

ANTHONY DUKES

Curriculum Vita
January 2025

CONTACT

Marshall School of Business
University of Southern California
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ACADEMIC POSITIONS

University of Southern California, Marshall School of Business
Robert E. Brooker Chair in Marketing, 2021-present
Co-Director of the USC Marshall Initiative on Digital Competition, 2021-present
Professor of Marketing, 2017-present
Chair of Marketing Department, 2019-2023
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

Cambridge University, Judge School of Business, Sandra Dawson Fellow, Fall 2023

Indian School of Business (ISB), Distinguished Visiting Fellow, 2025-26 and Visiting Professor of Marketing, 2012-16

Nova School of Business and Economics, Visiting Professor of Marketing, Apr-Jun 2024

Monash University, Monash Business School, Visiting Professor of Marketing, Jan-Mar 2024

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

Senior Editor *Marketing Science* (2022-2024)

Associate Editor

Journal of Marketing Research (2016-2021)
Management Science (2016-2021)
Marketing Science (2013-2021)
Quantitative Marketing & Economics (2014-2017)
European Economic Review (2003-2012)

Editorial Review Board

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

EDUCATION

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

RESEARCH & PUBLICATIONS

Research Areas

Pricing and Retailing Strategies
 E-Commerce and Digital Platforms
 Antitrust, Law & Marketing

Refereed Publications

- “The Consumption of Advertising in the Digital Age: Attention & Ad Content,” (w/ Qihong Liu), *Management Science*, April 2024.
 (Research partially funded by the *Marketing Science Institute*)
- “Skippable Ads: Interactive Advertising on Digital Media Platforms” (w/ Qihong Liu and Jie Shuai), *Marketing Science*, May-June 2022.
- “Personalization, Customer Data Aggregation, and the Role of List Price” (w/ Zibin Xu), *Management Science*, February 2022
- “Cryptocurrency Adoption: The Role of Speculative Price Bubbles in Product Diffusion” (w/ Max Wei) *Marketing Science*, Mar-Apr 2021.
- “Consumption Trends and the Warehouse Club Retail Format,” (w/ Tansev Geylani and Kannan Srinivasan), *Managerial and Decision Economics*, October 2019.
- “Product Line Design with Superior Information on Consumers’ Preferences: Implications of Data Aggregation” (w/ Zibin Xu), *Marketing Science*, July-August 2019.
- “Why Customer Service Frustrates Consumers: Exploiting Hassle Costs by a Tiered Organizational Structure” (w/ Yi Zhu), *Marketing Science*, May-June, 2019.
 (Featured in the *Harvard Business Review*, HBR.org. Research partially funded by the *Marketing Science Institute*)
- “Prominent Attributes under Limited Attention” (w/ Yi Zhu), *Marketing Science*, September-October 2017. (Featured in the *Harvard Business Review*, HBR.org)
- “Online Shopping Intermediaries: The Strategic Design of Search Environments,” (w/ Lin Liu) *Management Science*, April 2016.
- “Consumer Search with Limited Product Information” (w/ Lin Liu), *Journal of Economics and Management Strategy*, Spring 2016.
- “The Informational Role of Product Trade-Ins for Pricing Durable Goods,” (w/ Ohjin Kwon, S. Siddarth, and Jorge Silva-Risso), *Journal of Industrial Economics*, December, 2015.
- “Position Auctions with Budget Constraints: Implications for Advertisers and Publishers,” (w/ Shijie Lu and Yi Zhu), *Marketing Science*, Nov-Dec, 2015.
- “Selective Reporting of Factual Content by Commercial Media” (w/ Yi Zhu), *Journal of Marketing Research*, February 2015.
- “Dominant Retailer Incentives for Product Quality in Asymmetric Retail Channels” (w/ Tansev Geylani & Yunchuan Liu) *Marketing Letters*, January 2014.
- “Consideration Set Formation with Multiproduct Firms: The Case of Within-Firm and Across-Firm Evaluation Costs” (w/ Lin Liu), *Management Science*, August 2013

Refereed Publications (continued)

