

Stephan Seiler

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Stanford Graduate School of Business
Knight Management Center
655 Knight Way
Stanford, CA 94305-7298

Email: sseiler@stanford.edu
Personal Webpage:
<https://people.stanford.edu/sseiler/>

EMPLOYMENT

2015- present Associate Professor of Marketing, Stanford Graduate School of Business
2011- 2015 Assistant Professor of Marketing, Stanford Graduate School of Business

OTHER AFFILIATIONS / VISITING POSITIONS

April 2014 Chicago Booth, Kilts Center for Marketing, Faculty Fellow
2011- 2015 Associate, Centre for Economic Performance, London
2008- 2012 Visiting Scholar, Institute for Fiscal Studies, London

EDUCATION

2011 Ph.D. in Economics, London School of Economics
2006 M.Sc. in Economics, London School of Economics
2005 Diplom-Volkswirt, Albert-Ludwigs Universität Freiburg

RESEARCH INTERESTS

Consumer Search, Demand Estimation, Health Care Markets, Social Media, User-Generated Content

PUBLICATIONS / ACCEPTED PAPERS

“Multi-Category Competition and Market Power: A Model of Supermarket Pricing,”
with Øyvind Thomassen, Howard Smith and Pasquale Schiraldi;
American Economic Review (forthcoming).

“Does Online Word-of-Mouth Increase Demand? (and How?) Evidence from a Natural Experiment,”
with Song Yao and Wenbo Wang;
Marketing Science (forthcoming).

“Estimating Search Benefits from Path-Tracking Data: Measurement and Determinants,”
with Fabio Pinna;
Marketing Science (forthcoming).

“Free to Choose? Reform, Choice and Consideration Sets in the English National Health Service,”
with Martin Gaynor and Carol Propper;
American Economic Review, November 2016, 106(11), pp 3521-3557.

- Kenneth J. Arrow Award for the Best Paper in Health Economics in 2016

“Cumulative Growth in User-Generated Content: Evidence from Wikipedia,”
with Aleksii Aaltonen;
Management Science, July 2016, 62(7), pp. 2054–2069.

“The Impact of Competition on Management Quality: Evidence from Public Hospitals,”
with Nicholas Bloom, Carol Propper and John Van Reenen;
Review of Economic Studies, April 2015, 82(2), pp. 457-489.

“The Impact of Search Costs on Consumer Behavior: a Dynamic Approach”,
Quantitative Marketing and Economics, June 2013, 11(2), pp. 155-203.

- 2014 Dick Wittink Best Paper Award

WORKING PAPERS

“The Impact of Advertising along the Conversion Funnel” with Song Yao

OTHER PUBLICATIONS

“Advancing Non-Compensatory Choice Models in Marketing”
with Anocha Aribarg, Thomas Otter, Daniel Zantedeschi, Greg M. Allenby, Taylor Bentley, David J. Curry, Marc Dotson, Ty Henderson, Elisabeth Honka, Rajeev Kohli, Kamel Jedidi and Xin (Shane) Wang;
Customer Needs and Solutions (forthcoming)

“Comments on: Costly Search and Consideration Sets in Storable Goods Markets, by Tiago Pires,”
Quantitative Marketing and Economics, September 2016, 14(3), pp 197-200.

“In Defence of our Research on Competition in England's National Health Service,”
with Nicholas Bloom, Zack Cooper, Martin Gaynor, Stephen Gibbons, Simon Jones, Alistair McGuire,
Rodrigo Moreno-Serra, Carol Propper, John Van Reenen;
The Lancet, December 2011, 378(9809), pp. 2064 – 2065.

