Stephan Seiler

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EMPLOYMENT

2019- present	Visiting Associate Professor of Marketing, UCLA Anderson School of Management
2015- 2019	Associate Professor of Marketing, Stanford Graduate School of Business
2011- 2015	Assistant Professor of Marketing, Stanford Graduate School of Business

OTHER AFFILIATIONS / VISITING POSITIONS

October 2018	Morrison Fellow, UCLA Anderson School of Management
April 2014	Chicago Booth, Kilts Center for Marketing, Faculty Fellow
2011- 2015	Associate, Centre for Economic Performance, London
2008- 2012	Visiting Scholar, Institute for Fiscal Studies, London

EDUCATION

2011	Ph.D. in Economics, London School of Economics
2006	M.Sc. in Economics, London School of Economics
2005	Diplom-Volkswirt, Albert-Ludwigs Universität Freiburg

RESEARCH INTERESTS

Consumer Search, Consideration Sets, Demand Estimation, Pricing, Health Care Markets, Social Media, User-Generated Content

WORKING PAPERS

"Large-scale Demand Estimation with Search Data"
(with Tomomichi Amano and Andrew Rhodes)

"The Impact of Soda Taxes: Pass-through, Tax Avoidance, and Nutritional Effects"
(with Anna Tuchman and Song Yao)

"Estimation of Preference Heterogeneity in Markets with Costly Search"
(with Xiaojing Dong, Ilya Morozov and Liwen Hou)
Revise and resubmit at *Marketing Science*.

PUBLICATIONS

"Does Online Word-of-Mouth Increase Demand? (and How?) Evidence from a Natural Experiment"
(with Song Yao and Wenbo Wang)
Marketing Science, December 2017, 36(6), pp.838-861.

"The Impact of Advertising along the Conversion Funnel"
(with Song Yao)
Quantitative Marketing and Economics, September 2017, 15(3), pp. 241-278.
Runner-up, 2018 Dick Wittink Best Paper Award

"Multi-Category Competition and Market Power: A Model of Supermarket Pricing"
(with Øyvind Thomassen, Howard Smith and Pasquale Schiraldi)
American Economic Review, August 2017, 107(8), pp. 2308-2351.

"Estimating Search Benefits from Path-Tracking Data: Measurement and Determinants"
(with Fabio Pinna)
Marketing Science, July 2017, 36(4), pp. 565-589.

"Free to Choose? Reform, Choice and Consideration Sets in the English National Health Service"
(with Martin Gaynor and Carol Propper)
American Economic Review, November 2016, 106(11), pp. 3521-3557.
Kenneth J. Arrow Award for the Best Paper in Health Economics in 2016

"Cumulative Growth in User-Generated Content: Evidence from Wikipedia"
(with Aleksi Aaltonen)
Management Science, July 2016, 62(7), pp. 2054–2069.

"The Impact of Competition on Management Quality: Evidence from Public Hospitals"
(with Nicholas Bloom, Carol Propper and John Van Reenen)
Review of Economic Studies, April 2015, 82(2), pp. 457-489.

"The Impact of Search Costs on Consumer Behavior: a Dynamic Approach"
Quantitative Marketing and Economics, June 2013, 11(2), pp. 155-203.
2014 Dick Wittink Best Paper Award

OTHER PUBLICATIONS

"Causal Inference in Word-of-Mouth Research: Methods and Results"
(with Song Yao and Georgios Zervas)
In preparation for Customer Analytics for Maximum Impact: Academic Insights and Business Use Cases, Taylor & Francis (CRC Press), edited by S. Seetharaman.

"Advancing Non-Compensatory Choice Models in Marketing"
(with Anocha Aribarg, Thomas Otter, Daniel Zantedeschi, Greg M. Allenby, Taylor Bentley, David J. Curry, Marc Dotson, Ty Henderson, Elisabeth Honka, Rajeev Kohli, Kamel Jedidi and Xin (Shane) Wang)
Customer Needs and Solutions, March 2018, 5(1-2), pp. 82-92.

"Comments on: Costly Search and Consideration Sets in Storable Goods Markets, by Tiago Pires"
Quantitative Marketing and Economics, September 2016, 14(3), pp. 197-200.

"In Defence of our Research on Competition in England's National Health Service"
(with Nicholas Bloom, Zack Cooper, Martin Gaynor, Stephen Gibbons, Simon Jones, Alistair McGuire, Rodrigo Moreno-Serra, Carol Propper, John Van Reenen)
The Lancet, December 2011, 378(9809), pp. 2064 – 2065.

