



Dr. Christopher Amaral

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ACADEMIC EMPLOYMENT



University of Bath, School of Management, Bath, United Kingdom
Assistant Professor of Marketing, 2020-Present

EDUCATION



Queen's University, Smith School of Business, Kingston, Canada
Ph.D., 2020

- Specialization in Marketing
- Committee: Dr. Ceren Kolsarici (Advisor and Chair), Dr. Mikhail Nediak, Dr. Wei Wang, Dr. Robert Clark, Dr. Laurence Ashworth, and Dr. Sourav Ray
- Dissertation: "The Impact of Marketing on the Financial Services Sector: An Empirical Investigation"



University of Toronto, Rotman School of Management, Toronto, Canada
M.B.A., 2014

- Specialization in Strategy and Finance



Ryerson University, Ted Rogers School of Management, Toronto, Canada
Bachelor of Commerce, 2010

- Specialization in Business Management and Finance

RESEARCH PROFILE

Research Interests

- Substantive: Pricing, Sales Force, Services, Retailing
- Methodological: Econometric Modeling, Artificial Intelligence

Articles in Scholarly Refereed Journals/Accepted

- Amaral, Christopher and Ceren Kolsarici (2020), "The financial advice puzzle: The role of consumer heterogeneity in the advisor choice," *Journal of Retailing and Consumer Services*, 54, 102014 (Journal Rating: ABDC-A / AJG-2, Impact Factor: 10.972)
- Amaral, Christopher, Ceren Kolsarici, and Mikhail Nediak (2023), "The Impact of Discriminatory Pricing Based on Customer Risk: An Empirical Investigation Using Indirect Lending Through Retail Networks," *European Journal of Marketing*, 57 (13), 56-86 (Journal Rating: ABDC-A* / AJG-3, Impact Factor: 5.181)

Other Papers – Revising for Resubmission/Under Review

- Amaral, Christopher, Ceren Kolsarici, and Mikhail Nediak, “Optimizing Pricing Delegation to External Sales Forces via Commissions: An Empirical Investigation,” Under Review (3rd round)
- Amaral, Christopher, Ceren Kolsarici, Iina Ikonen, and Nicole Robitaille, “Motivating Sustainable Energy Consumption Within Organizations: The Role of Artificial Intelligence and Behavioral Insights,” Under Review (1st round) (*Finalist for the Gary L. Lilien ISMS-MSI-EMAC Practice Prize Competition 2024*)

Conference Presentations

- Amaral, Christopher, Ceren Kolsarici, Iina Ikonen, and Nicole Robitaille, “Motivating Sustainable Energy Consumption Within Organizations: The Role of Artificial Intelligence and Behavioral Insights”

Marketing Science, Sydney, Australia, June 2024

Southern Ontario Behaviour and Decision Research Conference, Toronto, Canada, May 2024

Marketing & Public Policy Conference, Arlington, VA, June 2023

European Marketing Academy Conference, Odense, Denmark, May 2023

Marketing Dynamics, Atlanta, GA, November 2022

- Amaral, Christopher, Ceren Kolsarici, and Mikhail Nediak, “Optimizing Pricing Delegation to External Sales Forces via Commissions: An Empirical Investigation”

European Marketing Academy Conference, Budapest, Hungary, May 2022

Marketing Science, Rochester, NY, June 2021 (Virtual Conference)

- Amaral, Christopher, Ceren Kolsarici, and Mikhail Nediak, “The Impact of Varying Consumer Credit Pricing by Consumer Risk: An Empirical Investigation using Indirect Lending”

Marketing Science, Rome, Italy, June 2019

Marketing Dynamics, College Park, MD, June 2019

- Amaral, Christopher, Ceren Kolsarici, and Mikhail Nediak, “The Impact of Discriminatory Pricing Based on Consumer Risk: An Empirical Investigation Using Indirect Lending Through Retail Networks”

Empirical & Theoretical Symposium for Canadian Marketing Strategy, Vancouver, BC, May 2019

Marketing Dynamics, Dallas, TX, July 2018

Marketing Science, Philadelphia, PA, June 2018

INFORMS Revenue Management and Pricing Section, Toronto, ON, June 2018

Empirical & Theoretical Symposium for Canadian Marketing Strategy, Guelph, ON, May 2018 (Poster)

- Amaral, Christopher, Ceren Kolsarici, and Fatma Sonmez-Leopold, “Understanding and Communicating the Value of Financial Advice: Mapping the Investor Market”

