

# ELISABETH HONKA

March 2024

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## PROFESSIONAL EXPERIENCE

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Associate Professor of Marketing (with tenure) UCLA, Anderson School of Management	2021 – present
Assistant Professor of Marketing UCLA, Anderson School of Management	2015 - 2021
Visiting Scholar, USC	Sept. - Dec. 2018
Assistant Professor of Marketing University of Texas at Dallas, Jindal School of Management	2011 - 2015

## EDUCATION

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Ph.D. in Marketing, University of Chicago, Booth School of Business (2010)  
MBA, University of Chicago, Booth School of Business (2010)  
Lic. oec. (MSc equivalent) in Economics, University of St. Gallen, Switzerland (2004)

## RESEARCH INTERESTS

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Consumer Search, Advertising, Causal Inference, Social Networks  
Financial Services, Digital Entertainment, Apparel

## PUBLICATIONS AND ACCEPTED PAPERS

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1. "Consumer Search: What Can We Learn from Pre-Purchase Data?" with Stephan Seiler and Raluca Ursu, *Journal of Retailing*, 2024 (forthcoming).
2. "Discussion of 'Risk Preference Types, Limited Consideration, and Welfare' by Levon Barseghyan and Francesca Molinari," *Journal of Business & Economic Statistics*, Vol. 41(4), 2023, 1039-1041.
3. "From Strangers to Friends: Tie Formations and Online Activities in an Evolving Social Network" with Mina Ameri and Ying Xie, *Journal of Marketing Research*, Vol. 60(2), 2023, 329-354.
4. "Search Gaps and Consumer Fatigue" with Raluca Ursu and Qianyun Zhang, *Marketing Science*, Vol. 42(1), 2023, 110-136.
5. "Informational and Non-Informational Advertising Content" with Yi-Lin Tsai, *Marketing Science*, Vol. 40(6), 2021, 1030-1058.
6. "Consumer Search in the U.S. Auto Industry: The Role of Dealership Visits" with Dan Yavorsky and Keith Chen, *Quantitative Marketing and Economics*, Vol. 19(1), 2021, 1 – 52.
7. "Word-Of-Mouth, Observed Adoptions, and Anime Watching Decisions: The Role of the Personal versus the Community Network" with Mina Ameri and Ying Xie, *Marketing Science*, Vol. 38(4), 2019, 567 - 583.
8. "Advancing Non-Compensatory Choice Models in Marketing" with Anocha Aribarg, Thomas Otter, Daniel Zantedeschi, Greg Allenby, Taylor Bentley, David Curry, Marc Dotson, Ty Henderson, Rajeev Kohli, Kamel Jedidi, Stephan Seiler, and Xin Wang, *Customer Needs and Solutions*, Vol. 5(1), 2018, 82 – 92.

9. "Advertising, Consumer Awareness, and Choice: Evidence from the U.S. Banking Industry" with Ali Hortaçsu and Maria Ana Vitorino, *RAND Journal of Economics*, Vol. 48(3), 2017, 611 – 646.
10. "Simultaneous or Sequential? Search Strategies in the U.S. Auto Insurance Industry" with Pradeep Chintagunta, *Marketing Science*, Vol. 36(1), 2017, 21 – 42.
11. "Quantifying Search and Switching Costs in the U.S. Auto Insurance Industry," *RAND Journal of Economics*, Vol. 45(4), 2014, 847 – 884.
  - Honorable Mention, John A. Howard/ AMA Doctoral Dissertation Competition (2011)
  - Honorable Mention, Fisher IMS & AMA SERVSIG Dissertation Proposal Competition (2010)
12. "The Effects and Role of Direct-to-Physician Marketing in the Pharmaceutical Industry: An Integrative Review" with Puneet Manchanda, *Yale Journal of Health Policy, Law and Economics*, Vol. 5(2), 2005, 785 – 822.
  - Cited in a brief to the U.S. Supreme Court regarding the buying, selling, and profiling of doctors' prescription records that are used by pharmaceutical companies to target doctors for specific marketing activities

## **BOOK CHAPTERS**

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1. "Empirical Search and Consideration Sets" with Ali Hortaçsu and Matthijs Wildenbeest, in "Handbook on the Economics of Marketing," eds: Jean-Pierre Dubé and Peter Rossi, 2019.

