Anja Lambrecht

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Academic Positions

Sir John Ritblat Chair, London Business School, since 2026

Kilts Center Visiting Fellow, University of Chicago Booth School of Business, 2025

Professor, London Business School, since 2019

Morrison Center Visiting Fellow, UCLA Anderson School, 2024

Associate Professor, London Business School, 2016 – 2019

Assistant Professor, London Business School, 2007 – 2016

Visiting Assistant Professor, UCLA Anderson School of Management, 2005 – 2007

Visiting Scholar, Stanford Graduate School of Business, 2005

Education

Ph.D. in Marketing, Goethe University, Frankfurt (Germany), 2003 – 2004
- Dissertation: "Tariff Choice for Internet Access – Existence, Causes and Consequences of Tariff-Choice Biases"

Diplom-Kauffrau and **Maîtrise des Sciences de Gestion** (joint degree program), Goethe University, Frankfurt (Germany) and Université Paris-Dauphine, Paris (France), 1995 – 2000

Professional Experience

McKinsey & Company, Frankfurt (Germany), Associate and Senior Associate, 2000 – 2003:
- Projects in the software, media, telecommunications and insurance industries with a focus on marketing and sales
- Instructor in case study and consulting orientation seminars

Research Interests

Digital marketing and digital economics: Platforms, pricing and promotions, online advertising and targeting, algorithmic biases, consumers' multi-stage decision processes, field experiments

Honors and Awards

- INFORMS Society of Marketing Science *Donald G. Morrison Long-Term Impact Award*, 2026
- Finalist INFORMS Society of Marketing Science *Donald G. Morrison Long-Term Impact Award*, 2025
- *Marketing Science Service Award* 2024 for outstanding contributions as an Associate Editor
- *MSI Scholar* 2020, recognition as one of the most prominent marketing scholars in the world
- *TechSIG-Lazaridis Prize* 2020, for Best Paper in Innovation, Technology and Interactivity,

awarded by the American Marketing Association's Innovation, Technology and Interactivity Special Interest Group ("TechSIG") and the Lazaridis Institute for Management of Technology Enterprises at Wilfrid Laurier University

- *William F. O'Dell Award* 2018, for the *Journal of Marketing Research* article published in 2013 that has made the most significant, long-term contribution to marketing theory, methodology, and/or practice
- Finalist *INFORMS Society of Marketing Science Long Term Impact Award*, 2017
- Finalist *INFORMS Society of Marketing Science Long Term Impact Award*, 2016
- *Paul E. Green Award* 2014, for the article in *Journal of Marketing Research* that demonstrates the most potential to contribute significantly to the practice of marketing research
- *MSI Young Scholar* 2013, recognized as one of the most promising scholars in marketing and closely related fields by the *Marketing Science Institute*
- *VHB Best Paper Award* 2007, for best paper published by business school researchers in Germany
- Scholar of the German National Merit Foundation (Studienstiftung des deutschen Volkes), 1997 – 2000
- Scholar of the German-French College for Higher Education Scholarship (DFHK), 1997 – 1998

Publications

The Impact of Early LLM Adoption on Online User Behavior, with Nicolas Padilla, Tai Lam and Brett Hollenbeck, *Management Science*, forthcoming.

Social Media, Music Consumption and Cross-Platform Spillover Effects, with Mimansa Bairathi and Anita Rao, *Management Science*, forthcoming.

Digital Platforms 2.0: Emerging Topics, Opportunities, and Challenges, with Shrabastee Banerjee, Ishita Chakraborty, Hana Choi, Hannes Datta, Remi Daviet, Chiara Farronato, Minkyung Kim, Puneet Manchanda, Aniko Oery, Ananya Sen, Marshall W. Van Alstyne, Prasad Vana, Kenneth C. Wilbur, Xu Zhang and Bobby Zhou, *International Journal of Research in Marketing*, 2026.

The Intended and Unintended Consequences of Privacy Regulation for Consumer Marketing, with Jean-Pierre Dubé, Dirk Bergemann, Mert Demirer, Avi Goldfarb, Garrett Johnson, Tesary Lin, Anna Tuchman, Catherine Tucker, John Lynch, *Marketing Science*, 2025.

