

ROBERT ZEITHAMMER

UCLA Anderson School of Management
110 Westwood Plaza, Room B408
Los Angeles, CA 90095

phone: (310)-736-8998
fax: (310)-206-7422
e-mail: rzeitham@ucla.edu

EMPLOYMENT

- 2019-present: Professor of Marketing, **UCLA Anderson School of Management**
- 2013-2019 : Associate Professor of Marketing (with tenure), **UCLA Anderson School of Management**
- 2018: Visiting Associate Professor of Marketing, **Hong Kong University of Science and Technology**
- 2007-2013: Assistant Professor of Marketing, **UCLA Anderson School of Management**
- 2003-2007: Assistant Professor of Marketing, **University of Chicago Graduate School of Business**

EDUCATION

- PhD** in Management Science, **MIT Sloan School of Management**, 2003
- MA** in Mathematics, **University of Pennsylvania**, 1998
- General Course** certificate, **London School of Economics and Political Science**, 1997
- BA** in Economics & Mathematics (*summa cum laude*), **University of Pennsylvania**, 1998

REFEREED PUBLICATIONS

1. Soft Floors in Auctions. *Management Science* 65(9): 3949-4450. 2019.
2. The pivotal role of fairness: Which consumers like annuities? (with Suzanne Shu and John Payne). *Financial Planning Review* 1(3-4): 1:e1019. 2018.
3. Beyond Posted Prices: The Past, Present, and Future of Participative Pricing Mechanisms (with others, a Choice Symposium paper, co-organizer of the session with Martin Spann), *Customer Needs and Solutions* 5(1-2),121-136. 2018.
4. Bidding For Bidders? How the Format for Soliciting Supplier Participation in NYOP Auctions Impacts Channel Profit (with Scott Fay), *Management Science* 63(12):4324-4344. 2017.
5. The Modern Advertising Agency Selection Contest: A Case for Stipends to New Participants (with Dan Horsky and Sharon Horsky), *Journal of Marketing Research* 53(5), 773-789. 2016.
6. Consumer Preferences for Annuities: Beyond NPV (with Suzanne Shu and John Payne), *Journal of Marketing Research*. 53 (2), 240-262. 2016.
 - **Paul Green Award** for best paper in *JMR*, finalist. 2016.
7. Optimal selling strategies when buyers name their own prices, *Quantitative Marketing and Economics* 13(2): 135-171. 2015.

ROBERT ZEITHAMMER

8. Pay What You Want as a Marketing Strategy in Monopolistic and Competitive Markets (with Klaus M. Schmidt and Martin Spann), *Management Science* 61(6): 1217-1236. 2015.
 - Best Paper Award by **German Academic Association for Business Research**. 2015.
9. The Hesitant Hai Gui: return-migration preferences of U.S.-educated Chinese scientists and engineers (with Ryan Kellogg), *Journal of Marketing Research* 50(5): 644-663. 2013.
10. Vertical Differentiation with Variety-Seeking Consumers (with Raphael Thomadsen), *Management Science* 59(2): 390-401. 2013.
11. A reflection on analytical work in marketing: three points of consensus (with others, a Choice Symposium paper, co-organizer of the session with Raphael Thomadsen), *Marketing Letters* 23(2): 381-89. 2012.
12. The sealed-bid abstraction in online auctions (with Christopher Adams), *Marketing Science* 29(6): 964-987. 2010.
 - **Lead article with invited comments.**
 - Rejoinder to invited comments: Causes and implications of some bidders not conforming to the sealed bid abstraction (with Christopher Adams), *Marketing Science* 29(6): 998-1000, 2010.
13. Optimal reverse-pricing mechanisms (with Martin Spann and Gerald Häubl), *Marketing Science* 29(6): 1058-1070. 2010.
 - Erratum to Optimal reverse-pricing mechanisms (with Martin Spann and Gerald Häubl), *Marketing Science* 34(2): 297-299. 2015.
14. Statistical benefits of choices from subsets (with Peter Lenk), *Journal of Marketing Research* 46(4): 816-831. 2009.
15. Commitment in sequential auctioning: advance listings and threshold prices, *Economic Theory* 38(1): 187-216. 2009.
16. Strategic bid-shading and sequential auctioning with learning from past prices, *Management Science* 53 (9): 1510-1519. 2007.
17. Optimal selling in sequential auctions: Commitment vs. Adaptation, *Marketing Science* 26 (6): 859-867. 2007.
18. Forward-looking bidding in online auctions, *Journal of Marketing Research* 43(3): 462-476. 2006.
19. Bayesian estimation of multivariate Normal models when dimensions are absent (with Peter Lenk), *Quantitative Marketing and Economics* 4(3): 241-265. 2006.
20. Economics, psychology, and social dynamics of consumer bidding in auctions (with others, a Choice Symposium paper), *Marketing Letters* 16(3 - 4): 401-13. 2005.
21. Forecasting new product trial in a controlled test market environment (with Bruce Hardie and Peter Fader), *Journal of Forecasting* 22: 391-410. 2003.

