

Curriculum Vitae

Eric T. Anderson

Hartmarx Professor of Marketing

Chair of the Marketing Department

Kellogg School of Management, Northwestern University

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WORK EXPERIENCE

2003-present Northwestern University, Kellogg School of Management
Chair of the Marketing Department (Sept 2013-present)
Hartmarx Professor of Marketing (Sept 2007-present)
Marketing Ph.D. Program Coordinator (Sept 2007-2010)
Professor of Marketing (Sept 2009 - present)
Associate Professor of Marketing (July 2004 - Sept 2009)
Visiting Assistant Professor of Marketing (2003-04)

1997- 2003 University of Chicago, Booth School of Business
Assistant Professor of Marketing

1995-1997 University of Rochester, Simon Graduate School of Business
Assistant Professor of Marketing

1989-1991 Merrill Lynch
Management Science Group

EDUCATION

1991-1995 MIT Sloan School of Management
Ph.D. (Management Science)
Major Field: Marketing
Minor Field: Economics

1988-1989 Stanford University
Masters in Engineering Economic Systems

1984-1988 Northwestern University
Bachelors in Electrical Engineering
Highest Honors

PUBLICATIONS

1. Eric T. Anderson and Duncan Simester (1998), "[The Role Of Sale Signs](#)" *Marketing Science*, 17 (2), 139-155.
2. Eric T. Anderson and Duncan Simester (2001), "[Are Sale Signs Less Effective When More Products Have Them?](#)" *Marketing Science*, 20 (2), 121-142.
3. Eric T. Anderson and Duncan Simester (2001), "[Price Discrimination as an Adverse Signal: Why an Offer to Spread Payments May Hurt Demand,](#)" *Marketing Science*, 20 (3), 315-327.
4. Eric T. Anderson (2002), "[A Guadagni Little Likelihood Can Have Multiple Maxima](#)" *Marketing Letters*, 13 (2), 135-150. Also printed in *Marketing Letters*, 13 (4), 373-388.
5. Eric T. Anderson (2002), "[Sharing the Wealth: When Should Firms Treat Customers as Partners?](#)" *Management Science*, 48 (8), 955-971. [Lead Article]
6. Eric T. Anderson and Duncan Simester (2003), "[Effects of \\$9 Price Endings on Retail Sales: Evidence from Field Experiments](#)", *Quantitative Marketing and Economics*, 1 (1), 93-110.
7. Eric T. Anderson and Duncan Simester (2003), "Mind Your Pricing Cues," September, *Harvard Business Review*, 81 (9), 96-103.
8. Eric T. Anderson and Duncan Simester (2004), "[Long Run Effects of Promotion Depth on New Versus Established Customers: Three Field Studies](#)" *Marketing Science*, 23(1), 4-20. [Lead Article] Also featured in *Sloan Management Review*, Summer 2004, 45 (4), 9.

Nominated for 2004 John D.C. Little Best Paper Award.
9. Eric T. Anderson, Nanda Kumar, Surendra Rajiv (2004), "[A Comment On: 'Revisiting Dynamic Duopoly with Consumer Switching Costs'](#)" *Journal of Economic Theory*, 116 (1), 177-186.
10. Eric T. Anderson and Inseong Song (2004), "[Coordinating Price Reductions and Coupon Events](#)" *Journal of Marketing Research*, November, 41 (4), 411-422.

11. Narasimhan, Chakravarthi, Chuan He, Eric T. Anderson, Lyle Brenner, Preyas Desai, Dmitri Kuksov, Paul Messinger, Sridhar Moorthy, Joseph Nunes, Yuval Rottenstreich, Richard Staelin, George Wu, Z. John Zhang (2005), "[Incorporating Behavioral Anomalies in Strategic Models](#)," *Marketing Letters*, 16 (3), 361-373.
12. Eric T. Anderson, Gavan Fitzsimons and Duncan Simester (2006), "[Measuring and Mitigating the Costs of Stockouts](#)", *Management Science*, November, 52 (11), 1751-1763.
13. Eric T. Anderson and Nanda Kumar (2007) "[Price Competition with Repeat, Loyal Buyers](#)," *Quantitative Marketing and Economics*, 5 (13), 333-359.
14. Eric T. Anderson and Duncan Simester (2008), "[Does Demand Fall When Customers Perceive That Prices Are Unfair: The Case Of Premium Pricing for Large Sizes](#)", *Marketing Science*, 27(3), May-June, 492-500.
15. Duncan Simester, Yu Jeffrey Hu, Erik Brynjolfsson and Eric T. Anderson (2009), "[Dynamics of Retail Advertising: Evidence from a Field Experiment](#)," *Economic Inquiry*, 47(3), July, 482-499.
16. Eric T. Anderson, Karsten Hansen and Duncan Simester (2009), "[The Option Value of Returns: Theory and Empirical Evidence](#)," *Marketing Science*, 28(3), May-June, 405-423.
17. Eric T. Anderson and Duncan Simester (2008), "[Price Cues and Customer Price Knowledge](#)," in *Handbook of Pricing Research in Marketing*, Elgar Publishing Ltd.
18. Eric T. Anderson and James Dana, (2009) "[When is Price Discrimination Profitable?](#) ", *Management Science*, 55(6), June, 980-989.
19. Eric T. Anderson, Duncan Simester, Florian Zettelmeyer (2009), "Internet Channel Conflict: Problems and Solutions" *Review of Marketing Research* [Invited Article]
20. Vincent R. Nijs, Kanishka Misra, Eric T. Anderson, Karsten Hansen and Lakshman Krishnamurthi (2010), "[Channel Pass-Through of Trade Promotions](#)," *Marketing Science*, March-April, 29(2), 250-267.
21. Eric T. Anderson, Nathan M. Fong, Duncan Simester and Catherine E. Tucker (2010), "[How Sales Taxes Affect Customer and Firm Behavior: The Role of Search on the Internet](#)" *Journal of Marketing Research*, April, 47(2), 229-239.

