship, University of Southern California (1990-1994)

ACADEMIC SERVICE

Co-Editor: *Journal of Product Innovation Management*, 2023-2024
Editorial Review Board: *Journal of Marketing*
Co-Editor, Idea Corner track, *Marketing Letters*, 2021-2022
Co-Editor-in-Chief, *Marketing Letters*, 2015-2020
Dissertation Committee Chair/Co-Chair:
Debanjan Mitra, NYU (placement: University of Florida)
Rachel Shacham, NYU (placement: University of Minnesota)
Tingting Fan, NYU (placement: Chinese University of Hong Kong)
Mariya Topchy, University of Connecticut (placement: industry)
Dissertation Committee: Jane Gu, Dmitri Markovitch, Sergio Meza
Co-Chair, Hot Thoughts on Innovation: Insights at the Intersection of Marketing and
Technology, special interest conference sponsored by MSI and AMA, 2004.
Chair, Strategy Track, Winter AMA 2005, San Antonio, Texas

ASSOCIATIONS

American Marketing Association
Institute for Operations Research and Management Science (INFORMS)

Revised May 3, 2025