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# Raphael Thomadsen

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## Education

Ph.D., Economics, Stanford University, June 2001.
A.M., Economics, Stanford University, September 1996.
B.A., Economics and Mathematics, University of Wisconsin (Honors with Distinction), May 1994.

## Academic Positions

Assistant Professor, UCLA Anderson School of Management, 2005 – present.
Assistant Professor, Columbia Business School, 2000 – 2005.

## Published Papers

1. "You Can Benefit from a Rival's New Product," *Harvard Business Review*, April 2013, p. 704.

2. "Vertical Differentiation with Variety-Seeking Customers" (with Robert Zeithammer), *Management Science*, 59(2): 390-401, 2012.

3. "Seeking an Expanding Competitor: How Product Line Expansion Can Increase All Firms' Profits," *Journal of Marketing Research*, 49(3), 349-360, 2012.

4. "A Reflection on Analytical Work in Marketing: Three Points of Consensus" (First Author, with Robert Zeithammer, Dina Mayzlin, Yesim Orhun, Amit Pazgal, Devavrat Purohit, Ram Rao, Michael Riordan, Jiwoong Shin, Monic Sun and Miguel Villas-Boas), *Marketing Letters*, 23(2), 381-389, 2012.

5. "Revisiting the Workshop on Quantitative Marketing and Structural Economics," (with Brett Gordon, Eric T. Bradlow, Jean-Pierre Dubé and Richard Staelin), *Marketing Science*, 30(6), 945-949, 2011.
   - Invited Forward

6. "Cooperation in Games with Forgetfulness," (with Pradeep Bhardwaj), *Management Science*, 57(2), 363-375, 2011.

7. "An Empirical Analysis of Assortment Similarities Across U.S. Supermarkets," (with Minha Hwang and Bart Bronnenberg), *Marketing Science*, 29(5), 858-879, 2010.

8. "Competition and Price Discrimination in the Market for Mailing Lists," (with Ron Borzekowski and Charles Taragin), *Quantitative Marketing and Economics*, 7(2), 147-179, 2009.

9. "Discrete Choice Models of Firms' Strategic Decisions," (with Michaela Draganska, Sanjog Misra, Victor Aguirregabiria, Pat Bajari, Liran Einav, Paul Ellickson, Dan Horsky, Sridhar Narayanan, Yesim Orhun, Peter Reiss, Katja Seim, Vishal Singh and Ting Zhu), *Marketing Letters*, 19(3-4), 399-416, 2008.

10. "Optimal minimum wage in the classic labor supply and demand paradigm," (with Rajeev Dehejia and Bjorn Jorgensen), *Journal of Poverty*, 12(4), 481-495, 2008.

11. "Product Positioning and Competition: The Role of Location in the Fast Food Industry," *Marketing Science*, 26(6), 792-804, 2007.
    - Finalist: *2007 John D.C. Little Best Paper Award*

12. "Costly Collusion in Differentiated Industries" (with Ki-Eun Rhee), *Marketing Science*, 26(5), 660-665, 2007.

13. "The Effect of Ownership Structure on Prices in Geographically Differentiated Industries," *RAND Journal of Economics*, 36(4), 908-929, 2005.

14. "Existence of Pure Strategy Equilibria among Geographically Dispersed Firms," *Economics Bulletin*, 12(12), 1-4, 2005.

15. "Memory and Anticipation" (with B. Douglas Bernheim), *Economic Journal*, 105(503), 271-304, 2005.

16. "Spatial Models in Marketing" (with Eric Bradlow, Bart Bronnenberg, Gary Russell, Neeraj Arora, David Bell, Sri Devi Duvvuri, Frankel ter Hofstede, Catarina Sismeiro and Sha Yang), *Marketing Letters*, 16(3-4), 267-278, 2005.

17. "Structural Applications of the Discrete Choice Model" (with Jean-Pierre Dube, Pradeep Chintagunta, Bart Bronnenburg, Ron Goettler, Amil Petrin, K. Sudhir and Ying Zhao), *Marketing Letters*, 13(3), 207-220, 2002.

