

# Stephan Seiler

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## 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 Aleksí 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 3<sup>rd</sup> 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*