Quantitative Marketing PhD Alumni Conference

The Quantitative Marketing PhD Alumni Conference brings together recent Stanford PhD graduates — who are now junior faculty in marketing departments — to present their work to current faculty, PhD students, and more senior alumni from the PhD Program.

The goal of this conference was to provide these graduates with feedback on their presentations, and further initiate discussion and thought to improve quantitative marketing research among the Stanford community.

2017 Presenters

**Tomomichi Amano**
Harvard Business School
Presentation: Patent Protection, Marketing, and the Diffusion of Hybrid Vehicles (joint with Wesley R. Hartmann)

**Bryan Bollinger**
Stern School of Business, New York University
Presentation: Peer Effects in Outdoor Water Conservation: Evidence from Consumer Migration

**Kristina Brecko**
Simon Business School, University of Rochester
Presentation: The Role of Durable Technology in Conservation Management

**Oeystein Daljord**
Booth School of Business, University of Chicago
Presentation: Identification of Discount Factors in Choice Models
Xing Li
Peking University
Presentation: Does Air Pollution Affect Food Consumption?

Anita Rao
Booth School of Business, University of Chicago
Presentation: Value of Search Aggregators

Scott Shriver
Leeds School of Business, University of Colorado Boulder
Presentation: Optimizing Content and Pricing Strategies for Digital Video Games (with Hema Yoganarasimhan)

Anna Tuchman
Kellogg School of Management, Northwestern University
Presentation: Evaluating the Welfare Impact of Soda Taxes (joint with Stephan Seiler and Song Yao)