## Working Papers

1. "Profit-Increasing Consumer Exit," (with Amit Pazgal and David Soberman). Revise and Resubmit after 2 rounds, *Marketing Science*.

2. "When Push Comes to Shelf: How Point-of-Sale Marketing Mix Impacts National-Brand Purchase Shares" (with Minha Hwang). Revise and Resubmit, *Management Science*.

3. "Location Choice and Profit-Increasing Entry" (with Amit Pazgal and David Soberman). Revise and Resubmit, *Management Science*.

4. "The Impact of Switching Stores on State Dependence in Brand Choice."

## Projects in Progress

1. "Behavior-Based Pricing in Vertically Differentiated Markets," (With Ki-Eun Rhee).

## Invited Talks

1. Marketing Dynamics Conference, University of North Carolina, May – June, 2013. (Scheduled).
2. University of Virginia, Darden School, January 2013.
3. University of Texas at Dallas, November 2012.
4. Washington University Olin School, November 2012.
5. University of Pennsylvania, Wharton School, November 2012.
6. UC-San Diego, Rady School, October 2012.
7. University of Southern California, September 2012.
8. Marketing Science Conference, June 2012.
9. Carnegie Melon University, Tepper School, May 2012.
10. Washington University Olin School, March 2012.
11. University of Texas at Dallas Frontiers of Research in Marketing Conference, February 2012.
12. University of Toronto, February 2012.
13. 11th Marketing in Israel Conference, December 2011.
14. Rice University Jones Graduate School of Business, December 2011.
15. UC-San Diego, Rady School, October 2011.
16. Summer Institute of Competitive Strategy (SICS), Berkeley, CA, July 2011.
17. Santa Clara University, January 2011.
18. UC-San Diego Rady School, October 2010.
19. Marketing Science Conference, June 2010.
20. Marketing Science Doctoral Consortium, June 2010.
21. London Business School Marketing Department, June 2010.
22. University of Miami-University of Technology, Sydney Invitational Choice Symposium, Key Largo, FL, May 2010.
23. University of Michigan Marketing Department, April 2010.
24. New York University Marketing Department, April 2010.
25. Columbia University Marketing Department, April 2010.

26. University of Texas at Dallas Frontiers of Research in Marketing Conference, February 2010.
27. 10th Annual Tilburg X-mas Research Camp, Tilburg University, December 2009.
28. IOFest 2009 (Stanford and Berkeley), Berkeley, CA, October 2009.
29. Marketing Science Conference, June 2009.
30. Third Workshop on Game Theory in Marketing, May 2009.
31. Kellogg Marketing Camp, Northwestern University, September 2007.
32. AMA Educator's Conference, Washington, DC, August 2007.
33. Summer Institute of Competitive Strategy (SICS), Berkeley, CA, July 2007.
34. Wharton Invitational Choice Symposium, Philadelphia, PA, June 2007.
35. Second Workshop on Game Theory in Marketing, HEC Montreal, June 2007.
36. UC-Davis Department of Economics, May 2007.
37. University of Melbourne, November 2006.
38. Duke University Marketing Department, October 2006.
39. Econometric Society Meetings (ASSA), January 2006.
40. Stanford University Marketing Department, November 2005.
41. Stanford Institute of Theoretical Economics, July 2005.
42. Clemson University Department of Economics, March 2005.
43. UCLA Marketing Department, February 2005.
44. Quantitative Marketing and Economics Conference, Boston, MA, November 2004.
45. Federal Trade Commission, November 2004.
46. CU-Boulder Invitational Choice Symposium, Estes Park, CO, Spatial Choice Modeling in Marketing, June 2004.
47. International Industrial Organization Conference, Boston, MA, April 2003.
48. New York University, Stern School of Business, March 2003.
49. UC-Irvine Department of Economics, May 2002.
50. UCLA Department of Economics, May 2002.
51. NBER Winter Meetings, Industrial Organization Program Meeting, Stanford, California, January 2002.
52. UC-Berkeley Invitational Choice Symposium, Asilomar Conference Grounds, Structural Models in Quantitative Research, June 2001.
53. Yale School of Management, November 2000.
54. INFORMS Annual Meetings, San Antonio, TX, Structural Models of Retail Competition, November 2000.
55. University of Maryland Economics Department, February 2000.
56. University of Virginia Economics Department, February 2000.
57. Ohio State University Economics Department, February 2000.
58. Clemson University Economics Department, February 2000.
59. Federal Reserve Board, February 2000.
60. University of Michigan Economics Department, February 2000.
61. Columbia Business School, February 2000.
62. University of North Carolina Economics Department, January 2000.
63. Washington University Economics Department, January 2000.
64. Iowa State University, Agricultural Economics Department, January 2000.
65. Harvard Business School Strategy Department, January 2000.

