

Sreya Kolay

Department of Marketing,
Massry School of Business
University at Albany, State University of New York
1400 Washington Avenue, Room 346,
Albany NY 12222
Phone: (585) 414 9544 [cell]
Email: skolay@albany.edu
URL: <https://sites.google.com/site/sreyakolay/>

Date: 07/01/2025

Education

- 2006 PhD in Economics, University of Rochester
 Thesis: Essays on pricing strategies of a monopolist firm
 Mentor: Greg Shaffer, Simon School of Business, University of Rochester
- 2001 MA in Economics, University of Rochester
- 1999 MS in Quantitative Economics, *with distinction*, Indian Statistical Institute,
 Calcutta, India
- 1997 BS in Economics, *with honors*, Presidency College, Calcutta, India

Educational Employment

- 2019 - current Assistant Professor
 School of Business, University at Albany, SUNY
- 2008 - 2019 Assistant Professor
 Paul Merage School of Business, University of California, Irvine

Other Employment

- 2004 - 2008 Associate
 The Brattle Group, Cambridge MA

Awards and Honors

- Junior Faculty/Scholar recognition, Division for Research and Economic Development,
University at Albany (2023)
- Elite Journal Publication Award, School of Business, University at Albany (2023)
- Research Award, School of Business, University at Albany (2022)
- Elite Journal Publication Award, School of Business, University at Albany (2022)
- CORCLR Research Award, University of California, Irvine (2014)
- CORCLR Research Award, University of California, Irvine (2009)
- Summer Research Grant, University of Rochester (2000)
- MS Fellowship, Indian Statistical Institute, Calcutta (1999)
- B. Sc. Merit Scholarship, University of Calcutta (1997)

RESEARCH

Research Interests

Game Theory, Analytical Modelling, Pricing & Promotion Strategies, Distribution Channel Management, Product Line Design, Durable Good Pricing, Product Bundling

Publications in Peer-reviewed journals

(Order of authorship alphabetical and equal share of contribution by all authors on all papers except as noted on Papers 2 and 3)

12. Kolay, S., Shaffer, G. (2022). Slotting Fees and Price Discrimination in Retail Channels. *Marketing Science*, 41(6), 1029 – 1182.
11. Kolay, S., Tyagi, R.K. (2022). Optimal Bundling of Events. *Marketing Science*, 41(2), 380 – 400.
10. Kolay, S., Tyagi, R.K. (2022). On the Effects of Raised Rival's Costs. *Review of Industrial Organization*, 60(4), 567 – 586.
9. Kolay, S. (2018). Tie-in Contracts with Downstream Competition. *Quantitative Marketing and Economics*, 16(1), 43 – 77.
8. Kolay, S., Tyagi, R.K. (2018). Consumer Heterogeneity and Surplus under Two-Part Pricing. *B.E. Journal of Theoretical Economics*, 18(2), 1 – 18.
7. Kolay S., Tyagi, R.K. (2018). Product Similarity and Cross-Price Elasticity. *Review of Industrial Organization*, 52(1), 85 – 100.
6. Kolay S. (2015). Manufacturer-provided Services vs. Retailer-provided Services: Effect on Product Quality, Channel Profits and Consumer Welfare. *International Journal of Research in Marketing*, 32(2), 124 – 154.
5. Kolay S. (2015). When can a Durable Goods Seller Price Discriminate Intertemporally? *Review of Marketing Science*, 13(1), 41 – 58.
4. Kolay, S., Shaffer, G. (2013). Contract Design with a Dominant Retailer and a Competitive Fringe. *Management Science*, 59(9), 2111-2116.
3. Kahana, N., Gotlibovski, C., Kolay, S., Shaffer, G. (2008). Bundling and Menus of Two-Part Tariffs: Comment. *Journal of Industrial Economics*, LVI(4), 1-11.
(N. Kahana & C. Gotlibovski contributed to 60%, S. Kolay and G. Shaffer contributed to 40% of idea formulation; all four shared equally in model development, analysis and write-up).

2. Kolay, S., Shaffer, G., Ordover, J. (2004). All-units Discounts in Retail Contracts. *Journal of Economics and Management Strategy*, 13(3), 429-459.
(S. Kolay and G. Shaffer contributed equally to 80%, J. Ordover contributed 20% of the paper).
1. Kolay, S., Shaffer, G. (2003). Bundling and Menus of Two-Part Tariffs. *Journal of Industrial Economics*, 51(3), 383-404.