The Value of Platform Endorsement, with Mimansa Bairathi and Xu Zhang, *Marketing Science*, 2025.

Apparent Algorithmic Discrimination and Real-Time Algorithmic Learning in Digital Search Advertising, with Catherine Tucker, *Quantitative Marketing and Economics*, 2024.

TV Advertising and Online Sales: A Case Study of Intertemporal Substitution Effects for an Online Travel Platform, with Catherine Tucker and Xu Zhang, *Journal of Marketing Research*, 2023.

A Bias-Correction Approach for Interference in Ranking Experiments, with Ali Goli and Hema Yoganarasimhan, *Marketing Science*, 2023.

Spillover Effects and Freemium Strategy in the Mobile App Market, with Yiting Deng and Yongdong Liu, *Management Science*, 2023.

- Selected as Management Science Featured Article; highlighted on Management Science Blog

The Effect of Individual Online Reviews on Purchase Likelihood, with Prasad Vana, *Marketing Science*, 40 (4), 2021.

- Selected for INFORMS press release by Editor-in-Chief of *Marketing Science*

Algorithmic Bias? An Empirical Study into Apparent Gender-Based Discrimination in the Display of STEM Career Ads, with Catherine Tucker, *Management Science*, 65 (7), 2019.

- *INFORMS Society of Marketing Science Donald G. Morrison Long-Term Impact Award*, 2026.

- *Finalist INFORMS Society of Marketing Science Donald G. Morrison Long-Term Impact Award*, 2025.

- Cited in the 2024 Economic Report of the President, published by Executive Office of the President in the Biden-Harris Administration.

- Cited in the 2023 Economic Report of the President, published by Executive Office of the President in the Biden-Harris Administration.

- *TechSIG-Lazaridis Prize 2020* for Best Paper in Innovation, Technology and Interactivity, awarded by the American Marketing Association's Innovation, Technology and Interactivity Special Interest Group ("TechSIG") and the Lazaridis Institute for Management of Technology Enterprises at Wilfrid Laurier University.

- Selected for Management Science Virtual Special Issue on Diversity, Equity, and Inclusion, 2020

- Selected for INFORMS press release; highlighted on Management Science Blog

- Featured in the Economist and in Newsweek

Cashback is Cash Forward: Delaying a Discount to Encourage Further Spending, with Prasad Vana and Marco Bertini, *Journal of Marketing Research*, 66 (5), 2018.

Advertising to Early Trend Propagators: Evidence from Twitter, with Catherine Tucker and Caroline Wiertz, *Marketing Science*, April 2018.

- Selected for INFORMS press release by Editor-in-Chief of *Marketing Science*

Time Preferences and the Pricing of Complementary Durables and Consumables, with Iman Ahmadi, Bernd Skiera, Florian Heubrandner, *International Journal of Research in Marketing*, 34, 2017.

Fee or Free: When Should Firms Charge for Online Content? with Kanishka Misra, *Management Science*, April, 2017.

Price Promotion for Emotional Impact, with Aylin Aydinli and Marco Bertini, *Journal of Marketing*, 78 (4), 2014.

When Does Retargeting Work? Information Specificity in Online Advertising, with Catherine Tucker, *Journal of Marketing Research (Lead Article)*, 50 (5), 2013.

- *William F. O'Dell Award 2018*, in recognition of the *Journal of Marketing Research* article published in 2013 that has made the most significant, long-term contribution to marketing theory, methodology, and/or practice.

- *Paul E. Green Award 2014,* in recognition of the *Journal of Marketing Research* article that demonstrates the most potential to contribute significantly to the practice of marketing research.

- Selected for press release by *American Marketing Association*

When Talk is "Free": The Effect of Tariff Structure on Usage under Two- and Three-Part Tariffs, with Eva Ascarza and Naufel Vilcassim, *Journal of Marketing Research*, 49 (6), 2012.

Paying with Money or with Effort: Pricing when Customers Anticipate Hassle, with Catherine Tucker, *Journal of Marketing Research*, 49 (1), 2012.

