

MATTHEW F. McGRANAGHAN

Department of Business Administration
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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*, 38(4):643-668.

McGranaghan, M., Liaukonyte, J., and Wilbur, K. C. (2021) How Viewer Tuning, Presence and Attention Respond to Ad Content and Predict Brand Search Lift. *Marketing Science* Forthcoming

WORKING PAPERS

Fisher, G., McGranaghan, M., Liaukonyte, J., and Wilbur, K. C. (2020) Beneficiary Framing Increases Promotion Uptake.

AWARD AND HONORS

George Warren Outstanding Paper Award, First Place, 2019
Stanley W. Warren Grant (\$10,000), 2017
William G. Tomek Award, First Place, 2016
CALs Outstanding Graduate Teaching Assistant Award

TEACHING

University of Delaware

Marketing Research, 2021

Cornell University

Introduction to Marketing, 2020
Data Visualization and Marketing Analytics, 2018
Computational Camp (for MS, PhD), 2016, 2017

CONFERENCE PRESENTATIONS AND INVITED TALKS

- (2021) Marketing Science Conference
- (2019) Bocconi University, Boston University, Georgetown University, Indiana University, Trans-Atlantic Doctoral Conference - London Business School, 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
- (2018) 11th Workshop on the Economics of Advertising and Marketing - Columbia, Marketing Science Conference - Temple
- (2017) Marketing Science Conference - USC, NEMC - MIT
- (2016) 9th Workshop on Economics of Advertising and Marketing, ISM University