## Discussant

- China India Insights Conference, Yale, August 2012.
- Summer Institute in Competitive Strategy (SICS), Berkeley, CA, July 2012.
- Quantitative Marketing and Economics (QME) conference, UCLA, October, 2010.
- Summer Institute in Competitive Strategy (SICS), Berkeley, CA, July 2010.
- Quantitative Marketing and Economics (QME) conference, Chicago, October, 2009.
- Summer Institute in Competitive Strategy (SICS), Berkeley, CA, July, 2008.
- Federal Trade Commission Bureau of Economics Conference on the Grocery Industry, May, 2007.
- Summer Institute in Competitive Strategy (SICS), Berkeley, CA, June, 2006.
- International Industrial Organization Conference, Boston, MA, April, 2005.
- I.O. Day, New York University, September, 2004.
- Stanford Strategic Management Conference, Stanford, CA, March, 2003.
- ASSA Annual Meetings, Atlanta, GA, Product Choice in Oligopoly Markets, January, 2002.

## Dissertation Chair

- Minha Hwang, 2010. Co-advised with Bart Bronnenberg. Placement: McGill University.
- Heechul Min, 2004. Placement: Korea Information Strategy Development Institute.

## Dissertation Committee Member

- Mitsuru Igami (2012)
- Dan Ben-Moshe (2012)
- Yong Hyeon Yang (2011)
- Tracy Orcholski (2011)
- Wouter Vergote (2005)
- Kit Rhee (2004)
- Sanghoon Lee (2003)
- Gea Lee (2003)

## Editorial Boards

- Associate Editor, Quantitative Marketing and Economics, Jan. 2010 – present.
- Editorial Board Member, International Journal of Marketing Research, Sept. 2012 – present.

## Teaching

Market Assessment, UCLA Anderson, 2012 – 2013.
Marketing Management II, UCLA Anderson, 2005 – 2010.
Quantitative Research in Marketing: Choice Models (PhD), UCLA Anderson 2008, 2009.
Managerial Economics, Columbia Business School, 2000 – 2005.

## Other

Co-organizer, Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Econometrics, Duke University, August 10 – 12, 2010.

Ad-hoc Reviewer:

- Academy of Management Review
- American Economic Review
- American Economic Journal: Microeconomics
- American Economic Journal: Applied Economics
- Games and Economic Behavior
- International Economic Review
- International Journal of Industrial Organization
- Journal of Economic Theory
- Journal of Economics and Management Strategy
- Journal of Industrial Economics
- Journal of Industry, Competition and Trade
- Journal of Law and Economics
- Journal of Law, Economics, and Organization
- Journal of Marketing
- Journal of Marketing Research
- Journal of Retailing
- Journal of the European Economic Association
- Management Science
  - 2011 Distinguished Service Award
- Marketing Science
- Operations Research
- Quantitative Marketing and Economics
- Quarterly Review of Economics and Finance
- RAND Journal of Economics
- Review of Industrial Organization