WORK IN PROGRESS

“Large-scale Demand Estimation with Search Data”, with Tomomichi Amano and Andrew Rhodes

“Estimating Search Models with Panel Data: Identification and a Re-examination of Preference Heterogeneity” with Xiaojing Dong, Ilya Morozov and Liwen Hou

“Retail Competition with Multi-Stop Shopping”, with Pasquale Schiraldi, Howard Smith and Øyvind Thomassen

HONORS AND AWARDS

Fletcher Jones Faculty Scholar, 2017-2018

Dick Wittink Best Paper Award in the QME Journal, 2014

Management Science, Meritorious Service Award, 2013

Teaching Fellowship, LSE, 2008-2010

Economic and Social Research Council (ESRC) Scholarship, 2006-2009

Adeline and Karl Goeltz Scholarship, 2007

Friedrich-August von Hayek Prize for best undergraduate dissertation, Universität Freiburg, 2005

Foundation of German Industry Scholarship, 2003-2005

PROFESSIONAL SERVICE

Editorial Review Board, Marketing Science

INVITED SPEAKING

Keynote Speaker - Mobile Big Data Marketing Conference, Honkong, 2016

Panelist – Digital Mobile Marketing Analytics, Marketing Science, Shanghai, 2016

Panelist – Data-Driven Marketing for E-commerce, Executive Roundtable, Stanford, 2015

SEMINAR PRESENTATIONS (including scheduled)

- Multi-Category Competition and Market Power: A Model of Supermarket Pricing
Wharton, 2017
Washington University St. Louis, Olin Business School, 2017
MIT Sloan, 2017
Rochester, Simon GSB, 2017
- Does Online Word-of-Mouth Increase Demand? (and How?) Evidence from a Natural Experiment
INSEAD, 2016
London Business School, 2016
Duke, Fuqua Business School, 2016
Berlin Applied Micro Seminar, 2015
Facebook, 2015
Stanford GSB, 2015
- Estimating Search Benefits from Path-Tracking Data: Measurement and Determinants
Columbia Business School, 2015
University of Minnesota, Carlson School of Management, 2014
UC Davis (Econ. & Marketing), 2014
Chicago Booth School of Business, 2014
Boston College (Econ.), 2014
Michigan, Ross School of Business, 2014
Humboldt-University, Berlin, 2013
Toronto, Rotman School of Business, 2013
- Free to Choose? Reform, Choice and Consideration Sets in the English National Health Service
Leavey School of Business, Santa Clara (Econ.), 2012
- The Impact of Search Costs on Consumer Behavior: a Dynamic Approach
Kellogg School of Management, 2012
Tilburg University (Econ.), 2011
Universität Zürich (Econ.), 2010
UC San Diego, Rady School of Business, 2010
Chicago Booth School of Business, 2010
Washington University St. Louis, Olin Business School, 2010
Rochester, Simon GSB, 2010
Carnegie Mellon, Tepper School of Business, 2010
UCLA Anderson School of Management, 2010
Stanford GSB, 2010
Centre de Recherche en Economie et en Statistique (CREST), Paris, 2010
Goethe-Universität Frankfurt, 2009
- The Impact of Competition on Management Practices: Evidence from Public Hospitals
Humboldt Universität Berlin, 2010

CONFERENCE PRESENTATIONS (including scheduled)