- “Who Benefits from Bilateral Information Sharing in a Retail Channel?”
(w/ Esther Gal-Or and Tansev Geylani), *Economics Letters*, August 2011
- “Local Competition, Entry, and Agglomeration” (w/ Ting Zhu and Vishal Singh)
Quantitative Marketing & Economics, June 2011.
- “The End of the Robinson-Patman Act? Evidence from Legal Case Data,” (w/ Tansev Geylani,
Ryan Luchs, and Kannan Srinivasan) *Management Science*, December 2010
(Featured in the *Wall Street Journal*, May 21, 2012).
- “In-Store Media and Distribution Channel Coordination,” (w/ Yunchuan Liu)
Marketing Science, Jan-Feb 2010.
- “Pricing *in vitro* Fertilization Procedures,” (w/ Rajeev Tyagi)
Health Economics, December 2009.
- “Strategic Assortment Reduction by a Dominant Retailer” (w/ Tansev Geylani and Kannan
Srinivasan) *Marketing Science*, Mar-Apr 2009.
- “Information Sharing in a Channel with Partially Informed Retailers” (w/ Esther Gal-Or and
Tansev Geylani) *Marketing Science*, Jul-Aug 2008.
- “Optimal Information Revelation in Procurement Schemes” (w/ Esther Gal-Or and
Mordechai Gal-Or) *RAND Journal of Economics*, Summer 2007.
- “Strategic Manufacturer Response to a Dominant Retailer” (w/ Tansev Geylani and Kannan
Srinivasan) *Marketing Science*, Mar-Apr 2007.
- “Channel Bargaining with Retailer Asymmetry” (w/ Esther Gal-Or and Kannan Srinivasan)
Journal of Marketing Research, February 2006.
- “On the Profitability of Media Mergers” (w/ Esther Gal-Or) *Journal of Business*, March 2006.
- “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” (w/ Esther Gal-Or)
Journal of Economics and Management Strategy, Fall 2003.
- “Negotiations and Exclusivity Contracts for Advertising” (w/ Esther Gal-Or)
Marketing Science, Spring 2003.

Other Publications & Invited Book Chapters (Non-Refereed)

- “Why Customer Service Still Frustrates Consumers? Because It’s Profitable,”
Harvard Business Review (HBR.org), March 2, 2019.
- “An Evolution of Malls: Past, Present, & Future,” chapter, *The Demallification of a Nation:
The Death of American Shopping Malls*, ed. Christian Gilde, Routledge, 2019.
- “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,” (w/ 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” (w/ Tansev Geylani)
contributed chapter to the *Handbook on the Economics of Retailing and Distribution*,
ed. Emek Basker, Edward Elgar, 2016.

Other Publications & Invited Book Chapters (Non-Refereed) (Continued)

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

ACADEMIC AWARDS & RECOGNITIONS

PhD Mentoring Award (Marshall School of Business) 2019
 Evan C. Thompson Award for Leadership & Mentoring (Marshall School of Business) 2013
 ISMS Doctoral Consortium Fellow, 2012, 2014, 2015, 2017-2023
 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 Researcher, 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

2025: Carnegie-Mellon; UC-Davis; Indian School of Business; Tsinghua
 2024: Southern Methodist; Toronto; Peking; CEIBS; Shanghai; Fudan; HKU; HKUST; CityU of HK; Chinese UHK; UNSW; La Trobe, Minho (Economics); Nova SBE; and EMAC Seminar on Quantitative Marketing
 2023: Monash; Chapman; Oklahoma, Minnesota; Edinburgh; Arkansas; Cambridge-Judge
 2022: Texas-Austin; Santa Clara University; Rochester (Simon); Syracuse (Whitman); Chinese Economists Society (Keynote Panel); Binghamton
 2021: Duke (Fuqua); NYU (Stern); Oklahoma State (Spears); Chinese Marketing International Conference-Nanchang (Keynote)
 2020: Arizona, City U. of Hong Kong
 2019: Yale; UNC-Chapel Hill; Washington; Xiamen; National University of Singapore
 2018: University of Maryland, INSEAD; HEC-Paris; Goethe-Frankfurt; University of Mannheim, Montana-Western.
 2017: UC, Berkeley (Haas), Texas A&M; Connecticut; Queens (Operations); Oklahoma (Economics)
 2016: UPenn (Wharton); London Business School; WashU, St. Louis; Toronto; Tilburg; UC, Riverside; Koç; Düsseldorf (DICE); Eindhoven University of Technology; U. of Maastricht; Indiana
 2015: MIT(Sloan); Humboldt (Institute for Marketing); ITAM, Mexico; Dongbei University of Finance & Economics; ZEW-Mannheim
 2014: Temple; Pittsburgh; Johns Hopkins; Bergen (Norway) Centre for Competition Law and Economics; Cheong Kong GSB-Beijing
 2013: Rice; Carnegie Mellon; Düsseldorf (DICE); Indian School of Business; Nanjing
 2012 and prior: UC, Davis; U. of Florida; UC, Berkeley (Haas); UCLA; Central Florida; Mannheim-Mannheim Competition Policy Forum; Zürich; USC (Econ); Binghamton; Pittsburgh; Copenhagen Business School; UT, Dallas; Toronto; Imperial College, London; Columbia; Copenhagen; Toulouse School of Economics; Paris/École Polytechnique/Paris Telecomme; Cambridge-Judge; Erasmus; DIW-Berlin; Helsinki (HEREC); UC, Irvine; Federal Communications Commission (FCC); Southern Denmark; Drexel; U.Va (Econ); WashU; Penn (Econ)

