

ANTHONY DUKES

Curriculum Vita

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CONTACT INFORMATION

Marshall School of Business
University of Southern California
Los Angeles CA 90089

dukes@marshall.usc.edu
+1-213-740-3846
<https://sites.usc.edu/anthonydukes/>

ACADEMIC POSITIONS

University of Southern California, Marshall School of Business

Professor of Marketing, 2017-present
Chair of Marketing Department, 2019-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), Hyderabad, Visiting 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 (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
 Commercial & Digital Media Platforms
 Antitrust, Law & Marketing

Refereed Publications

- “Personalization, Customer Data Aggregation, and the Role of List Price” (with Zibin Xu), accepted *Management Science*.
- “Cryptocurrency Adoption: The Role of Speculative Price Bubbles in Product Diffusion” (with Max Wei) *Marketing Science*, forthcoming.
- “Consumption Trends and the Warehouse Club Retail Format,” (with Tansev Geylani and Kannan Srinivasan), *Managerial and Decision Economics*, October 2019.
- “Product Line Design with Superior Information on Consumers’ Preferences: Implications of Data Aggregation” (with Zibin Xu), *Marketing Science*, July-August 2019.
- “Why Customer Service Frustrates Consumers: Exploiting Hassle Costs by a Tiered Organizational Structure” (with Yi Zhu), *Marketing Science*, May-June, 2019. (Featured in the *Harvard Business Review*, HBR.org. Funding by the *Marketing Science Institute*)
- “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 the *Wall Street Journal*, May 21, 2012).

Refereed Publications (continued)

- “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.
- “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

- “Advertising Content and Viewer Attention: The Role of Ad Formats” (with Qihong Liu),
August 2020. (Funding by the *Marketing Science Institute*)
- “Skippable Ads: Interactive Advertising on Digital Media Platforms” (with Qihong Liu and Jie Shuai), January 2020.

Other Publications & Invited Book Chapters

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

Other Publications & Invited Book Chapters (continued)

- “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.
- “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

- 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, 2018, 2019, 2020
- 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

RECENT INVITED SEMINARS & PRESENTATIONS

- 2020: University of Arizona, City U. of Hong Kong
- 2019: Yale University; UNC-Chapel Hill; University of Washington; Xiamen University; National University of Singapore
- 2018: University of Maryland, INSEAD; HEC-Paris; Goethe-Frankfurt; University of Mannheim, University of Montana, Western.
- 2017: UC, Berkeley(Haas), Texas A&M University; University of Connecticut; Queens University (Operations); 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

SELECTED CONFERENCE AND WORKSHOP PRESENTATIONS

- 2020: UTD, Frontiers of Research in Marketing Science (FORMS); INFORMS Marketing Science (Duke)
- 2019: INFORMS Marketing Science (Rome)
- 2018: Seminar in Competitive Strategy (SICS), *Invited Discussant*
- 2017: INFORMS Marketing Science (USC); Seminar in Competitive Strategy (SICS), *Invited Discussant*
- 2016: Berlin I.O. Day (ESMT); Seminar in Competitive Strategy (SICS)
- 2015: INFORMS Marketing Science (JHU), 7th Workshop on the Economics of Advertising & Marketing (Oxford University)
- 2014: INFORMS Marketing Science (Emory); 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 (Rice); 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 (UBC)
- 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.

SELECTED MEDIA MENTIONS

British Broadcasting System (BBC)
 Law360
 Los Angeles Times
 National Public Radio (NPR)
 Marketplace
 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

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