## **SUBMITTED AND WORKING PAPERS**

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1. "Watching Intensity and Media Franchise Engagement" with Mina Ameri and Ying Xie
  - 3<sup>rd</sup> Round at *Quantitative Marketing and Economics*
2. "The Sequential Search Model: A Framework for Empirical Research" with Stephan Seiler and Raluca Ursu
  - 2<sup>nd</sup> Round at *Quantitative Marketing and Economics*
3. "More, Faster, and Better? Effects of Rewards on Incentivizing the Creation of User-Generated Content" with Mahsa Paridar and Mina Ameri
  - Submitted to *Marketing Science*
4. "Product Discovery and Consumer Search Routes: Evidence from a Mobile App" with Luna Zhang, Raluca Ursu, and Oliver Yao
5. "Coordination between Advertising and Pricing: Empirical Evidence from the U.S. Auto Insurance Industry" with Yi-Lin Tsai

## **SELECTED WORK IN PROGRESS**

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1. "Consumer Learning from Advertising Content" with Yi-Lin Tsai
2. "Social Norm Development: The Case of eTipping" with Mahsa Paridar and Mina Ameri
3. "Time Allocation on Online Activities" with Rui A and Raluca Ursu

## **HONORS, AWARDS, RESEARCH GRANTS AND SCHOLARSHIPS**

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ISMS Early-Career Scholars Camp Senior Faculty Fellow (2023)  
 AMA-Sheth Foundation Doctoral Consortium Faculty Fellow (2022)  
 Eric and E Juline Faculty Excellence in Research Award (2021)  
 Morrison Family Center for Marketing and Data Analytics Grant of \$10,000 (2021)  
 Marketing Science Institute (MSI) Grant of \$10,000 (2017)  
 Morrison Family Center for Marketing and Data Analytics Grant of \$25,000 (2016)  
 Honorable Mention, John A. Howard/ AMA Doctoral Dissertation Competition (2011)

Wharton Customer Analytics Initiative (WCAI) Grant of \$2,000 (2011)  
Honorable Mention, Fisher IMS & AMA SERVSIG Dissertation Proposal Competition (2010)  
Kilts Center Fellow, Booth School of Business, University of Chicago (2009 - 2011)  
AMA-Sheth Foundation Doctoral Consortium Fellow (2009)  
Doctoral Fellowship, Graduate School of Business, University of Chicago (2004 - 2008)  
German Academic Exchange Council Fellowship (2004 - 2007)  
Summer Research Grant, Graduate School of Business, University of Chicago (2005)  
Erasmus Scholarship (2002)

## INVITED PRESENTATIONS

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"More, Faster, and Better? Effects of Rewards on Incentivizing the Creation of User-Generated Content"

- Johns Hopkins University, Carey Business School (May 2024 -- *scheduled*)
- University of North Dakota, Department of Economics and Finance (March 2024 – *scheduled*)
- INSEAD (Jan. 2024)
- NYU, Stern School of Business (Nov. 2023)

"Product Discovery and Consumer Search Routes: Evidence from a Mobile App"

- Stanford University, Graduate School of Business, Marketing Camp (May 2024 – *scheduled*)
- University of California Irvine, Economics Department (May 2023)
- Bocconi University, SDA Bocconi School of Management (Mar. 2023)
- University of California Berkeley, Haas School of Business (Sept. 2022)
- Temple University, Fox School of Business (June 2022)

"Search Gaps and Consumer Fatigue"

- Northwestern University, Kellogg School of Management, Marketing Camp (Sept. 2021)
- ITAM Business School (Aug. 2021)
- Virtual Quant Marketing Seminar (June 2021)

"Consumer Search in the U.S. Auto Industry: The Role of Dealership Visits"

- Stanford University, Graduate School of Business and Inaugural QME Rossi Seminar (May 2020)
- Interactive Online IO (IO<sup>2</sup>) Seminar, Economics Departments (May 2020)
- University of California Riverside, A. Gary Anderson Graduate School of Management (Mar. 2020)

"From Strangers to Friends: Tie Formations and Online Activities in an Evolving Social Network"

- University of Toronto, Rotman School of Management (Apr. 2021)
- University of California Riverside, A. Gary Anderson Graduate School of Management (Oct. 2019)
- University of Rochester, Simon Business School (Mar. 2019)
- University of North Carolina at Chapel Hill, Kenan-Flagler Business School (Feb. 2019)

"Technology Adoption and Depression Diagnosis: Evidence from the Adoption of Multiple Technologies"

- UCLA, Marketing Camp (April 2018)

"Informational and Non-Informational Advertising Content"

- University of California Irvine, Department of Economics (*rescheduled*)
- University of Michigan, Department of Economics (Nov. 2018)
- University of Southern California, Marshall School of Business (Oct. 2018)
- Erasmus University, Rotterdam School of Management (May 2018)
- INSEAD, Marketing Summer Camp (May 2018)
- Duke University, Fuqua School of Business (April 2018)

"Watching Intensity and Media Franchise Engagement"

- Emory University, Goizueta Business School (Mar. 2017)