Working Papers

13. Gao, X., Kolay, S. Employee or Contractor: On the Employment Status of Drivers and Compensation Design by Ridesharing Platforms, invited for revision, *Journal of Marketing Research*
14. Kolay, S., Tyagi, R.K. Delegation of Non-core Tasks and Market Expansion, under review.
15. Kolay, S. A Model of Cause Related Marketing
16. Kolay, S., Tyagi, R. K. Inflation vs Shrinkflation: Effects of Cost Increase on Package Size and Price
17. Kolay, S., Tyagi, R.K. Optimal Three-part pricing under dual customer heterogeneity
18. Kolay, S. Design and Pricing of Add-on services

Work In Progress

19. Kolay, S. Capacity-based Pricing Contracts
20. Kolay, S. Milestone-based Contracts and Timing of Project Completion
21. Kolay, S. Refund vs. Penalty Clauses in Contracts
22. Kolay, S, Shaffer, G. Price Discrimination in retail contracts and impact on retail prices & consumer welfare
23. Gupta, A., Kolay, S. Consumer Naivety and Market Entry

Conference Presentations given/to be given

INFORMS Annual Conference, Atlanta (October 2025), accepted.
ISMS Marketing Science Conference, Washington DC (June 2025)
INFORMS Annual Conference, Seattle (October 2024)
Midwest Economics Association Annual Meeting, Chicago (March 2024)
INFORMS Annual Conference, Phoenix (October 2023)
ISMS Marketing Science Conference, University of Miami, Miami (June 2023)

ISMS Marketing Science Conference, virtual (June 2021)
ISMS Marketing Science Conference, Temple University, Philadelphia, (June 2018)
INFORMS Annual Conference, Houston (October 2017)
ISMS Marketing Science Conference, University of Southern California, Los Angeles (June 2017)
INFORMS Annual Conference, Nashville (November 2016)
ISMS Marketing Science Conference, Johns Hopkins University, Baltimore (June 2015)
12th Annual Industrial Organization Conference, Invited Discussant, Northwestern University (April 2014)
Pricing and Retailing Conference, Babson College (August 2013)
Midwest Economic Theory Conference, Michigan State University (April 2013).
ISMS Marketing Science Conference, University of Cologne, Germany (June 2010)
ISMS Marketing Science Conference, University of Michigan, Ann Arbor (June 2009)
Third Workshop on Game Theory in Marketing, GERAD & HEC Montreal (May 2009)
Midwest Mathematical Economics and Theory Conference, Ohio State University (October 2008)
Second Workshop on Game Theory in Marketing, GERAD & HEC Montreal (June 2007)

Other Presentations given:

Marketing Department Seminar, Chapman University (November 2023)
Department Seminar, College of Business & Technology, Western Illinois University (October 2023)
Marketing Seminar, School of Business, Wake Forest University (Jan 2023)
Marketing Department Seminar, Florida Atlantic University (March 2022)
Marketing Department Seminar, University at Albany, SUNY (April 2019)
Marketing Department Seminar, University of Illinois, Urbana-Champaign (December 2018)
Marketing Department Seminar, University of Connecticut (September 2018)
Assistant Professor Colloquia Series, Paul Merage School of Business, University of California, Irvine (May 2017)
Economic Sciences Institute Seminar, Chapman University (May 2017)
Assistant Professor Colloquia Series, Paul Merage School of Business, University of California, Irvine (May 2016)
Assistant Professor Colloquia Series, Paul Merage School of Business, University of California, Irvine (May 2013)
UC/USC Annual Marketing Seminar, Paul Merage School of Business, University of California, Irvine (April 2013)
Assistant Professor Colloquia Series, Paul Merage School of Business, University of California, Irvine (May 2011)
Assistant Professor Colloquia Series, Paul Merage School of Business, University of California, Irvine (May 2010)
UC/USC Annual Marketing Seminar, University of California, Riverside (April 2010)
Assistant Professor Colloquia Series, Paul Merage School of Business, University of California, Irvine (June 2009)
Marketing Area Colloquium, Paul Merage School of Business, University of California, Irvine (October 2007)
Marketing Area Workshop, Rutgers Business School (October 2007)
Associate Recruitment Seminar, The Brattle Group (February 2004)
Economic Theory Workshop, Department of Economics, University of Rochester (October 2003)

TEACHING

Teaching Interests

Marketing Strategy, Pricing, Digital Marketing, Marketing Analytics, Marketing Research, Distribution Channels, Retailing, Analytical Modeling in Marketing

Professional Development

Course Design Academy, ITLAL, University at Albany, SUNY (June 2022)

Teaching with Cases Workshop, Harvard Business School, Cambridge MA. (November 2019)

Workshop, "Faculty Teaching Academy," UCI Teaching, Learning & Technology Center, Irvine, CA. (September 2008)

Courses taught/to be taught at University at Albany

Graduate courses

BMKT 680: Global Marketing

- taught to MBA students (S24)

BMKT 680: Analytics for Strategic Marketing

- taught to MS Business Analytics, MBA students (F24)
- taught to MS Business Analytics students (F23)

BMKT 522: Marketing Management

- taught to Full-time MBA, Part-time Evening MBA, MS Accounting, Executive MBA students (S25, F24, S24, F23, S23, F22, S22, F21, S21, F20, S20, F19)