Stuck in the Adoption Funnel: The Effect of Interruptions in the Adoption Process on Usage, with Katja Seim and Catherine Tucker, *Marketing Science*, 30, 2011. (Previous version circulated under the title: Adoption and Usage of Online Services in the Presence of Complementary Offline Services: Retail Banking, NET Institute Working Paper #06-27).

Does Uncertainty Matter? Consumer Behavior Under Three-Part Tariffs, with Katja Seim and Bernd Skiera, *Marketing Science*, 26, 2007.

(A previous version was circulated under the title: Pricing Internet Access with Three-Part Tariffs).

- *Finalist for INFORMS Society of Marketing Science Long Term Impact Award*, 2017.
- *Finalist for INFORMS Society of Marketing Science Long Term Impact Award*, 2016.
- Summary of earlier draft published as: Lambrecht, Anja, Katja Seim and Bernd Skiera (2005): "Modeling Consumer Choice among Three-Part Tariffs", *Finanza Marketing e Produzione*, 3.

Paying Too Much and Being Happy About It: Existence, Causes and Consequences of Tariff-Choice Biases, with Bernd Skiera, *Journal of Marketing Research*, 43 (2), 2006.

- *VHB Best Paper Award* 2007 (Association of German Business School Professors)
- An invited practitioner version was published as: Lambrecht, Anja, Bernd Skiera (2009): "Managing Your Customer's Tariff Choice: What To Do When Your Customers Pay Too Much," *Marketing Intelligence Review*, 1 (1), 17-23.
- A reprint of this article was published as: Lambrecht, Anja, Bernd Skiera (2009): "Paying Too Much and Being Happy About It: Existence, Causes and Consequences of Tariff-Choice Biases," *International Retail and Marketing Review*, 5 (2), 71-88.

Chapters in Edited Volumes, Summary Pieces, Invited Articles

Field Experiments, with Yiting Deng and Catherine Tucker, chapter for *The History of Marketing Science*, 2nd Edition, editors Scott Neslin and Russ Winer, 2023.

The 4 Mistakes Most Managers Make with Analytics, with Catherine Tucker, hbr.org, July 2016.

Can Big Data Protect a Firm from Competition?, with Catherine Tucker, CPI Chronicle, January, 2017.

Field Experiments, with Catherine Tucker, chapter for *Handbook of Marketing Analytics: Methods and Applications in Marketing, Public Policy, and Litigation Support*, editors Dominique Hanssens and Natalie Mizik, 2018.

How Do Firms Make Money Selling Digital Goods Online?, with Avi Goldfarb, Alessandro Bonatti, Anindya Ghose, Dan Goldstein, Randall Lewis, Anita Rao, Navdeep Sahni, Song Yao, *Marketing Letters*, June, 2014.

Economics of Pricing Services Online, *The New Palgrave Dictionary of Economics Online*. Eds. Steven Durlauf and Lawrence Blume, Palgrave Macmillan, 2013.

Price Discrimination in Service Industries, with Katja Seim, Naufel Vilcassim, Amar Chema, Yuxin Chen, Gregory Crawford, Kartik Hosanagar, Raghuram Iyengar, Oded Koenigsberg, Robin Lee, Eugenio Miravete, Ozge Sahin, *Marketing Letters*, 23, 2012.

Working Papers

The Impact of Search Ads on Product Entry: An Empirical Analysis of Apple Search Ads, with Sherry He and Jingcun Cao.

Gender Disparity in Online Reputation: Evidence from an Online Freelance Platform, with Mimansa Bairathi and Xu Zhang.

Seller Experience and Transaction Prices: The Role of Blockchain Technology, with Chaoran Liu and Xu Zhang.

- *Finalist for the 2024 ISMS Doctoral Dissertation Proposal Competition*

Price Promotion and Online Product Evaluation, with Yiting Deng, Yongdong Liu, Harry Zhihao Zhu.

Influencer Marketing: Sponsorship Disclosure and Authenticity, with Mimansa Bairathi.

The Impact of Algorithmic Components on Contributions in Charitable Crowdfunding, with Prasad Vana.

