

## Daniel Chavez

### LinkedIn:

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### Education:

**2021** Ph.D. Marketing and Supply Chain, University of Kentucky – ABD

**2020** Ph.D. Managerial Economics, Texas A&M University

**2015** M. Sc. Agricultural Economics, Texas A&M University

**2009** Green Belt Six-Sigma Process Management, PMI Institute

**2002** B. Sc. Agronomy and Food Science, Zamorano, Honduras

### RESEARCH

**Research Interests:** Quantitative marketing, marketing strategy, sales, pricing

**Technical Skills:** STATA, Python, R, Matlab, SAS, Alteryx, SPSS, PostgreSQL, MySQL, LaTeX, iMotions, Tobii Studio, EPrime, Prezi, Office Suite (Excel, Access, Powerpoint, Word, SharePoint), Adobe Suite.

### Published Peer-Reviewed Work:

Wei, J., Liu, T., **Chavez, D.E.** Chen, H., (2020) "Managing Corporate-Government Relationships in a Multi-Cultural Setting," **Industrial Marketing Management**

**Chavez, D.E.**, Palma, M.A., Nayga, R.M, Mjelde, J., (2020) "Product availability in discrete choice experiments with private goods," **Journal of Choice Modelling**

**Chavez, D.E.**, Palma, M.A., Byrne, D.H., Hall, C., Ribera, L. (2018) "Willingness-to-pay for Rose attributes: developing a consumer-oriented breeding program," **Journal of Agricultural and Applied Economics**

**Chavez, D.E.**, Palma, M.A. (2018) "Pushing Subjects Beyond Rationality with More Product Offerings in Experimental Auctions," **Agricultural Economics**

**Chavez, D. E.**, Palma, M. A., Collart, A.J. (2017) "Using Eye-Tracking to Model Attribute Non-Attendance in Choice Experiments," **Applied Economic Letters**

### Work under review:

**Chavez, D.E.**, Chen, H., Sun, H., "Product Innovation and First Mover Advantages: A Contingency Approach" Revise and resubmit at **Journal of Business and Industrial Marketing**

### Working Papers:

**Chavez, D.E.**, Murtha, B., "Whether and When should managers get involved in their salespeople's transactions: Hierarchical diversity in sales teams and sales performance"

*Status:* Data from a nationwide firm has been collected and analyzed. The data includes files that contain over 7 million individual customer transactions and the respective employee information for each transaction. Using big data methods to manage the datasets and machine learning techniques to analyze the data, support for the hypotheses proposed has been found. Currently preparing for submission to **Journal of Marketing**

**Chavez, D.E.**, Chen, H., "Is a pig with lipstick still a pig? The drivers of purchase of ugly produce"

*Status:* Data collection and analyses in progress. Preliminary results from several studies show a robust main effect of self-construal on preferences for ugly produce. Evidence for potential underlying processes has been

found. At least two moderators of the process have also been identified. The studies being conducted currently aim at fine tuning the mediation and moderation processes and increasing the external validity of the findings. Preparing for submission to **Journal of Marketing Research**

Troske, K., **Chavez, D.E.**, *“Minimum wage mandates and their effect on turnover”*

*Status:* Data from a nationwide firm and public sources have been collected and analyzed. The data spanning over three years includes over 14,000 unique employee records and details on wages and labor laws from different states and cities across the United States. Using big data methods to manage the datasets and survival modeling to analyze the data, support for the hypotheses proposed has been found. Preparing for submission to **The American Economic Review**

Romero, M., Craig, A., **Chavez, D. E.**, Chen, H., *“The influence of orientation on intertemporal choice discount functions and visual attention”*

*Status:* Data collection and analyses in progress. Preliminary results from several studies show a robust main effect of orientation of choices on intertemporal preferences. Furthermore, with the use of mathematical simulation and choice modeling techniques to extract the distribution of the discount functions, the effects have also been found in the underlying discount rate curves. The studies being conducted currently are designed to finesse the mediation and moderation processes. Preparing for submission to **Journal of Consumer Research**