“Word-Of-Mouth, Observed Adoptions, and Anime Watching Decisions: The Role of the Personal versus the Community Network”

- University of Michigan, Ross School of Business (Mar. 2017)
- University of Pennsylvania, Wharton School (Feb. 2017)
- McGill University, McGill Marketing Camp (Aug. 2016)
- London Business School, Marketing Research Summer Camp (July 2016)
- University of California Berkeley, Haas School of Business (Mar. 2016)

“Advertising, Consumer Awareness, and Choice: Evidence from the U.S. Banking Industry”

- Northwestern University, Kellogg School of Management (Jan. 2015)
- Cornell University, Johnson Graduate School of Management (Jan. 2015)

“Simultaneous or Sequential? Search Strategies in the U.S. Auto Insurance Industry”

- UCLA, Anderson School of Management (Feb. 2015)
- Texas A&M, Mays Business School (Apr. 2014)
- University of Minnesota, Carlson School of Management (Nov. 2013)
- Yale University, School of Management (Oct. 2013)

“Quantifying Search and Switching Costs in the U.S. Auto Insurance Industry”

- Goethe University Frankfurt (March 2012)
- Johns Hopkins University, Carey Business School (Dec. 2010)
- IE Business School (Nov. 2010)
- Ohio State University, Fisher College of Business (Nov. 2010)
- University of Michigan, Ross School of Business (Oct. 2010)
- University of Toronto, Rotman School of Management (Oct. 2010)
- Stanford University, Graduate School of Business (Oct. 2010)
- University of Texas at Dallas, School of Management (Oct. 2010)
- NYU, Stern School of Business (Oct. 2010)
- University of Washington, Foster School of Business (Oct. 2010)
- Washington University, Olin Business School (Oct. 2010)
- Tilburg University (Sept. 2010)
- Erasmus University, School of Economics (Sept. 2010)
- HEC Paris (Sept. 2010)
- IESE (Sept. 2010)
- Illinois Institute for Technology (IIT), Stuart School of Business (March 2010)

## **CONFERENCE PRESENTATIONS**

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“Product Discovery and Consumer Search Routes: Evidence from a Mobile App”

- 33<sup>rd</sup> Annual POMS Conference (May 2023)
- 21<sup>st</sup> Annual International Industrial Organization Conference (IIOC) (Apr. 2023)

“Consumer Search in the U.S. Auto Industry: The Role of Dealership Visits”

- INFORMS/ Marketing Science Conference (June 2020)

“A Descriptive Analysis of Advertising Content: Insights from the U.S. Auto Insurance Industry”

- INFORMS/ Marketing Science Conference (June 2019)

“Informational and Non-Informational Advertising Content”

- INFORMS/ Marketing Science Conference (June 2017)
- 8<sup>th</sup> Workshop on Consumer Search and Switching Costs, University of Vienna (May 2017)

“Word-Of-Mouth, Observed Adoptions, and Anime Watching Decisions: The Role of the Personal versus the Community Network”

- MSI Conference on Marketing Analytics for Business Impact (Feb. 2017)
- Summer Institute in Competitive Strategy (SICS) Conference (July 2016)
- 14<sup>th</sup> ZEW Conference on The Economics of Information and Communication Technologies (June 2016)
- UC/USC Marketing Research Colloquium (May 2016)

“Advertising, Consumer Awareness, and Choice: Evidence from the U.S. Banking Industry”

- 9<sup>th</sup> Workshop on the Economics of Advertising and Marketing (Jul. 2016)
- ASSA/AEA Conference (Jan. 2015)
- FTC Microeconomics Conference (Oct. 2014)
- Summer Institute in Competitive Strategy (SICS) Conference (July 2014)
- NBER Industrial Organization Meeting (July 2014)
- 12<sup>th</sup> Annual International Industrial Organization Conference (IIOC) (Apr. 2014)
- 8<sup>th</sup> Annual Frank M. Bass UTD FORMS Conference (Feb. 2014)

“Simultaneous or Sequential? Search Strategies in the U.S. Auto Insurance Industry”

- NBER Industrial Organization Winter Meeting (Feb. 2015)
- 5<sup>th</sup> Workshop on Search and Switching Costs, Indiana University (May 2014)
- FTC Microeconomics Conference (Nov. 2013)
- Quantitative Marketing and Economics (QME) Conference (Sept. 2013)
- 9<sup>th</sup> Invitational Choice Symposium (June 2013)
- 11<sup>th</sup> Annual International Industrial Organization Conference (IIOC) (May 2013)
- INFORMS Annual Meeting (Oct. 2012)
- INFORMS/ Marketing Science Conference (June 2012)

“Quantifying Search and Switching Costs in the U.S. Auto Insurance Industry”