Marketing Science, Los Angeles, CA, June 2017

INFORMS, Houston, TX, October 2017

Invited Presentations

- *University of Bath*, 2019
- *University of Sydney*, 2019
- *Erasmus University*, 2019
- *Bilkent University*, 2019
- *Oakland University*, 2019

TEACHING

Teaching Interests

- Marketing Analytics, Principles of Marketing, Marketing Strategy

Teaching Experience

- Marketing Analytics (MN52116), *University of Bath*, Postgraduate Course, 2023
- Applied Retail Analytics (MN52054), *University of Bath*, Postgraduate Course, 2023
- E-Business (MN20032), *University of Bath*, Undergraduate Course, 2020-2023
- Strategic Marketing (MN50439), *University of Bath*, Postgraduate Course, 2020-2022
- Principles of Marketing (MN50167), *University of Bath*, Postgraduate Course, 2020-2022

Guest Lecturer

- Marketing Analytics (COMM433) – R Tutorial, *Queen's University*, Undergraduate Course, Winter 2018

Teaching Assistant

- Marketing Analytics (COMM433), *Queen's University*, Undergraduate Course, Winter 2017 and 2018
- Marketing Analytics (MMA831), *Queen's University*, Graduate Course, Spring 2016 and 2018
- Quantitative Models for Marketing I (MGMT945), *Queen's University*, Graduate Course, Winter 2018
- Advanced Accounting Topics for Finance (RSM4220), *University of Toronto*, Graduate Course, Winter 2015

INDUSTRY EXPERIENCE



Kraft Canada, Toronto, Canada
Senior Financial Analyst – Customer Finance, 2014-2015

- Used big data, analytics, and econometric methods to analyze decisions regarding pricing and promotion



Kraft Canada, Toronto, Canada
Operations Finance Intern, 2013

- Supported decisions regarding distribution and transportation using big data and analytics



Shred and Pak Paper Converters Inc., Mississauga, Canada
Business Analyst, 2009-2012

- Examined pricing, promotion, and distribution decisions using data analytics

SELECTED AWARDS AND ACHIEVEMENTS

External Awards and Fellowships

- Marketing Trust Award, 2023 (£14,580)
- AMA Sheth Foundation Doctoral Consortium Fellow, 2020
- SSHRC Doctoral Fellowship Award, 2019 (\$20,000)
- Ontario Graduate Scholarship (OGS) Award, 2017-2018 (\$15,000)
- Ontario Centre of Excellence: TalentEdge Internship Program Award, 2018 (\$10,000)
- Empirical & Theoretical Symposium for Canadian Marketing Strategy Second Place Recipient for Poster Presentations, College of Business and Economics, Guelph University, 2018
- Nominated for SSHRC Doctoral Fellowship Award by the SSHRC Subcommittee of the School of Graduate Studies and Research at Queen's University, 2018

Internal Awards and Fellowships

- Dr. Shirley Taylor Memorial Scholarship, *Queen's University*, 2019-2020 (\$2,083)
- Queen's Graduate Awards, *Queen's University*, 2018-2019 (\$6,000)
- Queen's School of Business Award, *Queen's University*, 2018-2019 (\$6,000)
- Smith School of Business Consortium 3MT Finalist, *Queen's University*, 2017
- Queen's Graduate Awards, *Queen's University*, 2017-2018 (\$6,000)
- Queen's School of Business Award, *Queen's University*, 2017-2018 (\$7,045)
- Melville S. Hatch Memorial Fellowship, *Queen's University*, 2017-2018 (\$11,521)
- Molson Canadian Science of Marketing Award, *Queen's University*, 2017-2018 (\$2,173)
- Queen's Graduate Awards, *Queen's University*, 2016-2017 (\$6,000)
- Queen's School of Business Award, *Queen's University*, 2016-2017 (\$16,500)
- Queen's Graduate Awards, *Queen's University*, 2015-2016 (\$11,000)
- Queen's School of Business Award, *Queen's University*, 2015-2016 (\$16,000)
- Graduated on the Dean's List, *University of Toronto*, 2014
- Graduated with Honours, *Ryerson University*, 2010
- Dean's Honour List, *Ryerson University*, 2008
- Dean's Honour List, *Ryerson University*, 2006
- Faculty of Business Award for Excellence, *Ryerson University*, 2006 (\$1,500)