ROBERT ZEITHAMMER

OTHER PUBLICATIONS

22. Product Labeling Class Actions—Identifying the ‘Con’ in Conjoint Surveys (with John Tomlin). *Bloomberg Law*. November 1, 2018.

WORKING PAPERS

Adjustment of Bidding Strategies to First-Price Rules (with Miguel Alcobendas). Working paper. 2021

The Rise and Fall of the 15%: Evolution of Advertising Agency Compensation (with Sharon Horsky). Working paper. 2021

Bidding by Heterogeneously Risk-Averse Bidders in First-Price Auctions with Reserves (working paper 2020).

Modeling Bidder Risk Preferences to Optimize Pricing (with Lucas Stich). Working paper. 2019.

Costly Price Offers (with Lucas Stich, Martin Spann, and Gerald Häubl). Working paper. 2021.

Frugal Materialism and Risk Preferences. Working paper. 2018.

An efficiency ranking of markets aggregated from single-object auctions (with Eric Budish). Working paper 2016.

PROFESSIONAL SERVICE

Associate Editor

Management Science (since 2021)

Quantitative Marketing and Economics (since 2014)

Operations Research (since 2016)

Customer Needs and Solutions (since 2013)

Member of the Editorial Review Board:

Marketing Science (since 2007)

Journal of Marketing Research (2010-2012, and since 2021)

International Journal of Research in Marketing (since 2011)

Ad-hoc Reviewer: *Marketing Science*, *Journal of Marketing Research*, *Management Science*, *Quantitative Marketing and Economics*, *Econometrica*, *American Economic Review*, *European Economic Review*, *Journal of Industrial Economics*, *Economic Theory*, *Journal of Applied Econometrics*, *Operations Research*, *Information Systems Research*, *Journal of Economics and Management Strategy*, *Marketing Letters*, *Rand Journal of Economics*, *Journal of Marketing*, *American Economic Journal: Microeconomics*

AMA-Sheth Doctoral Consortium (Faculty Fellow) 2011 and 2021.

National Science Foundation, panelist, 2012.

Quantitative Marketing and Economics Conference, member of the Conference Committee. 2015 and 2021.

2017 Advanced Research Techniques Forum, member of the Conference Committee.

2019 MSI Young Scholars Conference, member of Organizing Committee

ROBERT ZEITHAMMER

REFEREED CONFERENCE PRESENTATIONS

2004

Choice Symposium, Estes Park

2005

International Industrial Organization Conference, Atlanta

Summer Institute in Competitive Strategy, Berkeley

Quantitative Marketing and Economics Conference, Chicago

2006

International Industrial Organization Conference, Boston

2008

International Industrial Organization Conference, Arlington

Summer Institute in Competitive Strategy, Berkeley

2009

Game Theory in Marketing Conference, Montreal

2010

Choice Symposium, Key Largo (session co-organizer)

MSI/WIMI Wharton Multichannel Conference, Philadelphia

2011

Quantitative Marketing and Economics Conference, Rochester

2012

International Industrial Organization Conference, Arlington

Theory+Practice in Marketing Conference, Boston

2013

RAND Behavioral Finance Forum, Washington DC

Summer Institute in Competitive Strategy, Berkeley

2014

Summer Institute in Competitive Strategy, Berkeley (discussant)