22. Eric T. Anderson and Duncan Simester (2010), "[Price Stickiness and Customer Antagonism](#)," *Quarterly Journal of Economics*, April, 125(2).
23. Eric T. Anderson and Duncan Simester (2011), "A Guide to Smart Business Experiments," *Harvard Business Review*, March.
24. Huang, Qingyi, Vincent Nijs, Karsten Hansen, Eric Anderson (2012), "Walmart's Impact on Supplier Profits," *Journal of Marketing Research*, April, p. 131-143. [Lead Article]
25. Mazzocco, Philip J., Derek D. Rucker, Adam D. Galinsky, Eric T. Anderson (2012), "Direct and vicarious conspicuous consumption: Identification with low-status groups increases the desire for high-status goods," *Journal of Consumer Psychology*, 22, 520-528.
26. Eric T. Anderson and Duncan Simester (2013), "Advertising in a Competitive Market: The Role of Product Standards, Customer Learning and Switching Costs," *Journal of Marketing Research*, Vol. 50, No. 4, pp. 489-504.
27. Eric T. Anderson and Duncan Simester (2014) "Reviews without a Purchase: Low Ratings, Loyal Customers and Evidence of Deception," *Journal of Marketing Research*, forthcoming.

PAPERS UNDER REVIEW

28. Eric T. Anderson, Karsten Hansen and Duncan Simester "Cross Brand Pass-Through: Shielding Private Label Items from National Brand Promotions"
29. Ayelet Israeli, Eric T. Anderson, Anne Coughlan, "Asymmetric Price Effects in MAP Violations "
30. Kanishka Misra, Eric T. Anderson and Karsten Hansen "Estimating Heterogeneity and State Dependence with Aggregate data "
31. Eric T. Anderson, Nir Jaimovich and Duncan Simester "Menu Costs and Price Rigidities: Micro Evidence"
32. Eric T. Anderson, Ralph Elsnor, Duncan Simester and Federico Rossi, "Retail Switching and Consumer Search: Evidence from a Field Experiment"
33. Eric T. Anderson, Karsten Hansen, and Duncan Simester, "What Effects Price and Price Cue Elasticity? Evidence from a Field Experiment"

34. Manish Tripathi, Eric T. Anderson and Karsten Hansen, "Measuring the Mere Measurement Effect"
35. Eric T. Anderson, Karsten Hansen, Duncan Simester and Lei Wang "How Price Affects Returns: The Perceived Value and Incremental Customer Effects"
36. Eric Anderson, Song Lin, Duncan Simester, and Catherine Tucker, "Harbingers of Failure."
37. Eric T. Anderson, Emi Nakamura, Duncan Simester and Jon Steinsson "Informational Rigidities and the Stickiness of Temporary Sales"
38. Eric T. Anderson, Yi Qian and Duncan Simester "Multichannel Spillovers after Opening a Factory Store"
39. Blake McShane, Chaoqun Chen, Eric T. Anderson, Duncan Simester, "Decision Stages and Asymmetries in Regular Retail Price Pass-through"

WORK IN PROGRESS

40. Eric T. Anderson, Blake McShane, Duncan Simester, "Pricing Rules"
41. Kanishka Misra, Eric T. Anderson and Karsten Hansen "Do Retail Credit Cards Create Loyalty"

AWARDS

2006 Nominated for Clarence Ver Steeg Graduate Faculty Award, Northwestern University. Each university program nominates a single outstanding faculty member who exhibited the outstanding qualities as a graduate advisor, mentor and teacher.

