

ANTHONY DUKES

Curriculum Vita

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CONTACT INFORMATION

Marshall School of Business
University of Southern California
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EDUCATION

PhD, **University of Pittsburgh** (2001) Economics
MS, **West Virginia University** (1996) Mathematics
BS, **Virginia Tech** (1990) Mech. Engineering

ACADEMIC POSITIONS

University of Southern California, Marshall School of Business
Professor of Marketing, 2017-present
Associate Professor of Marketing, 2011-17
Assistant Professor of Marketing, 2007-11

University of Aarhus (Denmark), School of Economics and Management
Associate Professor, 2005-07
Assistant Professor, 2003-05

Carnegie Mellon University, Tepper School of Business
Visiting Assistant Professor of Marketing, 2001-03

OTHER ACADEMIC & PROFESSIONAL AFFILIATIONS

Indian School of Business (ISB), Visiting Associate Professor of Marketing, 2012-16

Humboldt University, Berlin, Visiting Professor of Marketing, 2015-2016

University of California, Irvine, Visiting Assistant Professor of Marketing, 2004 (Spring)

Cooper Industries, Mechanical Engineer, Engineering Management Program 1990-93

EDITORIAL POSITIONS

Associate Editor

Journal of Marketing Research (since 2016)
Management Science (since 2016)
Marketing Science (since 2013)
Quantitative Marketing & Economics (since 2014)
European Economic Review (2003-2012)

Editorial Review Board

Journal of Marketing (2011-2016)
Marketing Science (2010-2013)

REFEREED PUBLICATIONS

- “Prominent Attributes under Limited Attention” (with Yi Zhu), *Marketing Science*, September-October 2017. (Featured in the *Harvard Business Review*, HBR.org)
- “Online Shopping Intermediaries: The Strategic Design of Search Environments,” (with Lin Liu) *Management Science*, April 2016.
- “Consumer Search with Limited Product Information” (with Lin Liu), *Journal of Economics and Management Strategy*, Spring 2016.
- “The Informational Role of Product Trade-Ins for Pricing Durable Goods,” (with Ohjin Kwon, S. Siddarth, and Jorge Silva-Risso), *Journal of Industrial Economics*, December, 2015.
- “Position Auctions with Budget Constraints: Implications for Advertisers and Publishers,” (with Shijie Lu and Yi Zhu), *Marketing Science*, Nov-Dec, 2015.
- “Selective Reporting of Factual Content by Commercial Media” (with Yi Zhu), *Journal of Marketing Research*, February 2015.
- “Dominant Retailer Incentives for Product Quality in Asymmetric Retail Channels” (with Tansev Geylani & Yunchuan Liu) *Marketing Letters*, January 2014.
- “Consideration Set Formation with Multiproduct Firms: The Case of Within-Firm and Across-Firm Evaluation Costs” (with Lin Liu), *Management Science*, August 2013
- “Who Benefits from Bilateral Information Sharing in a Retail Channel?” (with Esther Gal-Or and Tansev Geylani), *Economics Letters*, August 2011
- “Local Competition, Entry, and Agglomeration” (with Ting Zhu and Vishal Singh) *Quantitative Marketing & Economics*, June 2011
- “The End of the Robinson-Patman Act? Evidence from Legal Case Data,” (with Tansev Geylani, Ryan Luchs, and Kannan Srinivasan) *Management Science*, December 2010 (Featured in *Wall Street Journal*, May 21, 2012)
- “In-Store Media and Distribution Channel Coordination,” (with Yunchuan Liu) *Marketing Science*, Jan-Feb 2010
- “Pricing *in vitro* Fertilization Procedures,” (with Rajeev Tyagi) *Health Economics*, December 2009
- “Strategic Assortment Reduction by a Dominant Retailer” (with Tansev Geylani and Kannan Srinivasan) *Marketing Science*, Mar-Apr 2009
- “Information Sharing in a Channel with Partially Informed Retailers” (with Esther Gal-Or and Tansev Geylani) *Marketing Science*, Jul-Aug 2008
- “Optimal Information Revelation in Procurement Schemes” (with Esther Gal-Or and Mordechai Gal-Or) *RAND Journal of Economics*, Summer 2007
- “Strategic Manufacturer Response to a Dominant Retailer” (with Tansev Geylani and Kannan Srinivasan) *Marketing Science*, Mar-Apr 2007
- “Channel Bargaining with Retailer Asymmetry” (with Esther Gal-Or and Kannan Srinivasan) *Journal of Marketing Research*, February 2006
- “On the Profitability of Media Mergers” (with Esther Gal-Or) *Journal of Business*, March 2006

REFEREED PUBLICATIONS (continued)

“Media Concentration and Consumer Product Prices” *Economic Inquiry*, January 2006

“The Advertising Market in a Product Oligopoly”
Journal of Industrial Economics, September 2004

“Minimum Differentiation in Commercial Media Markets” (with Esther Gal-Or)
Journal of Economics and Management Strategy, Fall 2003.

“Negotiations and Exclusivity Contracts for Advertising” (with Esther Gal-Or)
Marketing Science, Spring 2003.

