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MATTHEW F. McGRANAGHAN

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ACADEMIC EMPLOYMENT

Assistant Professor of Marketing, Lerner College of Business, University of Delaware, 2020-Present

EDUCATION

PhD in applied economics and management, Cornell University, 2020
MS in applied economics and management, Cornell University, 2014
BS in neuroscience, Lafayette College, 2010

REFEREED PUBLICATIONS

McGranaghan, M., Fisher, G., Liaukonyte, J., and Wilbur, K. C. (2019) Lead Offer Spillovers. *Marketing Science*

McGranaghan, M., Liaukonyte, J., and Wilbur, K. C. (2022) How Viewer Tuning, Presence and Attention Respond to Ad Content and Predict Brand Search Lift. *Marketing Science*

Fisher, G., McGranaghan, M., Liaukonyte, J., and Wilbur, K. C. (2023) Price Promotions, Beneficiary Framing, and Mental Accounting. *Quantitative Marketing and Economics*

WORKING PAPERS AND WORKS IN PROGRESS

McGranaghan, M., and Nolan, Z. The Effects of Free Trials on User Behavior and Platform Outcomes (2025)

Li, I., and McGranaghan, M. Influencer Contract Pricing and Bundling (2025)

McGranaghan, M., and Preuss, M. Residual Heterogeneity in Advertising Auctions (2024)

McGranaghan, M., Nolan, Z., and Williams, J. TV Advertising and Media Multitasking (2024)

McGranaghan, M., and Nolan, Z. Digital Asset Pricing Models (2024)

SERVICE

Ad-Hoc Reviewer:

Journal of Marketing, Marketing Science, Management Science, Journal of Marketing Research, Journal of Consumer Research, Information Economics and Policy, Journal of Advertising, Production and Operations Management

Editorial Board:

Journal of Advertising 2024 - Present

TEACHING

University of Delaware

Advertising, 2024, 2025

Marketing Research, 2021, 2022, 2023

Cornell University

Introduction to Marketing, 2020

Data Visualization and Marketing Analytics, 2018

Computational Camp (for MS, PhD), 2016, 2017

CONFERENCE PRESENTATIONS AND INVITED TALKS

- (2026) Virtual Quant Marketing Seminar (presenter)
- (2025) Drexel University, Virtual Quant Marketing Seminar (panelist)
- (2023) 15th Workshop on Economics of Advertising and Marketing
- (2022) Marketing Science Conference - University of Chicago (Virtual)
- (2021) Bass FORMS - University of Texas at Dallas (Virtual)
- (2019) Bocconi University, Boston University, Georgetown University, Indiana University, University of Delaware, University of Illinois at Chicago, University of Minnesota, University of Texas at Dallas, University of Western Ontario, University of Wisconsin, Virginia Tech, Trans-Atlantic Doctoral Conference (TADC) - London Business School,
- (2018) 11th Workshop on the Economics of Advertising and Marketing - Columbia, Marketing Science Conference - Temple
- (2017) Marketing Science Conference - USC, Northeast Marketing Conference (NEMC) - MIT
- (2016) 9th Workshop on Economics of Advertising and Marketing, ISM University