Platform Research in Marketing, with Ananya Sen and Jesse Newby.

Algorithmic Recommendations and Earned Media: Investigating Product Echo Chambers on YouTube, with Catherine Tucker, Ananya Sen and Caroline Wiertz.

Asymmetric Consequences of Cybersecurity on Healthcare, with Yiting Deng and Catherine Tucker.

Work in Progress

Consumer Choice on Digital Platforms: Product Discovery and Consideration When the Platform Offers Private Labels, with Hong Deng and Nicolas Padilla.

Holiday or Hangover? Housing Market Responses to a Temporary Tax Cut, with Yiting Deng, Yongdong Liu and Fengtao Wan.

Publications in German

Ursachen des Flatrate-Bias – Systematisierung und Messung der Einflussfaktoren, with Bernd Skiera, *Zeitschrift für betriebswirtschaftliche Forschung*, 58 (August 2006).

Erlösmodelle im Internet (Internet Revenue Models), 2000, with Bernd Skiera, in: Albers, S./ Herrmann, A.: Handbuch Produktmanagement, Wiesbaden, p. 813-831.

Academic Presentations

The Impact of LLM Adoption on Online User Behavior
- IESE, Barcelona (2026)
- EMAC (European Marketing Conference), Bath (2026)
- London Quantitative Marketing Conference (2026)
- Data Science and AI Initiative, London Business School (2026)
- New York University (2026)
- Washington University, St Louis (2026)
- University of Michigan (2026)
- LMU, Munich, Germany (2026)
- University of Chicago Booth School of Business (2025)
- Northwestern University Kellogg School of Management (2025)

Social Media, Music Consumption and Cross-Platform Spillover Effects
- Conference on Digital Competition and Tech Regulation, Harvard Business School (2025)
- NABE (National Association for Business Economics) Tech Meetup Europe (2025)
- Goethe University, Frankfurt (2025)
- Oxford Marketing Camp (2024)

The Impact of Search Ads on Entry: An Empirical Analysis of Apple Search Ads
- Nova School of Business and Economics, Portugal (2024)

Gender Disparity in Online Reputation: Evidence from an Online Freelance Platform
- Bayes Business School Research Day (2024)
- UCLA Anderson School (2024)
- Keystone Consulting (2023)
- Choice Symposium (2023)
- Marketing Science Doctoral Consortium (2023)

Influencer Marketing: Sponsorship Disclosure and Authenticity
- Georgetown University (2023)

The Value of Platform Endorsements: Evidence from a Field Experiment
- EMAC Retail SIG Online Seminar (2023)
- Stanford Marketing Camp (2023)
- UCLA Anderson School (2023)
- John Hopkins University (2023)
- Amazon, virtual (2023)
- Simon Fraser University, virtual (2023)

The Impact of Algorithmic Components on Contributions in Charitable Crowdfunding
- QME Rossi Seminar, virtual (2022)
- London Quantitative Marketing Conference (2022)

TV Advertising and Online Sales: A Case Study of Intertemporal Substitution Effects for Online Hotel Bookings (previous title: TV Advertising and Online Sales: The Role of Inter-Temporal Substitution)
- University of Southern California (2022)
- EMAC Conference, virtual (2021)
- Georgia Tech, virtual (2021)
- Duke, virtual (2021)
- Columbia University, virtual (2020)

- HEC Paris, virtual (2020)

Reducing Interference Bias in A/B Tests of Ranking Algorithms
- Baruch College (2021)
- Hongkong Polytechnic University (2021)

Apparent Algorithmic Bias and Real-Time Algorithmic Learning
- Economics of Advertising and Marketing Conference, London (2022)
- Keynote at Interactive Marketing Research Conference, virtual (2020)
- CMU-Pitt Seminar on Information Technology & Economics (SITE), virtual (2020)
- Virtual Digital Economics Seminar (VIDE), virtual (2020)
- Marketing Science Conference, virtual (2020)
- Electronic Quantitative Marketing Seminar (eQSM), virtual (2020)