WORKING PAPERS

“Why Customer Service Frustrates Consumers: Exploiting Hassle Costs by a Tiered Organizational Structure” (with Yi Zhu), November 2017.

“Product Line Design with Superior Information on Consumers’ Preferences: Implications of Data Aggregation” (with Zibin Xu), February 2017.

“Personalized Pricing with Superior Information on Consumers’ Preferences,” (with Zibin Xu), October 2017.

OTHER PUBLICATIONS & INVITED BOOK CHAPTERS

“When It’s Smart to Copy Your Competitor’s Brand Promise,” *Harvard Business Review* (HBR.org), March 23, 2017.

“Incentives for Bilateral Information Sharing in a Supply Chains,” (with Esther Gal-Or and Tansev Geylani) contributed chapter to *Information Exchange in Supply Chain Management*, eds. Albert Ha and Christopher Tang, Springer, 2017.

“Dominant Retailers and their Impact on Marketing Channels” (with Tansev Geylani) contributed chapter to the *Handbook on the Economics of Retailing and Distribution*, ed. Emek Basker, Edward Elgar, 2016.

“The Economics of Advertising: The Role of Commercial Media” contributed chapter to the *International Handbook on the Economics of Media*, eds. Robert Picard & Steve Wildman, Edward Elgar, 2015.

“Advertising and Competition” Chapter 22 in *Issues in Competition Law and Policy*, Wayne Dale Collins (Ed), American Bar Association, 2009.

“Theoretical Perspectives on Media Consolidation” in *Wettbewerbsprobleme in Pressemärkten* (Competition Issues in Media Markets), in English, German Institute for Economic Research (DIW), 2005.

“Can Tacit Collusion Explain the High Administrative Fees in Colombian Pension System?” (with K. Kleinjans), in German, in *Ökonomie unter den Bedingungen Lateinamerikas*, ed. B. Fritz and K. Hujo, Vervuert, Frankfurt am Main, 2005.

ACADEMIC AWARDS & RECOGNITIONS

Evan C. Thompson Award for Leadership & Mentoring (Marshall School of Business) 2013

ISMS Doctoral Consortium Fellow, 2012, 2014, 2015, 2017

Meritorious Service Award, *Management Science* 2009, 2010, 2013

Dean's Award for Research Excellence (Marshall School of Business, USC) 2009

Best Discussant, University of Texas, Dallas FORMS Conference 2009

Outstanding Research, MK Bonus Award (University of Aarhus) 2006-2007

Ruben Slesinger Best Graduate Student Paper Prize (University of Pittsburgh) 2000

Faculty of Arts & Sciences Pre-doctoral Fellowship (University of Pittsburgh) 1999

Richard Thorn Memorial Award for Teaching (University of Pittsburgh) 1999

Andrew Mellon Pre-doctoral Fellowship (University of Pittsburgh) 1998

Phi Kappa Phi Academic Honor Society, inducted 1997

INVITED SEMINARS & PRESENTATIONS

2018: INSEAD; HEC-Paris; Goethe-Frankfurt; University of Mannheim

2017: Texas A&M University; University of Connecticut; Queens University (Operations); UC, Berkeley(Haas), University of Oklahoma (Economics);

2016: UPenn (Wharton); London Business School; Washington University, St. Louis; University of Toronto; Tilburg University; UC, Riverside; Koç University; University of Düsseldorf (DICE); Eindhoven University of Technology; University of Maastricht; Indiana University

2015: MIT(Sloan); Humboldt University (Institute for Marketing); ITAM, Mexico; Dongbei University of Finance & Economics; ZEW-Mannheim

2014: Temple University; University of Pittsburgh; Johns Hopkins University; Bergen (Norway) Centre for Competition Law and Economics; Cheong Kong GSB-Beijing

2013: Rice University; Carnegie Mellon University (Tepper); University of Düsseldorf (DICE); Indian School of Business; Nanjing University – Smith Forum in Economics

2012: UC, Davis; University of Florida; Indian School of Business

2011: University of Central Florida; UC, Berkeley(Haas)

2010: University of Mannheim-Mannheim Competition Policy Forum; University of Zürich; University of Southern California-Economics; UCLA(Anderson)

2009 and prior: Washington University, St Louis(Olin); Binghamton University; University of Pittsburgh (Katz); Copenhagen Business School; University of Texas, Dallas; University of Toronto(Rotman); Imperial College, London; Columbia University; Indiana University; University of Southern California; University of Copenhagen; University of Toulouse; University of Paris / École Polytechnique / Paris Telecomme; Cambridge University; Erasmus University; Deutsche Institut für Weltwirtschaftsforschung (DIW), Berlin; Competition Issues in Media Markets, Helsinki Center for Economic Research (HEREC); University of California, Irvine; Federal Communications Commission (FCC); Southern Denmark University; University of Southern California; Drexel University; University of Virginia; Washington University, St. Louis(Olin); University of Pennsylvania (Econ)