- Large-scale Demand Estimation with Search-Data
Winter Marketing-Economics Summit, Jackson Hole, 2017
Marketing Science, Baltimore, 2015
Workshop Search and Switching Costs, University of Groningen, Netherlands, 2015
IO Fest, Stanford, 2016
- Multi-Category Competition and Market Power: A Model of Supermarket Pricing
NBER Summer Institute (IO), 2016
Marketing Science, Shanghai, 2016
- Does Online Word-of-Mouth Increase Demand? (and How?) Evidence from a Natural Experiment
Workshop on the Economics of Advertising and Marketing, Vilnius, 2016
Mobile Big Data Marketing Conference, Honkong, 2016 (*Keynote Speaker*)
Conference on the Economics of ICT, Mannheim, Germany, 2016
Winter Marketing-Economics Summit, Vail, 2016
IO Fest, Berkeley, 2015
Yale China Insights Conference, 2015
Marketing Science, Baltimore, 2015
- Estimating Search Benefits from Path-Tracking Data: Measurement and Determinants
UT Dallas FORMS Conference, Dallas, 2015
Marketing Dynamics, Las Vegas, 2014
Summer Institute in Competitive Strategy (SICS), Berkeley, 2014
Marketing Science, Atlanta, 2014
International Industrial Organization Conference, Chicago, 2014
Choice Symposium, Noordwijk, The Netherlands, 2013
- Cumulative Growth in User Generated Content: Evidence from Wikipedia
NBER Digitization Meeting, Stanford, 2014
Marketing Dynamics, UNC Chapel Hill, 2013
- Free to Choose? Reform, Choice and Consideration Sets in the English National Health Service
FTC Microeconomics Conference, Washington D.C., 2013
Marketing Science, Istanbul, Turkey, 2013
Cowles Foundation Summer Conference (Structural Micro), 2013
UT Dallas FORMS Conference, Dallas, 2013
Summer Institute in Competitive Strategy (SICS), Berkeley, 2012
International Industrial Organization Conference, Arlington, 2012
Annual Health Economics Conference, Northwestern University, Evanston, 2011
Centre for Economic Performance Annual Conference, Brighton, UK, 2010
European Doctoral Program Jamboree, Universitat Pompeu Fabra, Barcelona, Spain, 2010
- The Impact of Search Costs on Consumer Behavior: a Dynamic Approach
Marketing Science, Boston, 2012
Centre for Economic Policy Research (CEPR) IO Conference, Cyprus, 2012
International Industrial Organization Conference, Arlington, 2012
ASSA/AEA Meeting, Chicago, 2012
Marketing and Industrial Organization Conference, New York, 2011
Society for Economic Dynamics Annual Conference, Montreal, 2010
Marketing Science Conference, Cologne, Germany, 2010
CEPR Applied Industrial Organization School / Conference, Toulouse, 2010
International Industrial Organization Conference, Vancouver, 2010
Royal Economic Society, Annual Conference, University of Surrey, UK, 2010
Workshop Search and Switching Costs, University of Groningen, Netherlands, 2009
Quantitative Marketing and Economics Conference, Chicago Booth, 2009

European Association of Research in Industrial Economics (EARIE) Annual Conference, Ljubljana, Slovenia, 2009

- The Impact of Competition on Management Practices: Evidence from Public Hospitals
ASSA/AEA Meeting, Chicago, 2012
Econometric Society World Congress, Shanghai, 2010
Ruhr-Graduate School 3rd Doctoral Student Conference, Bochum, Germany, 2010
Centre for Economic Performance Annual Conference, Brighton, UK, 2009
- Retail Competition with Multi-Stop Shopping
IOfest, Stanford GSB, 2012
Marketing Science Conference, Houston, 2011
Royal Economic Society, Annual Conference, Royal Holloway, UK, 2011

TEACHING EXPERIENCE

- Stanford GSB
Consumer Search and Marketing (MKTG-568), 2017-
Applied Econometrics for Public Policy (PublPol-303D), 2012-
Data and Decisions (OIT-265), 2011-2015
Quantitative Research in Marketing (MKTG-644), 2012-2013
- LSE (Teaching Fellow)
Microeconomics for MSc Economics students, 2008-2010
Industrial Economics for MSc Economics students, 2008-2009
- LSE (Teaching Assistant)
Industrial Economics, third year undergraduate course, 2006-2008
Introductory Mathematics course for MSc Economics students, 2006/2007
Industrial Organisation and Competition Policy, LSE summer school, 2007/2008
Macroeconomics Principles, second year undergraduate course, 2005
- Universität Freiburg, Germany (Teaching Assistant)
Undergraduate Microeconomics, 2004
Undergraduate Macroeconomics, 2003

PROFESSIONAL SERVICE

- Ad- hoc reviewer for
 - *American Economic Review*
 - *American Economic Journal: Economic Policy*
 - *Econometrica*
 - *Economic Journal*
 - *Journal of Applied Econometrics*
 - *Journal of Business & Economic Statistics*
 - *Journal of Economics and Management Strategy*
 - *Journal of Health Economics*
 - *Journal of Industrial Economics*
 - *Journal of Marketing Research*
 - *Journal of Political Economy*
 - *Journal of Public Economics*
 - *Management Science*
 - *Marketing Science*
 - *Quantitative Marketing and Economics*
 - *RAND Journal of Economics*
 - *Review of Economic Studies*
 - *Review of Industrial Organization*