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Research interests

My research interests lie at the intersection between behavioral decision making and marketing research. Generally, I study decision heuristics and biases in marketing contexts, and devise individual-specific strategies aimed to overcome these biases. Theoretically, I draw from behavioral decision theory, which describes how individuals incorporate their set of beliefs and values into their decisions. Methodologically, I utilize experimental economics techniques and Bayesian analysis to understand and predict individual level behavior. My work is divided into two streams of research: (1) to investigate decision makers' learning behavior and related decision heuristics and biases; and (2) to apply Bayesian models of heterogeneity to understand individual-level behavior. For more information, see my resume.

Employment

Associate professor
Department of Marketing Management
Erasmus University Rotterdam
1 Jun 2022 → present

Research outputs

Rate This Transaction: Coordinating Mappings in Market Feedback Systems

Bolton, G. E., Ferecatu, A. & Kusterer, D. J., Jan 2024, In: *Management Science*. 70, 1, p. 567-588 22 p.

Silently killing your panelists one email at a time: The true cost of email solicitations

Ferecatu, A., De Bruyn, A. & Mukherjee, P., 2024, (Accepted/In press) In: *Journal of the Academy of Marketing Science*.

Morphing for Consumer Dynamics: Bandits Meet Hidden Markov Models

Liberali, G. & Ferecatu, A., 10 Feb 2022, In: *Marketing Science*. 41, 4, p. 341-366 26 p.

Understanding Managers' Trade-Offs Between Exploration and Exploitation

Ferecatu, A. & De Bruyn, A., 21 Oct 2021, In: *Marketing Science*. 41, 1, p. 139-165 27 p.

Heterogeneous Risk and Time Preferences

Ferecatu, A. & Onculer, A., 2016, In: *Journal of Risk and Uncertainty*. 53(1).