

Stephan Seiler

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EMPLOYMENT

| | |
|---------------|--|
| 2020- present | Associate Professor of Marketing, Imperial College Business School |
| 2020- present | Associate Professor of Economics (by courtesy), Imperial College Business School |
| 2019- 2020 | 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

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|---------------|---|
| 2021- present | CEPR Research Fellow |
| 2021- present | IFS Research Fellow |
| 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 |

PROFESSIONAL SERVICE

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|---------------|--|
| 2022- present | Associate Editor, Marketing Science |
| 2016- present | Associate Editor, Quantitative Marketing and Economics |
| 2021- present | Associate Editor, Journal of Industrial Economics |
| 2022- present | Public Editor, Quantitative Marketing and Economics |
| 2017- 2021 | Editorial Board, Marketing Science |
| 2020- present | Co-organizer, European Quant Marketing Seminar (eQMS) |

EDUCATION

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|------|---|
| 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 |

WORKING PAPERS

“Identifying State Dependence in Brand Choice: Evidence from Hurricanes”
(with Julia Levine)
Revise & resubmit at *Marketing Science*

“Flexible Demand Estimation with Search Data”
(with Tomomichi Amano and Andrew Rhodes)

PUBLICATIONS

“Optimal Price Targeting”

(with Adam Smith and Ishant Aggarwal)

Marketing Science (forthcoming)

“Estimation of Preference Heterogeneity in Markets with Costly Search”

(with Ilya Morozov, Xiaojing Dong and Liwen Hou)

Marketing Science, September 2021, 40(5), pp. 871-899.

“The Impact of Soda Taxes: Pass-through, Tax Avoidance, and Nutritional Effects”

(with Anna Tuchman and Song Yao)

Journal of Marketing Research, February 2021, 58(1), pp. 22-49.

Finalist, 2022 Paul E. Green Best Paper Award

“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

Finalist, Paul E. Green Award for the Best Paper in the *Journal of Marketing Research*, 2022

INFORMS/ISMS Service Award for Service as Editorial Board Member at *Marketing Science*, 2021

MSBA (MSc in Business Analytics) Faculty Excellence Award, UCLA Anderson, 2020

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

AD-HOC REVIEWER

American Economic Review, *American Economic Journal: Economic Policy*, *Econometrica*, *Economic Journal*, *Journal of Applied Econometrics*, *Journal of Business & Economic Statistics*, *Journal of Consumer Research*, *Journal of Economics and Management Strategy*, *Journal of the European Economic Association*, *Journal of Health Economics*, *Journal of Industrial Economics*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Political Economy*, *Journal of Public Economics*, *Journal of the Association of Consumer Research*, *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 – Katia Campo Retailing Symposium, KU Leuven, 2023
Invited Speaker – 6th Joint Statistical Meeting (DAGStat), Hamburg, 2022
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

- Optimal Price Targeting
 - Wirtschaftsuniversität Wien, 2022
 - Temple University, Fox School of Business, 2022
 - Centre de Recherche en Economie et en Statistique (CREST), Paris, 2021
 - Gies School of Business, University of Illinois Urbana-Champaign, 2021
 - Frankfurt School of Finance and Management, 2020
- Flexible Demand Estimation with Search Data
 - University of East Anglia, Centre for Competition Policy, 2022
 - European Quantitative Marketing Seminar (eQMS), 2020
 - 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
- The Impact of Soda Taxes: Pass-Through, Tax Avoidance, and Nutritional Effects
 - ESMT, Berlin, 2019
 - KU Leuven, 2019
 - Imperial College, 2019
 - INSEAD, 2019
 - 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
- 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

- Flexible Demand Estimation with Search Data
Paris Conference on Digital Economics, 2022
Digital Economics Conference, Toulouse, 2021
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

- Relationship Marketing, 2021- (Imperial College, MSc in Strategic Marketing)
- Marketing Management, 2020-2021 (Imperial College, WMBA program)
- Advanced Marketing Analytics, 2019-2020 (UCLA, MBA program)
- Prescriptive Models and Data Analytics, 2019-2020 (UCLA, Master of Science in Business Analytics)
- Econometrics for PhD students, 2019-2020 (UCLA)
- Consumer Search and Marketing (MKTG-368 / MKTG-568), 2017-2018 (Stanford)
- Applied Econometrics for Public Policy (PublPol-303D), 2012-2018 (Stanford)
- Data and Decisions (OIT-265), 2011-2015 (Stanford)
- Quantitative Research in Marketing (MKTG-644), 2012-2013 (Stanford)

PhD SUPERVISION

- Julia Levine (PhD student at UCLA Anderson, *primary advisor*)
- Ilya Morozov (first placement / currently: Kellogg, *primary advisor*)
- Tomomichi Amano (first placement: Columbia, currently: Harvard Business School)