Spillover Effects and Freemium Strategy in the Mobile App Market
- Yale School of Management (2019)
- Wharton Marketing Camp (2019)
- HKUST Marketing Camp (2018)
- Toulouse School of Economics Digital Workshop (2018)
- Berlin IO Day (2018)
- Cornell University, Marketing Camp (2018)
- ESSEC Business School, Marketing Camp, France (2018)
- University of Mannheim, Germany (2017)

Algorithmic Bias? An Empirical Study into Apparent Gender-Based Discrimination in the Display of STEM Career Ads
- IDC Herzliya, Israel (2019)
- Rotterdam School of Management and Erasmus School of Economics (2019)
- National University Singapore (2019)
- Institute of Innovation and Entrepreneurship, London Business School (2018)
- Harvard Business School, Digital Initiative (2017)
- NBER meeting, Digitization (2017)
- 4ème édition de l'École d'Été d'Économie Numérique (Keynote Speech; 2017)
- INFORMS Marketing Science Conference (2017)
- The Economics of Intellectual Property, Software and the Internet Conference, Toulouse (2017)
- Vrije Universiteit Amsterdam (November 2016)
- University of Colorado Boulder (2016)
- Oxford Marketing Camp (2016)
- FTC-Marketing Science Conference (2016; co-author presenting)

The Negative Effect of Tensile Promotions in Digital Marketing Communications
- INFORMS Marketing Science Conference, Shanghai (2016)
- Choice Symposium, Alberta (2016)

Cashback is Cash Forward: Delaying a Discount to Encourage Further Spending
- University of Cologne, Symposium on Digital Transformation (2016)

Advertising to Early Trend Propagators? Evidence from Twitter
- Cass Business School, Research Camp (2016)
- Goethe-University, Frankfurt (2016)
- ESMT, Berlin (2016)
- Institut Mines-Telecom, Paris (2016)
- New York University (2016)

- Georgetown University (2016)
- Tuck School of Business, Dartmouth (2016)
- UCL School of Management (2016)
- Tilburg University (2016)
- University of Chicago (2015)
- Bocconi University, Milan (2015)
- Advanced Research Techniques (ART) Forum, San Diego (2015)
- Boston University (2015)
- Rochester University, Simon Business School (2015)
- Washington University, Seattle (2015)
- Wirtschaftsuniversität Wien (Economic University Vienna, 2015)
- UCLA Anderson School (2015)
- UC San Diego (2014)
- DIIE Research Symposium, Ditchley Park (2014)
- SICS Conference, Berkeley (2014)
- INFORMS Marketing Science Conference, Atlanta (2014)

Causal Effects in Online Advertising (Practitioner-orientated Tutorial)
- Advanced Research Techniques (ART) Forum, San Diego (2015)

Pricing Online Content: Fee or Free?
- Paris School of Economics IO Seminar (2014)
- INSEAD (Marketing Camp) (2014)
- University of Toronto (2014)
- Washington University, St Louis (2014)
- University of Michigan (2014)
- Northwestern University (2014)
- MIT Sloan School (2013)
- INFORMS Marketing Science Conference, Istanbul (2013)
- 9th Triennial Invitational Choice Symposium, Noordwijk (2013)
- Theory and Practice in Marketing Conference, London (2013)
- University of Groningen (2013)
- Technical University Munich (2011)

When Does Retargeting Work? Timing Information Specificity
- ART Forum, Santa Fe (2014)
- Paris School of Economics (PSE) IO seminar, Paris (2013)
- Fourth Annual Conference on Internet Search and Innovation, Northwestern University School of Law, Chicago (2013, co-author presenting)
- Workshop on Online Search and Search Advertising, sponsored by Toulouse School of Economics (TSE) and Microsoft, Paris (2012)
- Goethe University, Frankfurt (2012)
- Havas Digital, Paris (2011)
- The Psychology and Economics of Scarce Attention, Toulouse School of Economics, Toulouse (2011)
- SICS Conference, Berkeley (2011)
- ESSEC, Paris (2011)
- ESMT, Berlin (2011)
- Cass Business School, London (2011)
- London Business School (2011)

Paying with Money or with Effort: Pricing when Customers Anticipate Hassle
- INFORMS Marketing Science Conference, Houston (2011)

