



PABLO MARSHALL
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I. EDUCATION

- Ph.D., Statistics, London School of Economics, University of London 1990
- M.Sc. Statistics, London School of Economics, University of London 1987
- M.Sc. Economics, Economics Department, Universidad de Chile 1984
- Statistics, Statistics Department, Universidad Católica de Chile 1979

II. ACADEMIC POSITIONS

- Associate Dean for Academic Development, School of Business Administration, Pontificia Universidad Católica de Chile 2012 - 2018
- Full Professor, School of Business Administration, Pontificia Universidad Católica de Chile 2004 - Present
- Associate Professor, School of Business Administration, Pontificia Universidad Católica de Chile 1995 - 2005
- Assistant and Associate Professor, Statistics Department Pontificia Universidad Católica de Chile 1986 - 1994

III. AREA OF SPECIALIZATION AND MAIN COURSES

- Area: Marketing, Investigación de Mercados, Modelos en Marketing, Predicción de Demanda
- Main Courses: Mercados II, Estudios de Administración de Empresas I-II, Análisis Cuantitativo para las Decisiones, Modelos para Decisiones Estratégicas en Marketing

IV. RESEARCH

1. Recent Publications

- Marshall, P., Hirmas, A. & Singer, M. (2017). Heinrich's pyramid and occupational safety: a statistical validation methodology. *Safety Science*, (101), 180-189.
- Marshall, P. (2015). A simple heuristic for obtaining pareto/NBD parameter estimates. *Marketing Letters*, 26(2), 165-173.
- Marshall, P., Dockendorff, M. & Ibáñez, S. (2013). A forecasting system for movie attendance. *Journal of Business Research*, 66(10), 1800-1806.
- Guesalaga, R. & Marshall, P. (2013). Segmentation in low-penetration and low-involvement categories: an application to lottery games. *Journal of Gambling Studies*, 29(3), 453-469.



V. SELECTED SCIENTIFIC PRESENTATIONS

- XXII Seminario Internacional de Seguridad Minera, 2018, Perú.
- Presented Paper: Heinrich's Pyramid and Occupational Safety: A Statistical Validation Methodology

VI. CONSULTANCY EXPERIENCE

- Coca-Cola
- Opina S.A. Research 2000 - 2011
- Polla Chilena de Beneficencia 2008 - 2011
- Redbanc

VII. OTHER RELEVANT POSITIONS AND ACTIVITIES

- Junior Economist, Department of Research and Development,
Instituto Nacional de Estadísticas Chile 1985 - 1986