2004 Nominated for John D.C. Little Best Paper Award by INFORMS.

2001 MSI Young Scholars Award

Alden G. Clayton Doctoral Dissertation, Honorable Mention

INVITED PRESENTATIONS

January 2013, University of California Davis, Graduate School of Management

November 2012, Dunn Humby Chicago

November 2011, MSI Board of Trustees Meeting, Chicago

April 2011, Yale School of Management, Marketing and Industrial Organization Conference

March 2011, San Diego, CA, Marketing Practitioners

February 2011, University of Chicago, Booth School of Management, Milton Friedman Institute Conference

January 2011, Kellogg, Marketing Conference Alumni Presentation

January 2010, MIT, MSI Practitioner-Academic Conference

September 2009, Kellogg School of Management

June 2009, University of Illinois, Pricing Camp

May 2009, University of Toronto, Rotman School of Business

April 2009, University of Michigan, Ross School of Business

November 2008, MSI Board of Trustees Meeting, San Francisco

September 2008, ABRAS, Sao Paolo, Brasil

September 2008, Northwestern University, Kellogg School of Management

May 2008, Yale University, Consumer Insight Conference

April 2008, Yale University, School of Management

April 2008, Stanford University, Graduate School of Business

April 2008, Santa Clara University, School of Business

March 2008, Emory University, Goizueta School of Business

November 2007, Cornell University, Johnson School of Business

October 2007, Quantitative Marketing and Economics Conference, Chicago, IL

November 2006, University of Chicago, Graduate School of Business

October 2006, Washington University St. Louis, Olin School of Management

September 2006, ESA North America Meeting, Tucson, AZ

April 2006, Washington University St. Louis, Olin School of Management

February 2006, NBER Winter IO Meetings, Stanford, CA

September 2005, Northwestern University, Kellogg School of Management

June 2005, Chicago-Northwestern IO Conference

April 2004, University of California Berkeley, Haas School of Management

October 2004, M.I.T., Sloan School of Management

November 2003, University of Wisconsin, School of Business

October 2003, University of Minnesota, Carlson School of Management

October 2003, University of Colorado, Leeds School of Business

October 2003, University of Houston, Bauer College of Business

October 2003, Boston University, School of Management

October 2003, Quantitative Marketing and Economics Conference, Chicago, IL

October 2003, University of Texas at Dallas, School of Management
September 2003, New York University, Stern School of Management
September 2003, Harvard University, Harvard Business School
February 2003, University of Minnesota, Carlson School of Management
September 2002, University of Illinois, School of Business Administration
September 2002, Fordham Pricing Conference, Research on Price Endings
September 2002, MSI Conference on Measuring Marketing Profitability
June 2002, National Association of Uniform Manufacturers and Retailers
Conference
November 2001, University of Chicago, Graduate School of Business (ELO
Workshop)
June 2001, Direct Marketing Association Annual Catalog Conference
April 2001, Northwestern University, Kellogg School of Management
February 2000, Purdue University, Krannert School of Management
January 1998, University of Pennsylvania, Wharton School of Management
February 1997, University of Chicago, Graduate School of Business
November 1994, Washington University, Olin School of Business
November 1994, New York University, Stern School of Business
October 1994, University of Chicago, Graduate School of Business
October 1994, Yale University, School of Management
October 1994, University of Rochester, Simon School of Business
September 1994, Carnegie Mellon Graduate School of Industrial Administration

TEACHING

Pricing, Promotion and Retailer Behavior
Marketing Channel Strategy
Marketing New Products and Services
Pricing Strategies
Database Marketing

TEACHING MATERIALS

Keurig at Home: Managing a New Product Launch (2005), Kellogg Case 5-
105-005.

Teaching Note: Keurig at Home: Managing a New Product Launch (2005),
Kellogg Case 5-105-005.

Keurig: From David to Goliath
The Challenge of Gaining and Maintaining Marketplace Leadership
(Kellogg Case 5-411-751)

Teaching Note: Keurig From David to Goliath (Kellogg Case 5-411-751TN)

Tupelo Medical: Managing Price Erosion (Kellogg Case 5-412-750)

Teaching Note: Managing Price Erosion (Kellogg Case 5-412-750TN)

PROFESSIONAL ACTIVITIES

Area Editor:

Quantitative Marketing and Economics
Operations Research

Guest Area Editor:

Marketing Science

Editorial Board:

Journal of Marketing
Journal of Marketing Research
Marketing Science

Referee:

Management Science
Journal of Marketing Research
Journal of Marketing
Journal of Consumer Research
Journal of Retailing
Journal of Business
Quantitative Marketing and Economics
Journal of Interactive Marketing
American Economic Review
RAND
International Journal of Research in Marketing
Journal of Economics and Management Strategy
International Journal of Industrial Organization
Journal of Industrial Economics
International Journal of Business and Economics
Journal of Applied Econometrics
Journal of Applied Social Psychology

Manufacturing & Service Operations Management
Marketing Science Institute
EMAC Conference
Fordham Pricing Conference

Member of:

American Marketing Association
INFORMS
INFORMS Society for Marketing Science
CSIO: Center for Study of Industrial Organization

OUTSIDE ACTIVITIES

Advisor in the area of pricing and business strategy for The Great Courses, Tetra Pak, Kemper.