- Conference of German Marketing Professors (2011)
- Fordham Pricing Conference (2007, under previous title: Waiting for the Cable Guy: Matching Consumers Benefits to Price in Service Contracts)

When Talk is “Free”: An Analysis of Subscriber Behavior Under Two- and Three-Part Tariffs
- The Economics and Psychology of Scarce Attention, Toulouse School of Economics (2011)
- University of Zurich (2011)
- Marketing Dynamics Conference, Istanbul (2010)
- 8th Triennial Invitational Choice Symposium, Key Largo (2010)
- Insead, Fontainebleau (2010)
- Erasmus University, Rotterdam (2009)

Stuck in the Adoption Funnel: The Effect of Interruptions in the Adoption Process on Usage
- INFORMS Marketing Science Conference, Vancouver (2008)
- London Business School Center of Marketing (2008)
- EMAC Conference, Reykjavik (2008)
- Goethe University, Frankfurt (2008)
- Rotterdam Research Day (2007)

Minutes at Risk: Dynamic Pricing of Services
- INFORMS Marketing Science Conference, Pittsburgh (2006)

Does Uncertainty Matter? – Consumer Behavior under Three-Part Tariffs, (previous title: Pricing Internet Access with Three-Part Tariffs)
- Washington University (2006)
- McGill University (2006)
- HEC Paris (2006)
- London Business School (2006)
- University of Southern California (2006)
- UT Austin (2006)
- Yale University (2006)
- University of Pennsylvania (2006)
- University of North Carolina (2006)
- Northwestern University (2006)
- University of Toronto (2006)
- University of Maryland (2006)
- UC San Diego (2006)
- Texas A&M University (2006)
- UC Berkeley (2006)
- Tilburg University (2005)
- Stanford Graduate School of Business (2005)
- UC Davis Graduate School of Management (2005)
- QME Conference, Chicago (2005)
- Marketing Dynamics Conference, Sacramento (2005)
- Frankfurt Summer School “Microeconomic Foundations in Digital Pricing”, Frankfurt (2005)
- INFORMS Marketing Science Conference, Atlanta (2005)
- EMAC Conference, Milano (2005)

Paying Too Much and Being Happy About It: Existence, Causes and Consequences of Tariff-Choice Biases
- Tuck School of Business at Dartmouth, Hanover (2005)
- UCLA Anderson School of Management (2004)
- INFORMS Marketing Science Conference, Rotterdam (2004)

- EMAC Doctoral Colloquium, Murcia (2004)

Other Presentations, Talks, Panels

London Business School Alumni, Frankfurt, Germany, Presentation on "The Impact of LLM Adoption on Online User Behavior" (2026)

Faculty Fellow, ISMS Early Career Camp (2025)

AMA Sheth Doctoral Consortium (2024)

Marketing Science Institute (MSI) and Brookings Institution conference on: Intended and Unintended Effects of Privacy Regulations on Marketing" (2023), Presentation on "Decreased regulatory and firm oversight of unintended discrimination against protected classes."

American Bar Association Antitrust 2023 Antitrust Fall Forum (2023), Panelist on "Algorithmic Bias Competition, Consumer Protection, and Privacy"

Wholesale Banking Marketing Forum (WBMF) (2023), Presentation on "Digital Marketing: From Value Capture to Value Creation"

British Academy of Management Webinar Series on Gender and Technology. Panelist on "Gender and AI, Implications for diversity and equality at work" (2021)

Panelist on Algorithmic Bias at event by the American Bar Association "Are You Down with APP (Algorithmic Pricing)?" (2020)

Discussant, NBER AI Conference (2020)

How do you Maintain Strong Customer Relationships Through a Crisis? (London Business School Webinar Series on Leading Through A Pandemic, jointly with Richard Hytner, 2020)

Algorithmic Bias? An Empirical Study into Apparent Gender-Based Discrimination in the Display of STEM Career Ads (2020)
- Cornerstone Research
- Presentation to London Business School students and staff
- Presentation to London Business School prospective students

FTC Hearings on Competition and Consumer Protection in the 21st Century (2018)
- Panel on "Competition and Consumer Protection Issues in On-Line Advertising"
- Panel on "The Impact of Privacy Regulations on Competition and Innovation"

Conference on Big Data and Competition Law, Brussels (2018)
- "Can Big Data Protect a Firm from Competition?"