BMKT 602: Advanced Concepts in Marketing: Pricing Strategy

- taught to MBA students (S22, S21)

BMKT 695: Independent Study in Marketing

- taught to MBA student (F20)

Undergraduate courses

BMKT 480: Selected Topics in Marketing: Pricing Strategy (F22, F21)

Other courses

Marketing and Value Management, Center for International Education & Global Strategy, in partnership with IBS Brazil (January 2020, 2022, 2023, 2024, 2025, July 2025)

Previous Teaching Experience

Instructor, at University of California, Irvine

Doctoral courses

Course on Basics of Modeling in Marketing (2008 - 2019)
Seminar on Analytical Models in Marketing (2008 – 2019)

Undergraduate courses

Introduction to Marketing (2008 – 2019)
Marketing Research (2009)
Pricing Strategy (2008 - 2019)

Instructor, at University of Rochester

Intermediate Macroeconomics (Undergraduate, 2002 – 2003)

Teaching Assistant, at University of Rochester

Intermediate Macroeconomics (2002 – 2004)

Doctoral Dissertation Committees

Yeong Seon Kang (2012), Paul Merage School of Business, UC Irvine, co-chair
Ji-Hung Choi (2015), Paul Merage School of Business, UC Irvine, co-chair
Xiaoyi (Sylvia) Gao (2019), Paul Merage School of Business, UC Irvine, member

Doctoral Dissertation Proposal Committees

Xiaoyi (Sylvia) Gao (2017), Paul Merage School of Business, UC Irvine, member
Duygu Akdevelioglu (2015), Paul Merage School of Business, UC Irvine, member
Federico Bumbaca (2015), Paul Merage School of Business, UC Irvine, member
Marshall Brendan Urias (2015), Economics Department, School of Social Sciences, UC Irvine, member
Steven Brownlee (2015), Economics Department, School of Social Sciences, UC Irvine, member
Alexander Burtea (2016), Chemistry Department, School of Physical Sciences, UC Irvine, member
Sanjana Goswami (2016), Economics Department, School of Social Sciences, UC Irvine, member

SERVICE

School Service

Member, Curriculum Committee, School of Business, University at Albany (2023 – current)
Member, Impact Committee, School of Business, University at Albany (Spring 2023)
Member, Undergraduate Academics Committee, School of Business, University at Albany (Fall 2022)
Member, Research Committee, School of Business, University at Albany (2021 – 2022)
Chair, Teaching and Learning Committee, School of Business, University at Albany (2020 - 2021)
Member, Teaching and Learning Committee, School of Business, University at Albany, (2019 - 2021)
Member, Undergraduate Committee, Paul Merage School of Business, UC Irvine (2012 – 2019)

Chair, Undergraduate Committee, Paul Merage School of Business, UC Irvine (Spring 2017)
Member, Ph.D. Committee, Paul Merage School of Business, UC Irvine (2008 - 2011)

University Service

Member, Undergraduate Academic Council, University at Albany (2021- 2022)
Member, Council on Educational Policy, UC Irvine (2012 – 2013)

Professional Service

Marketing:

Reviewer, *Marketing Science* (2011 – present)
Reviewer, *Management Science* (2008 – present)
Reviewer, *Journal of Marketing Research* (2023 – present)
Reviewer, *International Journal of Research in Marketing* (2015 – present)
Reviewer, *Journal of Retailing*, (2025 – present)
Reviewer, *Quantitative Marketing and Economics* (2012 – present)
Conference “Pricing” Track reviewer, European Marketing Academy Annual Conference (2015)
Conference paper reviewer, Academy of Marketing Science Annual Conference (2021)

Operations:

Reviewer, *Manufacturing & Service Operations Management* (2013 – present)
Reviewer, *Production and Operations Management* (2016 – present)
Reviewer, *Omega* (2016 – present)

Information Systems:

Reviewer, *Information Systems Research* (2009 – present)
Reviewer, *Journal of the Association for Information Systems* (2020 – present)
Conference paper reviewer, International Conference on Information Systems (2023)

Economics:

Reviewer, *RAND Journal of Economics* (2015 – present)
Reviewer, *Journal of Industrial Economics* (2008 – present)
Reviewer, *Journal of Public Economics* (2017 – present)
Reviewer, *International Journal of Industrial Organization* (2013 – present)
Reviewer, *Journal of Economics and Management Strategy* (2009 – present)
Reviewer, *Review of Industrial Organization* (2010 – present)
Reviewer, *Bulletin of Economic Research* (2011 – present)
Reviewer, *Managerial and Decision Economics*, (2007 – present)
Reviewer, *Telecommunications Policy* (2005 – present)

Professional Memberships

INFORMS (2008 – present)
ISMS Marketing Science Institute (2025 – present)
American Marketing Association (2008 – present)
Social Science Research Network (SSRN) (2004 – present)