Quantitative Marketing and Economics Conference, USC

2015

Association for Consumer Research, New Orleans (competitive paper)

2016

Summer Institute in Competitive Strategy, Berkeley (discussant)

Choice Symposium, Canada (session co-organizer)

2020

Bass FORMS Conference, Dallas (discussant)

QME Conference, virtual (discussant)

2021

Association for Consumer Research, Seattle (virtual, session on Uncertainty)

ROBERT ZEITHAMMER

INVITED PRESENTATIONS

2002

Marketing job-market (Fall 2002): Berkeley, Carnegie-Mellon, Chicago, Columbia, Harvard, London Business School, Michigan, Northwestern, Purdue, Rochester, Toronto, UW in Seattle, Stanford, UT Austin, Washington University in St. Louis, Wharton, Yale

2004

University of Illinois Urbana-Champaign, Department of Economics

2005

Dartmouth College, Department of Marketing

Federal Trade Commission, Roundtable on the Economics of Internet Auctions, Washington DC

2006

University of Texas in Austin, Department of Economics

University of Colorado at Boulder, Department of Economics and Department of Marketing

University of California, Los Angeles, Department of Marketing

2007

University of California, San Diego, Department of Marketing

2008

INSEAD Marketing Camp

UC Riverside Marketing Camp

Google Faculty Un-Conference, Palo Alto

Department of Economics, Center for Economic Research and Graduate Education, Czech Republic

Department of Economics, UC Davis

Department of Economics, UCLA

2009

MSI Young Scholars Conference, Park City

Department of Economics, USC, Los Angeles

Department of Marketing, University of Alberta, Edmonton

Marketing in Israel 2009

2010

Center for Study of Choice, University of Technology, Sydney

2011

University of Pennsylvania, Wharton, Department of Marketing

Yale University School of Management, Department of Marketing

London Business School, Department of Marketing

Hong Kong University of Science and Technology, Department of Marketing

Tilburg University, Department of Marketing

Erasmus University, Department of Marketing

Santa Clara University, Department of Marketing

AMA Doctoral Symposium (Faculty Fellow)

2012

Columbia University, Department of Marketing, New York

Syracuse University, Department of Marketing, Syracuse

ROBERT ZEITHAMMER

2013

University of Pittsburgh, Katz School Marketing Camp, Pittsburgh
Cheung Kong GSB, Beijing, China

2015

University of Florida, Department of Marketing
University of Minnesota, Department of Marketing

2017

Transformational CMO Assembly (Millennium Alliance), Dallas
Advanced Research Techniques Forum, Seattle

2018

Hong Kong University of Science and Technology, Department of Marketing
Chinese University of Hong Kong, Department of Marketing
Northeastern University, Department of Marketing

2019

ESADE, Barcelona, Department of Marketing Camp
University of Toronto, Rotman School, Department of Business Economics
University of California, Berkeley, Haas School, Department of Marketing

2021

Simon Fraser University, Department of Marketing (virtual)

ACADEMIC HONORS AND AWARDS

Finalist for Paul Green Award, 2016
Eric and “E” Juline Faculty Excellence in Research Award, Anderson School of Management, 2011
Marketing Science Institute’s Young Scholar, 2009.
Management Science Meritorious Service Award, 2010.
AMA-Sheth Doctoral Consortium (Student Fellow), 2002.
Phi Beta Kappa, 1998

MBA & PHD TEACHING

Global Immersion: Doing Business in Central Europe (UCLA MBA elective), Fall 2015, Fall 2018
Customer Assessment and Analytics (UCLA MBA elective): Winter 2014 - present
Marketing Management (UCLA MBA core course): Winter 2012 - present
Marketing Management II (UCLA MBA core course, quantitative part): 2007 - 2011
Marketing Strategy (Chicago MBA core course): 2003-2007
UCLA Medical Marketing Executive Program: 2007 - present
Analytical modeling in marketing (PhD course): Fall 2014, Winter 2017, Spring 2019
Business Fundamentals for Analytics – Marketing: Winter 2019 - present

Last updated: August 2021