Eilert, M., **Chavez, D.E.**, *“When honesty is costly: Dishonesty in markets with information asymmetry”*

*Status:* Data collection and analyses in progress. Preliminary results from several studies show a robust main effect of party benefiting on the propensity to deceive. Evidence for potential underlying processes has been found. The studies being conducted currently aim at fine-tuning the mediation, test the candidates for moderation, and increasing the external validity of the findings. Preparing for submission to **Journal of Business Ethics**

**Chavez, D.E.**, Mjelde, J., Chen, H., *“How default options and self-control affect honesty”*

*Status:* Data collection and analyses completed. Results from an incentivized study show that dishonesty of sellers with asymmetric information is partially mitigated by the interaction of adding a probability of being caught lying, making truth the default option, and having self-control available. Results indicate that self-control depletion also reduces trusting in buyers. Engagement plays an important role, with increased engagement resulting in less trust by buyers and more honesty in sellers. Preparing for submission to **Journal of Economic Psychology**

#### **Conference Presentations and Invited Talks:**

- Chavez, D.E., Chen, H. – (2019) CLIK. Louisville, KY
- Chavez, D.E., Chen, H. – (2019) Southeastern Marketing Symposium. Memphis, TN
- Chavez, D.E., Palma, M. A. (2018) Product availability in discrete choice experiments. Presented at the Annual Conference of the Southern Agricultural Economics Association, Jacksonville, FL
- Chavez, D. E., Palma, M. A. (2017) Economic outlook for the floral industry. Austin, TX
- Chavez, D.E., Palma, M. A. (2016) Using Eye Tracking to Model Attribute Attendance. Presented at the Annual Conference of the Southern Agricultural Economics Association, San Antonio, TX
- Chavez, D.E. (2015) Economic Outlook of the Pecan Industry. Presented at the Annual Conference of the Mexican Pecan Grower Association, Jimenez, Chihuahua, Mexico
- Chavez, D.E. & Palma, M.A. (2015) Pushing the Bounds of Rationality in Experimental Auctions. Presented at the Annual Conference of the Economics Science Association, Dallas, TX

- Chavez, D.E. & Palma, M.A. (2015) Pushing the Bounds of Rationality in Experimental Auctions. Presented at the Annual Conference of the Agricultural & Applied Economics Association, San Francisco, CA
- Chavez, D.E. & Palma, M.A. (2015) WTP for strawberries: A study of the choice overload paradox in food products. Presented at the Biennial International Conference of Choice Modelling, Austin, TX
- Palma, M & Chavez, D. (2015) Grant Writing Workshop – USDA – AMS. Austin, TX
- Chavez, D. (2014) Growing What the Customer Wants: A Case Study with Strawberries. Presented at the Texas High Tunnel Conference, College Station, TX

## **TEACHING**

**Teaching Interests:** Data mining, marketing analytics, research methodology, and sales.

### **Teaching experience:**

**2021:** Instructor of Record: Business data mining (MKT420), *University of Kentucky*

**2020:** Teaching Assistant Personal Selling (MKT410), *University of Kentucky*

**2020:** Teaching Assistant Introduction to Business Analytics (AN300), *University of Kentucky*

**2020:** Instructor of Record: Business data mining (MKT420), *University of Kentucky* (4.4/5.0)

**2015:** Guest lecturer: “Logistics in the real world”, International Agribusiness Marketing, *Texas A&M University*

**2014:** Guest lecturer: “Freight Forwarding”, International Agribusiness Marketing, *Texas A&M University*

**2011:** Instructor of Record: Introduction to International Trade. *Escuela Bancaria y Comercial* (3.8/4.0)

### **Academic awards and recognitions:**

- AMA-Sheth Foundation Doctoral Consortium Fellow, 2020
- Second place Three Minute Thesis, University of Kentucky, 2018
- First Place Lightning Research Annual Symposium for Agricultural and Applied Economics Research, Texas A&M University, 2018
- Best Master’s Thesis Award, Southern Agricultural Economics Association, 2015
- Highest admission score from Honduras applicants to Zamorano, 1998
- Full scholarship for Zamorano by Fondo Dotal Hondureno, Honduras Ministry of Agriculture and Food for Progress, 1998-2002