HONORS AND AWARDS

MSI Young Scholar, 2019
Runner-up, Dick Wittink Best Paper Award in the QME Journal, 2018
Kenneth J. Arrow Award for the Best Paper in Health Economics in 2016
Fletcher Jones Faculty Scholar, 2017-2018
Dick Wittink Best Paper Award in the QME Journal, 2014
Management Science, Meritorious Service Award, 2013
Teaching Fellowship, LSE, 2008-2010
Economic and Social Research Council (ESRC) Scholarship, 2006-2009
Adeline and Karl Goeltz Scholarship, 2007
Friedrich-August von Hayek Prize for Best Undergraduate Dissertation, Universität Freiburg, 2005
Foundation of German Industry Scholarship, 2003-2005

PROFESSIONAL SERVICE

- Editorial Board
  - *Marketing Science*
  - *Quantitative Marketing and Economics*

- Ad-hoc reviewer for
  - *American Economic Review*
  - *American Economic Journal: Economic Policy*
  - *Econometrica*
  - *Economic Journal*
  - *Journal of Applied Econometrics*
  - *Journal of Business & Economic Statistics*
  - *Journal of Economics and Management Strategy*
  - *Journal of Health Economics*
  - *Journal of Industrial Economics*
  - *Journal of Marketing Research*
  - *Journal of Political Economy*
  - *Journal of Public Economics*
  - *Management Science*
  - *Marketing Science*
  - *Quantitative Marketing and Economics*
  - *Quarterly Journal of Economics*
  - *RAND Journal of Economics*
  - *Review of Economic Studies*
  - *Review of Industrial Organization*
  - *Science*

INVITED SPEAKING

Keynote Speaker - Mobile Big Data Marketing Conference, Honkong, 2016
Panelist – Digital Mobile Marketing Analytics, Marketing Science, Shanghai, 2016
Panelist – Data-Driven Marketing for E-commerce, Executive Roundtable, Stanford, 2015

SEMINAR PRESENTATIONS (including scheduled)

- The Impact of Soda Taxes: Pass-Through, Tax Avoidance, and Nutritional Effects
  Leavey School of Business, Santa Clara, 2019
  NYU Stern, (Econ. & Marketing), 2019
  Yale SOM, 2019
  UC Riverside, 2019
  University College London, 2019
  Boston University, Questrom Business School, 2018

- Large-scale Demand Estimation with Search Data
  Cornell, 2019
  Kellogg, 2018
  UCLA Anderson School of Management, 2018
  Columbia Business School, 2018
  Purdue, Krannert School of Management, 2018
  Washington University St. Louis, Olin Business School, 2018
  Ohio State (Econ.), 2017

- Estimation of Preference Heterogeneity in Markets with Costly Search
  UCLA Anderson School of Management, 2018
  Wharton, 2018
  Carnegie Mellon, Tepper School of Business, 2018
  Georgia Tech, 2018
  Goethe-Universität Frankfurt, 2017

- Multi-Category Competition and Market Power: A Model of Supermarket Pricing
  Wharton, 2017
  Washington University St. Louis, Olin Business School, 2017
  MIT Sloan, 2017
  Rochester, Simon GSB, 2017

- Does Online Word-of-Mouth Increase Demand? (and How?) Evidence from a Natural Experiment
  INSEAD, 2016
  London Business School, 2016
  Duke, Fuqua Business School, 2016
  Berlin Applied Micro Seminar, 2015
  Facebook, 2015
  Stanford GSB, 2015

- Estimating Search Benefits from Path-Tracking Data: Measurement and Determinants
  Columbia Business School, 2015
  University of Minnesota, Carlson School of Management, 2014
  UC Davis (Econ. & Marketing), 2014
  Chicago Booth School of Business, 2014
  Boston College (Econ.), 2014
  Michigan, Ross School of Business, 2014
  Humboldt-University, Berlin, 2013
  Toronto, Rotman School of Business, 2013

- Free to Choose? Reform, Choice and Consideration Sets in the English National Health Service
  Leavey School of Business, Santa Clara (Econ.), 2012

- The Impact of Search Costs on Consumer Behavior: a Dynamic Approach
  Kellogg School of Management, 2012
  Tilburg University (Econ.), 2011
  Universität Zürich (Econ.), 2010

UC San Diego, Rady School of Business, 2010
Chicago Booth School of Business, 2010
Washington University St. Louis, Olin Business School, 2010
Rochester, Simon GSB, 2010
Carnegie Mellon, Tepper School of Business, 2010
UCLA Anderson School of Management, 2010
Stanford GSB, 2010
Centre de Recherche en Economie et en Statistique (CREST), Paris, 2010
Goethe-Universität Frankfurt, 2009

- The Impact of Competition on Management Practices: Evidence from Public Hospitals
  Humboldt Universität Berlin, 2010

CONFERENCE PRESENTATIONS (including scheduled)