SELECTED CONFERENCE AND WORKSHOP PRESENTATIONS

- 2023: UTD, Frontiers of Research in Marketing Science (FORMS), *Invited Discussant*; INFORMS Marketing Science (U. of Miami), *Doctoral Consortium*
- 2022: UTD, Frontiers of Research in Marketing Science (FORMS); INFORMS Marketing Science (U. of Chicago), *Doctoral Consortium*
- 2021: UTD, Frontiers of Research in Marketing Science (FORMS); INFORMS Marketing Science (U. of Rochester), *Doctoral Consortium*
- 2020: UTD, Frontiers of Research in Marketing Science (FORMS); INFORMS Marketing Science (Duke), *Doctoral Consortium*
- 2019: INFORMS Marketing Science (Rome), *Doctoral Consortium*
- 2018: Seminar in Competitive Strategy (SICS), *Invited Discussant*; INFORMS Marketing Science (Temple), *Doctoral Consortium*
- 2017: INFORMS Marketing Science (USC), *Doctoral Consortium*; Seminar in Competitive Strategy (SICS), *Invited Discussant*
- 2016: Berlin I.O. Day (ESMT); Seminar in Competitive Strategy (SICS)
- 2015: INFORMS Marketing Science (JHU), *Doctoral Consortium*; 7th Workshop on the Economics of Advertising & Marketing (Oxford University)
- 2014: INFORMS Marketing Science (Emory), *Doctoral Consortium*; 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 and prior: INFORMS Marketing Science (Rice); Seminar in Competitive Strategy (SICS), *Invited Discussant*; UTD, Frontiers of Research in Marketing Science (FORMS), *Invited Discussant*; Seminar in Competitive Strategy (SICS); *Invited Discussant*; 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); Quantitative Marketing & Economics (QME) Conference; INFORMS Annual Meeting; Marketing Session Chair, INFORMS Marketing Science Conference (UBC); 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.

SELECTED MEDIA MENTIONS

British Broadcasting System (BBC), CBS News, Law360, Los Angeles Times, National Public Radio (NPR) Marketplace, National Public Radio (NPR) Morning Edition, New York Times, Phoenix Public Radio (NPR), Sacramento Bee, So Cal Public Radio (KPCC), Time Magazine, Wall Street Journal

TEACHING AND ADVISING

COURSES TAUGHT (at University of Southern California)

Marketing Analytics (MBA Elective and MS in Marketing) 2017-2020, 2025

Marketing Fundamentals (Undergraduate) 2008

Marketing Management (MBA Core) 2008-2015

Pricing Strategies (MBA Elective) 2008, 2011, 2013

Equilibrium Modeling in Marketing (PhD) 2009-2024

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

PHD ADVISING (at University of Southern California)

Wensi Zhang (2023), Member Dissertation Committee
Placed: UT, Dallas

Ilya Lukibanov (2022), Member Dissertation Committee
Placed: Industry

Amy Pei (2020), Member, Dissertation Committee
Placed: Northeastern University

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