SELECTED CONFERENCE AND WORKSHOP PRESENTATIONS

- 2017: Seminar in Competitive Strategy (SICS), *Invited Discussant*
- 2016: Berlin I.O. Day (ESMT); Seminar in Competitive Strategy (SICS)
- 2015: 7th Workshop on the Economics of Advertising & Marketing (Oxford University)
- 2014: INFORMS Marketing Science; Seminar in Competitive Strategy (SICS), *Invited Discussant*
- 2013: UTD, Frontiers of Research in Marketing Science (FORMS) *Invited Discussant*; 11th Workshop on Media Economics; Tel-Aviv
- 2012: Quantitative Marketing & Economics (QME) Conference, *Invited Discussant*; European Association of Research in Industrial Economics (EARIE) Conference (*Invited Session Discussant*); Conference on Digital Marketing (Invited Talk), ISB-Hyderabad
- 2011: INFORMS Marketing Science; Seminar in Competitive Strategy (SICS), *Invited Discussant*; UTD, Frontiers of Research in Marketing Science (FORMS), *Invited Discussant*
- 2010: Seminar in Competitive Strategy (SICS); *Invited Discussant*
- 2009: Centre for Industrial Economics (CIE) Workshop-Copenhagen; Game Theory in Channels Research-HEC, Montreal; Cheung Kong Graduate School of Business-Beijing-Marketing Research Forum; INFORMS Marketing Science Conference; Game Theory in Marketing-HEC, Montreal; UTD, Frontiers of Research in Marketing Science (FORMS), *Invited Discussant* (Voted Best Conference Discussant, Empirical Paper)
- 2008: Quantitative Marketing & Economics (QME) Conference; INFORMS Annual Meeting; Marketing Session Chair, INFORMS Marketing Science Conference
- 2006 and prior: Centre for Industrial Economics (CIE), University of Copenhagen; Seminar in Competitive Strategy (SICS), *Invited Discussant*; INFORMS Marketing Science Conference; German Economics & Business Association Conference (GEABA); Game Theory in Marketing; HEC; Seminar in Competitive Strategy (SICS); INFORMS Marketing Science Conference; International Industrial Organization Conference (IIOC); 2nd Workshop on Media Economics; Bergen; INFORMS Marketing Science Conference; 1st Workshop on Media Economics; Aix-en-Provence.

REVIEWING AND REFEREE ACTIVITY

Scientific Committee:

Frank Bass FORMS Conference (UT, Dallas), 2015, 2018

Quantitative Marketing & Economics (QME) Conference, 2014

European Association for Research in Industrial Economics (EARIE), 2011-2014

ISMS Dissertation Award Committee, 2013

Shenkar-Spiegel Dissertation Award Review, 2012, 2013, 2014

Ad-Hoc Referee for *Marketing Science*, *Management Science*, *Journal of Marketing Research*, *Rand Journal of Economics*, *American Economic Review*, *Journal of Industrial Economics*, *International Journal of Industrial Organization*, , *Quantitative Marketing & Economics*, *Operations Research*, *Productions and Operations Management*, among other journals, and the National Science Foundation (NSF), Israeli Science Foundation, Hong Kong Research Council, Natural Sciences and Engineering Research Council of Canada (NSERC).

SELECTED MEDIA MENTIONS

British Broadcasting System (BBC), 2013

Law360, 2014

Los Angeles Times, 2010, 2011

National Public Radio (NPR), Marketplace, 2017, Morning Edition, 2014

New York Times, 2013

Sacramento Bee, 2013, 2014

Southern California Public Radio (KPCC), 2012

Wall Street Journal, 2012

TEACHING AND ADVISING**COURSES TAUGHT** (at University of Southern California)

Marketing Analytics (MBA Elective and MS in Marketing) 2017-

Marketing Fundamentals (Undergraduate) 2008

Marketing Management (MBA Core) 2008-2015

Pricing Strategies (MBA Elective) 2008, 2011, 2013

Quantitative Modeling in Marketing (PhD) 2009, 2010, 2012, 2014, 2016, 2018

Advance Quantitative Methods in Marketing (PhD Elective) 2008, 2010, 2012

PHD ADVISING (at University of Southern California)

Zibin Xu (2017), Chair, Dissertation Committee

Placed: Shanghai Jiao Tong University

Xiaoqian Zu (2017), Member Dissertation Committee

Placed: University of Utah

Shijie Lu (2015), Member, Dissertation Committee

Placed: University of North Carolina, Chapel Hill

Lin Liu (2014), Co-Chair (w/ Sha Yang), Dissertation Committee

Placed: University of Central Florida

Dinakar (Dj) Jayarajan (2014), Member, Dissertation Committee

Placed: Illinois Institute of Technology, Chicago

Yi Zhu (2013), Co-Chair (w/ Ken Wilbur), Dissertation Committee

Placed: University of Minnesota

Linli Xu (2012), Member, Dissertation Committee

Placed: University of Minnesota

Tae-Kyun (TK) Kim (2010), Member, Dissertation Committee

Placed: Rutgers University

Ohjin Kwon (2010), Member, Dissertation Committee

Placed: Concordia University, Montreal