

ANTHONY DUKES

Curriculum Vita
February 2023

CONTACT

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
Robert E. Brooker Chair in Marketing, 2021-present
Co-Director of the USC Marshall Initiative on Digital Competition, 2021-present
Chair of Marketing Department, 2019-present
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), 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

Senior Editor *Marketing Science* (2022-present)

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*, forthcoming.
- “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” (with Zibin Xu), *Management Science*, February 2022
- “Cryptocurrency Adoption: The Role of Speculative Price Bubbles in Product Diffusion” (with Max Wei) *Marketing Science*, Mar-Apr 2021.
- “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 from 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.

Refereed Publications (continued)

- “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).
- “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.

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.
- “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.

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, 2021
 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

2023: Monash University; Chapman University; University of Minnesota
 2022: University of Texas-Austin; Santa Clara University; University of Rochester (Simon);
 Syracuse University (Whitman); Chinese Economists Society (Keynote Panel);
 Binghamton University
 2021: Duke (Fuqua); New York University (Stern); Oklahoma State University (Spears);
 Chinese Marketing International Conference-Nanchang (Keynote)
 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
 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 and prior: UC, Berkeley (Haas); UCLA; University of Central Florida; University of
 Mannheim-Mannheim Competition Policy Forum; University of Zürich; USC (Econ);
 Binghamton University; University of Pittsburgh; Copenhagen Business School; UT,
 Dallas; University of Toronto; Imperial College, London; Columbia; University of
 Copenhagen; University of Toulouse; University of Paris / École Polytechnique / Paris
 Telecomme; Cambridge; Erasmus University; DIW-Berlin; Helsinki Center for Economic
 Research (HEREC); UC, Irvine; Federal Communications Commission (FCC); Southern
 Denmark University; Drexel; U.Va (Econ); WashU (Olin); U. Penn (Econ)

SELECTED CONFERENCE AND WORKSHOP PRESENTATIONS

- 2021: UTD, Frontiers of Research in Marketing Science (FORMS); INFORMS Marketing Science (Rochester)
- 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 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) | New York Times |
| Law360 | Phoenix Public Radio (NPR) |
| Los Angeles Times | Sacramento Bee |
| National Public Radio (NPR) | So Cal Public Radio (KPCC) |
| Marketplace | Time Magazine |
| National Public Radio (NPR) Morning Edition | 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) 2009-2022

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

PHD ADVISING (at University of Southern California)

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