- Large-scale Demand Estimation with Search Data
  NBER Summer Institute (Digitization), 2018
  National Association of Business Economics Conference, San Francisco, 2018
  Winter Marketing-Economics Summit, Jackson Hole, 2017
  IO Fest, Stanford, 2016
  Marketing Science, Baltimore, 2015
  Workshop Search and Switching Costs, University of Groningen, Netherlands, 2015

- Estimation of Preference Heterogeneity in Markets with Costly Search
  Summer Institute in Competitive Strategy (SICS), Berkeley, 2018
  Marketing Science, Fox Business School, 2018
  Winter Marketing-Economics Summit, Jackson Hole, 2018

- The Impact of Advertising along the Conversion Funnel
  Marketing Analytics and Big Data Conference, Columbia University, 2017

- Multi-Category Competition and Market Power: A Model of Supermarket Pricing
  NBER Summer Institute (Industrial Organization), 2016
  Marketing Science, Shanghai, 2016

- Does Online Word-of-Mouth Increase Demand? (and How?) Evidence from a Natural Experiment
  Workshop on the Economics of Advertising and Marketing, Vilnius, 2016
  Mobile Big Data Marketing Conference, Honkong, 2016 (*Keynote Speaker*)
  Conference on the Economics of ICT, Mannheim, Germany, 2016
  Winter Marketing-Economics Summit, Vail, 2016
  IO Fest, Berkeley, 2015
  Yale China Insights Conference, 2015
  Marketing Science, Baltimore, 2015

- Estimating Search Benefits from Path-Tracking Data: Measurement and Determinants
  UT Dallas FORMS Conference, Dallas, 2015
  Marketing Dynamics, Las Vegas, 2014
  Summer Institute in Competitive Strategy (SICS), Berkeley, 2014
  Marketing Science, Atlanta, 2014
  International Industrial Organization Conference, Chicago, 2014
  Choice Symposium, Noordwijk, The Netherlands, 2013

- Cumulative Growth in User Generated Content: Evidence from Wikipedia
  NBER Digitization Meeting, Stanford, 2014
  Marketing Dynamics, UNC Chapel Hill, 2013

- Free to Choose? Reform, Choice and Consideration Sets in the English National Health Service
  FTC Microeconomics Conference, Washington D.C., 2013
  Marketing Science, Istanbul, Turkey, 2013
  Cowles Foundation Summer Conference (Structural Micro), 2013
  UT Dallas FORMS Conference, Dallas, 2013
  Summer Institute in Competitive Strategy (SICS), Berkeley, 2012
  International Industrial Organization Conference, Arlington, 2012
  Annual Health Economics Conference, Northwestern University, Evanston, 2011
  Centre for Economic Performance Annual Conference, Brighton, UK, 2010
  European Doctoral Program Jamboree, Universitat Pompeu Fabra, Barcelona, Spain, 2010

- The Impact of Search Costs on Consumer Behavior: a Dynamic Approach
  Marketing Science, Boston, 2012
  Centre for Economic Policy Research (CEPR) IO Conference, Cyprus, 2012
  International Industrial Organization Conference, Arlington, 2012
  ASSA/AEA Meeting, Chicago, 2012
  Marketing and Industrial Organization Conference, New York, 2011
  Society for Economic Dynamics Annual Conference, Montreal, 2010
  Marketing Science Conference, Cologne, Germany, 2010
  CEPR Applied Industrial Organization School / Conference, Toulouse, 2010
  International Industrial Organization Conference, Vancouver, 2010
  Royal Economic Society, Annual Conference, University of Surrey, UK, 2010
  Workshop Search and Switching Costs, University of Groningen, Netherlands, 2009
  Quantitative Marketing and Economics Conference, Chicago Booth, 2009
  European Association of Research in Industrial Economics (EARIE) Annual Conference, Ljubljana, Slovenia, 2009

- The Impact of Competition on Management Practices: Evidence from Public Hospitals
  ASSA/AEA Meeting, Chicago, 2012
  Econometric Society World Congress, Shanghai, 2010
  Ruhr-Graduate School 3rd Doctoral Student Conference, Bochum, Germany, 2010
  Centre for Economic Performance Annual Conference, Brighton, UK, 2009

- Retail Competition with Multi-Stop Shopping
  IOfest, Stanford GSB, 2012
  Marketing Science Conference, Houston, 2011
  Royal Economic Society, Annual Conference, Royal Holloway, UK, 2011

TEACHING (at Stanford GSB)

- Consumer Search and Marketing (MKTG-368 / MKTG-568), 2017-2018
- Applied Econometrics for Public Policy (PublPol-303D), 2012-2018
- Data and Decisions (OIT-265), 2011-2015
- Quantitative Research in Marketing (MKTG-644), 2012-2013