### **Professional experience:**

#### **Current University of Kentucky – Research Assistant**

Explore data and theory on firm strategy research in the marketing domain. Collaborate in experiments in consumer behavior with peers of different disciplines.

#### **2013 Texas A&M University – Research Assistant**

Design, present, conduct and report experiments in economic behavior. Prepare grants for funding of research. Collaborate interdisciplinary research.

#### **2010 Maersk Line (Mexico) – Trade Manager for Asia-Middle America**

Develop, execute and monitor the marketing plan and flow of cargo between Asia and the central region of the Americas.

#### **2008 Maersk Line (Nicaragua) – Customer Relations Country Manager**

Manage the transition from a third-party agent to a company-controlled country office, ensuring smooth transition for the customers, suppliers and employees while growing the market share

#### **2007 Maersk Line (Honduras) – Business development North Region**

Explore new business opportunities and develop alternative markets with intermodal transportation

#### **2004 USAID (Honduras) – Monitoring and evaluation specialist north region**

Serve as liaison between the USAID management office and the field consultants in rural economic development projects in dairy and agriculture. Develop reporting and marketing tools for the projects and provide information about the performance of the projects to the relevant parties

**2002** CADECA (Honduras) – Breeder farm superintendent

Manage farms of broiler hens and breeding egg production of 100,000 egg laying hens in semi-automated production facilities ensuring productivity, quality, safety and health standards. Plan, carry out and control broiler chicken production of 100,000 chicks per lot ensuring productivity, quality, safety and health standards

**Special Training:**

- Psychophysiology in economics (USA, 2015)
- Eye tracking methodology for marketing applications (USA, 2014)
- Product differentiation in liner shipping (Mexico, 2011)
- Coaching development (Denmark, 2011)
- Influence without authority (USA, 2011)
- Anti-Corruption Practices and Competition Law in Global Business (Mexico, 2010)
- Lean processes (Mexico, 2010)
- Consultative Selling (Honduras, 2008)
- International and Liner Trade (Honduras, 2007)
- Plant nutrition (Honduras, 2005, 2006)
- High density management of tropical crops (Honduras, 2006)
- Monitoring and Evaluation of projects (Honduras, 2005)
- First Aid and Short Response (Honduras, 2001, 2003)
- Mountain Rescue Training (Honduras, 2000)

**Service:**

Strategic Sales Competition – Assistant Director – University of Kentucky

Department head selection committee – Graduate Representative – University of Kentucky

Department of Marketing and Supply Chain – Doctoral Program Social Chair – University of Kentucky

Ad-hoc Reviewer for Horticultural Science

Ad-hoc Reviewer for Industrial Marketing Management

Conference abstract reviewer Agricultural and Applied Economics Association

Graduate student congress – University of Kentucky

Graduate and professional student council – Texas A&M University

## Professional References

### Reference 1

Brian Murtha

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Advisor

Professor and E. Vernon & William Smith Endowed Fellow

Gatton College of Business and Economics, University of Kentucky

### Reference 2

Haipeng (Allan) Chen

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Advisor

Interim Associate Dean for Research, Professor,

Gatton Endowed Chair in Marketing, and

University Research Professor

Gatton College of Business and Economics, University of Kentucky

### Reference 3

Ken Troske

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Co-Author

Richard W. and Janis H. Furst Endowed Chair of Economics

Gatton College of Business and Economics, University of Kentucky