Machine Learning and the Market for Intelligence, Toronto (2018)
- "Algorithmic Bias in the Display of STEM Career Ads"

Workshop on Data Ownership, Access and Trade, European Commission (2017)
- Speaker on "The Law and Economics of Data Markets"
- Panel chair for "The Law and Economics of Competition in Data Markets"

"What do We Know about Online Advertising Effectiveness" (Practitioner-orientated talks)

- City Unrulyversity (2015)
- London Business School 5-Year Alumni Reunion (2014)

"Advertising to Early Trend Propagators? Evidence from Twitter"
- Unruly Media Roundtable (practitioner-oriented round table organized by Unruly Media, a leading platform for social media advertising, (2014)

Panelist at "Innovation in Service Execution," MSI conference on Service Innovation (2010)

"Pricing and Consumer Choice in Telecom Industries"
- Vodafone Group Marketing, London (2010)
- Institute for Innovation and Entrepreneurship - London Business School (2010)
- Center of Marketing - London Business School (2010)

Research Grants

- MSI research grant (with Ali Goli and Hema Yoganarasimhan) # 4001313: $ 5,000, 2021
- Wheeler Institute (LBS) research grant: £10,000, 2020
- Deloitte Institute for Innovation and Entrepreneurship (LBS) research grant: £ 12,000, 2014
- MSI research grant (with Catherine Tucker and Caroline Wiertz) # 4-1840: $ 10,200, 2014
- Deloitte Institute for Innovation and Entrepreneurship (LBS) research grant: £ 25,000
- Deloitte Institute for Innovation and Entrepreneurship (LBS) research grant: £ 3,500
- NET Institute research grant (with Katja Seim): $ 6,000, 2006
- German Research Foundation (DFG) research grant: $ 30,000, 2006
- MSI research grant (with Katja Seim and Bernd Skiera) # 4-1357: $ 8,000, 2006

Professional Service

Conferences and Committees

- Editor Selection Committee Quantitative Marketing and Economics, 2026
- Faculty Fellow, INFORMS Marketing Science Doctoral Consortium, 2026
- Editor Selection Committee Journal of Marketing Research, 2025
- Co-Chair, Quantitative Marketing and Economics Conference, 2023
- Faculty Fellow, INFORMS Marketing Science Doctoral Consortium, 2023
- Choice Symposium selection committee, 2023
- Co-Chair Women's Lunch, INFORMS Marketing Science Doctoral Consortium, 2022
- Faculty Fellow, INFORMS Marketing Science Doctoral Consortium, 2022
- Faculty Fellow, INFORMS Marketing Science Doctoral Consortium, 2021
- Co-Chair EMAC Special Interest Group on Quantitative Marketing, 2021 – 2026
- Faculty Fellow, INFORMS Marketing Science Doctoral Consortium, 2020
- Co-Organizer of European Quantitative Marketing Seminar, 2020 – 2025
- Advisory Member ISMS (INFORMS Society of Marketing Science) Board, 2019
- Faculty Fellow, INFORMS Marketing Science Doctoral Consortium, 2019
- Selection Committee for 13th Annual Frank M. Bass UTD-FORMS Conference, 2018

- Choice Symposium selection committee, 2018
- ISMS Doctoral Dissertation Proposal Competition award committee, 2018
- Faculty Fellow, INFORMS Marketing Science Doctoral Consortium, 2018
- Area Editor for Winter AMA Conference, 2017
- QME Conference, Conference Committee, 2017
- Jahrestagung Verein für Socialpolitik Conference Committee, 2017
- Co-Chair at the 10th Triennial Invitational Choice Symposium (Lake Louise, AB, Canada): Session "Advertising and Choice", 2016
- ART Forum Conference Committee, 2015
- Co-Chair at the 9th Triennial Invitational Choice Symposium (Noordwijk, Netherlands): Session "Internet Revenue Models"), 2013
- Co-Chair at the 8th Triennial Invitational Choice Symposium (Key Largo, Florida): Session "Price Discrimination in Service Industries", 2010

