

Daniel Chavez

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Research Interests: Pricing, discounting, sales, applied econometrics, data mining

Education:

2022 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 in Six-Sigma Process Management, PMI Institute

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

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

Published Peer-Reviewed Work

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

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

Willingness-to-pay for Rose attributes: developing a consumer-oriented breeding program - **Chavez, D.E.**, Palma, M.A., Byrne, D.H., Hall, C., Ribera, L. – Journal of Agricultural and Applied Economics (2019)

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

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

Work under review

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

Working Papers

- *Is a pig with lipstick still a pig? The drivers of purchase of ugly produce* – **Chavez, D.E.**, Chen, H. – Targeting Journal of Marketing Research
- *The real cost of turnover* –Troske, K., **Chavez, D.E.** – Targeting American Economic Review
- *Sales team composition and sales performance* – **Chavez, D.E.**, Murtha, B. – Targeting Journal of Marketing
- *The influence of orientation on intertemporal choice discount functions and visual attention* – Romero, M., Craig, A., **Chavez, D. E.**, Chen, H. – Targeting Journal of Consumer Research
- *When honesty is costly: Dishonesty in markets with information asymmetry* – **Chavez, D.E.**, Eilert, M. – Targeting Journal of Business Ethics

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

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

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)

Teaching experience:

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*.
October 2015

2014: Guest lecturer: "Freight Forwarding", International Agribusiness Marketing, *Texas A&M University*.
October 2014

2011: Introduction to International Trade. *Escuela Bancaria y Comercial*, Mexico City (3.6/4.0)

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

Service:

Department head selection committee – University of Kentucky

Doctoral program social chair – University of Kentucky

Reviewer for Horticultural Science

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