- ASSA/AEA Conference (Jan. 2012)
- 2<sup>nd</sup> Workshop on Search and Switching Costs, University of Groningen (May 2011)
- 8<sup>th</sup> Annual International Industrial Organization Conference (IIOC) (May 2010)

## TEACHING EXPERIENCE

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Theory and Application of Regression Analysis (*PhD Level*)

UCLA Anderson School of Management (Winter 2023, Winter 2024)

Quantitative Research in Marketing: Demand Estimation (*PhD Level*)

UCLA Anderson School of Management (Spring 2017, Winter 2018, Winter 2021, Winter 2023)

Pricing Policies (*MBA Level*)

UCLA Anderson School of Management (Spring 2016, Spring 2017, Winter 2018, Spring 2019, Spring 2020, Winter 2021, Winter 2022, Spring 2022, Winter 2023, Winter 2024)

Business Fundamentals for Analytics (*MSBA Level*)

UCLA Anderson School of Management (Winter 2018, Winter 2022, Winter 2023, Winter 2024)

Marketing Research (*Graduate and Undergraduate Level*)

University of Texas at Dallas, Jindal School of Management (Fall 2014)

Principles of Marketing/ Marketing Management (*same class re-named; Undergraduate Level*)

University of Texas at Dallas, Jindal School of Management (Fall 2011, Fall 2012, Fall 2013)

Marketing Strategy (*Summer Business Scholars Program*)

University of Chicago Booth School of Business (Summer 2011)

## INVITED GUEST LECTURES

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Inaugural QME Ph.D. Seminar (Mar. 2021)

Ph.D. Seminar. University of North Carolina at Chapel Hill, Kenan-Flagler Business School (Feb. 2019)

Ph.D. Seminar. University of Chicago, Booth School of Business (Mar. 2017)  
Ph.D. Seminar. University of Minnesota, Carlson School of Management (Apr. 2014)  
Ph.D. Seminar. University of Pennsylvania, Wharton School (Feb. 2012)

## PROFESSIONAL SERVICE

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*Conference Organizer:* 10<sup>th</sup> Workshop on Consumer Search and Switching Costs (2019)  
Quantitative Marketing and Economics Conference (2021)

*Associate Editor Board:* Marketing Science (2024 - present)

*Editorial Review Board:* Quantitative Marketing and Economics (2018 - present)  
Marketing Science (2022 - 2024)  
Journal of Marketing Research (2016 - 2021)

*Ad hoc referee:*

*Management Journals:* Journal of Marketing Research; Management Science; Psychometrika; Production and Operations Management; International Journal of Research in Marketing; Journal of Risk and Insurance; Journal of Business and Economics; 4OR – A Quarterly Journal of Operations Research

*Economics Journals:* Econometrica; American Economic Review; Journal of Political Economy; Quarterly Journal of Economics, Review of Economics and Statistics; RAND Journal of Economics; American Economic Journal: Microeconomics; Journal of Economic Literature; International Journal of Industrial Organization; Journal of Industrial Economics; Journal of Applied Economics; American Journal of Health Economics; Journal of the European Economic Association; Journal of Economic Behavior & Organization; Journal of Economics & Management Strategy; Empirical Economics; Journal of Money, Credit and Banking

*Dissertation Committee:* Jiahui Mo (Information Systems at UT Dallas, 1<sup>st</sup> position: Nanyang Tech. University)  
Aidin Namin (Marketing at UT Dallas, 1<sup>st</sup> position: University of Idaho)  
Mina Ameri (co-chair, Marketing at UT Dallas, 1<sup>st</sup> position: University of Pittsburgh)  
Ryan Martin (Economics at UCLA, 1<sup>st</sup> position: Bank of Canada)  
Dan Yavorsky (co-chair, Marketing at UCLA, 1<sup>st</sup> position: Bain Consulting)  
Yutong Wang (Economics at UCLA, 1<sup>st</sup> position: Amazon)  
Thomas Groesbeck (Global Economics and Management, 1<sup>st</sup> position: MITRE)  
Shaomin Wu (Economics at UCLA, 1<sup>st</sup> position: Amazon)  
Andrew Heinzman (Economics at UCLA, Cornerstone Research)  
Xueyuan Liu (Economics at UCLA, ongoing)  
Mahsa Paridar (co-chair, Marketing at UCLA, ongoing)  
Pavel Andreyanov (Economics at UCLA, ongoing)  
Wan Zhang (Economics at UCLA, ongoing)  
Yilin Zhang (Strategy at UCLA, ongoing)

## MEMBERSHIPS

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American Marketing Association (AMA), INFORMS

## PERSONAL

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- Citizenship: German Citizen/ U.S. Permanent Resident
- Three children born 2007, 2013, and 2020