Internal Service (London Business School)

- Data Science and AI Initiative, Grant Committee, since 2026
- Area Chair, Marketing Subject Area, since 2024
- Resource Allocation Committee (distributing school-wide research funds), since 2024
- Management Board, since 2024
- Ph.D. Coordinator, Marketing Subject Area, 2018 – 2021
- Full Professor Screening Committee, 2022
- Three-/Four- and Five-Year Faculty Performance Review Committee (Assistant Professors, Associate Professors, Full Professors), 2017, 2019, 2021, 2023
- Appointments Sub-Committee, 2017 – 2018
- Assessment Policy Committee, 2015 – 2017
- MBA Curriculum Committee, 2014 - 2019
- Co-head recruiting committee 2014, 2015
- Co-organizer Marketing seminar series, 2007 - 2016

Advisory Positions and Working Groups Memberships

- Advisory Board Abeille.ai, since 2025
- Competition and Market Authority (CMA): Independent Digital Expert, January 2023 – January 2026
- Co-chair of the Digital Markets Research Working Group, jointly facilitated by the Digital Markets team in the U.K.'s Department for Digital, Culture, Media & Sport (DCMS) and the Digital Competition team in the Department for Business, Energy & Industrial Strategy (BEIS), 2021-2022
- Advisory Board Member for the Tinbergen Institute (previously: Amsterdam Rotterdam Consortium for Graduate Education (ARC)), since 2021
- Research Affiliate at the USC Initiative on Digital Competition housed at the Marshall Business School

Editorial Board Positions and Reviewing

- Management Science
  - Associate Editor, since 2021
- Quantitative Marketing and Economics
  - Associate Editor, since 2021
- Journal of Marketing Research
  - Associate Editor, since 2025
  - Member of the Editorial Review Board, 2017 – 2022
- Marketing Science
  - Marketing Science Service Award 2024
  - Associate Editor, 2017 – 2024
  - Member of the Editorial Review Board, 2016 – 2017
- Journal of Marketing
  - Member of the Editorial Review Board, 2020 – 2023
  - Associate Editor, 2019
  - Member of the Editorial Review Board, 2018
- International Journal of Research in Marketing
  - Member of the Editorial Board, 2013 – 2018
- Ad Hoc Reviewer: American Economic Journal: Microeconomics, International Journal of Industrial Organization, Journal of Consumer Research, Journal of Consumer Psychology, Journal of Industrial Economics, Management Science, Quantitative Marketing and Economics, Review of Economics and Statistics

Ph.D. Students Advised or Collaborated With

Yichen Yu, Ph.D. Thesis Advisor

Jaqueline Delesporte de Lourdes Pinheiro, Ph.D. Thesis Advisor

Lisha Yuan, Transfer Committee

Chaoran Liu, Ph.D. Thesis Advisor (first position: Peking University Oxford, 2025)

Mimansa Bairathi, Ph.D. Thesis Advisor (first position: University College London, 2023)

Prasad Vana, Ph.D. Thesis Advisor (first position: Dartmouth College, 2017)

Aylin Aydinli, collaborated (first position: Vrije Universiteit Amsterdam, 2014)

Eva Ascarza, collaborated (first position: Columbia University, 2010

Consulting and Expert Witness Work

Senior Consultant, Compass Lexecon, since 2026

AARP, Amazon, Meta, Google, Zoom

Teaching

Elective course “A/B Testing and Advanced Experimentation for Business Decisions” (previously: “Measuring Impact in the Digital Economy”)

Elective course “Channel and Sales Force Management”

Marketing Core course

Ph.D. course “Pro-seminar in Marketing” (on causality, field experiments and natural experiments)

Ph.D. course “Price Discrimination”

Ph.D. session on “Causal Effects in Online Advertising” (taught at INSEAD, University of Washington, Seattle and Goethe University, Frankfurt)

Executive Education Programs: Market Driving Strategies, Developing Strategy for Value Creation, Emerging Leaders Program.