

# Olin Award Winner Archive

## 2017 Winner

**Assistant Professor of Marketing Arun Gopalakrishnan** co-authored "[A Cross-Cohort Changepoint Model for Customer-Base Analysis](#)" with Eric T. Bradlow and Peter S. Fader of Wharton School, University of Pennsylvania. The paper introduces a framework for analyzing data that reveals insights into patterns of customer behavior over time. The researchers found that new customers are not simply going to behave like the "average" existing customer. The new mathematical model takes into account what it calls "regime changes" or past customer behavior changes that were influenced by new firm policy, government regulations, economic factors, competitors' actions or unknown drivers of change.

## 2016 Winner

**Professors Radha Gopalan and Todd Milbourn** co-authored, "[Compensation Goals and Firm Performance](#)," which sheds light on the costs of linking compensation to performance targets. While linking executive compensation to specific performance goals is an accepted and widely used practice that provides strong incentives to top management intended to make pay contracts more transparent, the researchers have discovered a dark side to performance-based contracts. Based on analysis of executive pay and performance at the 750 largest firms by market capitalization between 1998 and 2012, they discovered what happens when managers try to game the system to meet, beat or lowball performance goals.

## 2015 Winners (tie)

**Anne Marie Knott**, professor of strategy, authored the paper "[Explaining the Broken Link Between R&D and GDP Growth](#)" (PDF). Professor Knott's study documents the disconnect between R&D and GDP growth and then uses a novel measure, RQ (research quotient), to show that it coincides with a 65% decline in firms' R&D productivity. The study reveals that there is a key culprit in RQ decline. Since that culprit is easily reversed, it's likely R&D can again drive firm and economic growth.

**Andrew Knight**, assistant professor of organizational behavior, co-authored "[Who Defers to Whom and Why? Dual Pathways Linking Demographic Differences and Dyadic Deference to Team Effectiveness](#)" with Aparna Joshi, The Pennsylvania State University. The research explains what drives interpersonal influence in teams and connects patterns of influence to team performance. The findings suggest a number of practical steps that leaders can take to increase the productivity of multidisciplinary teams.

## 2014 Winner

**Lamar Pierce**, associate professor of strategy, co-authored "[Cleaning House: The Impact of Information Technology Monitoring on Employee Theft and Productivity](#)" (PDF), with Daniel Snow, Brigham Young University and Andrew McAfee, MIT. The researchers examine how investments in technology-based employee theft monitoring can improve profitability by both reducing misconduct and increasing productivity.

## 2013 Winner

**Baojun Jiang**, assistant professor of marketing, co-authored "[Pricing and Persuasive Advertising in a Differentiated Market](#)" (PDF) with Kannan Srinivasan, professor of international business, Carnegie Mellon Tepper School of Business. The researchers examine how competitive firms' pricing and persuasive advertising strategies, as well as profits, are affected by changes in consumer preferences, unit production costs, and advertising efficiencies. [Read the research summary.](#)

## 2012 Winners

**Tat Y. Chan**, associate professor of marketing; **Chunhua Wu**, PhD marketing student; and **Ying Xie**, associate professor of marketing, co-authored the 2012 winning Olin Award paper: "[Measuring the Lifetime Value of Customers Acquired from Google Search Advertising.](#)" The researchers developed a method to measure the value of Google pay-per-click advertising, taking into account both online purchases and the potential for "cross-channel sales spillover" when online customers purchase goods or services offline.

## 2011 Winners

**Radhakrishnan Gopalan**, assistant professor of finance; **Todd T. Milbourn**, Hubert C. and Dorothy R. Moog Professor of Finance; and **Anjan V. Thakor**, director of the PhD program and John E. Simon Professor of Finance, co-authored the 2011 winning Olin Award paper "[The Optimal Duration of Executive Compensation: Theory and Evidence.](#)" This new research offers an evidence-based model to help the board of directors align the duration of the CEO's compensation with the strategic needs of the company.

## 2010 Winner

**Judi McLean Parks**, Reuben C. and Anne Carpenter Taylor Professor of Organizational Behavior, co-authored "[Give and Take: Incentive Framing in Compensation Contracts](#)" (PDF) with James W. Hesford, assistant professor of accounting, Cornell University. The research examines the relationship between different forms of compensation (performance contingent and salary) and fraudulent behavior.

## 2009 Winners

[Markus Baer](#), assistant professor of organizational behavior; [Kurt Dirks](#), professor of organizational behavior; and [Jackson Nickerson](#), Frahm Family Professor of Organization and Strategy, co-authored "[A Theory of Strategic Problem Formulation](#)."

## 2008 Winners

[Jackson Nickerson](#), Frahm Family Professor of Organization and Strategy, and Todd Zenger, Robert and Barbara Frick Professor of Business Strategy, co-authored "[Envy, Comparison Costs and the Economic Theory of the Firm](#)."