

Stephan Seiler

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EMPLOYMENT

2023- present Professor of Marketing, Imperial College Business School
2023- present Professor of Economics (by courtesy), Imperial College Business School
2020- 2023 Associate Professor of Marketing, Imperial College Business School
2020- 2023 Associate Professor of Economics (by courtesy), Imperial College Business School
2019- 2020 Visiting Associate Professor of Marketing, UCLA Anderson School of Management
2015- 2019 Associate Professor of Marketing, Stanford Graduate School of Business
2011- 2015 Assistant Professor of Marketing, Stanford Graduate School of Business

OTHER AFFILIATIONS / VISITING POSITIONS

2022-present CESifo Research Network Fellow
2021- present CEPR Research Fellow
2021- present IFS Research Fellow
October 2018 Morrison Fellow, UCLA Anderson School of Management
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

PROFESSIONAL SERVICE

2024- present Co-Editor, Quantitative Marketing and Economics
2022- present Associate Editor, Marketing Science
2023- present Associate Editor, Management Science
2024- present Associate Editor, Journal of Marketing Research
2021- present Associate Editor, Journal of Industrial Economics
2022- 2024 Public Editor, QME (merged into Co-Editor role)
2016- 2024 Associate Editor, Quantitative Marketing and Economics
2017- 2021 Editorial Board, Marketing Science
2023- 2024 Editorial Board, Journal of Marketing Research
2020- present Co-organizer, European Quant Marketing Seminar (eQMS)

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

WORKING PAPERS

“How Much Influencer Marketing is Undisclosed? Evidence from Twitter”
(with Daniel Ershov and Yanting He)

“Demand Estimation with Text and Image Data”
(with Giovanni Compiani and Ilya Morozov)

“The Sequential Search Model: A Framework for Empirical Research”
(with Raluca Ursu and Elisabeth Honka)
Revise and resubmit at *Quantitative Marketing and Economics*

“Flexible Demand Estimation with Search Data”
(with Tomomichi Amano and Andrew Rhodes)
Revise and resubmit at *Quantitative Marketing and Economics*

PUBLICATIONS

“Consumer Search: What can we Learn from Pre-Purchase Data?”
(with Elisabeth Honka and Raluca Ursu)
Journal of Retailing (forthcoming)

“Identifying State Dependence in Brand Choice: Evidence from Hurricanes”
(with Julia Levine)
Marketing Science, September, 42(5), pp. 839-1028.

“Optimal Price Targeting”
(with Adam Smith and Ishant Aggarwal)
Marketing Science, May 2023, 42(3), pp. 476-499.

“Estimation of Preference Heterogeneity in Markets with Costly Search”
(with Ilya Morozov, Xiaojing Dong and Liwen Hou)
Marketing Science, September 2021, 40(5), pp. 871-899.

“The Impact of Soda Taxes: Pass-through, Tax Avoidance, and Nutritional Effects”
(with Anna Tuchman and Song Yao)
Journal of Marketing Research, February 2021, 58(1), pp. 22-49.
Finalist, 2022 Paul E. Green Best Paper Award
Distinguished Winner, AMA Award for Responsible Research in Marketing

“Does Online Word-of-Mouth Increase Demand? (and How?) Evidence from a Natural Experiment”
(with Song Yao and Wenbo Wang)
Marketing Science, December 2017, 36(6), pp.838-861.

“The Impact of Advertising along the Conversion Funnel”
(with Song Yao)
Quantitative Marketing and Economics, September 2017, 15(3), pp. 241-278.
Runner-up, 2018 Dick Wittink Best Paper Award

“Multi-Category Competition and Market Power: A Model of Supermarket Pricing”
(with Øyvind Thomassen, Howard Smith and Pasquale Schiraldi)
American Economic Review, August 2017, 107(8), pp. 2308-2351.

“Estimating Search Benefits from Path-Tracking Data: Measurement and Determinants”
(with Fabio Pinna)
Marketing Science, July 2017, 36(4), pp. 565-589.

“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 Aleksi 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

OTHER PUBLICATIONS

“Causal Inference in Word-of-Mouth Research: Methods and Results”
(with Song Yao and Georgios Zervas)
In preparation for *Customer Analytics for Maximum Impact: Academic Insights and Business Use Cases*,
Taylor & Francis (CRC Press), edited by S. Seetharaman.

“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, March 2018, 5(1-2), pp. 82-92.

“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.

HONORS AND AWARDS

Distinguished Winner, AMA-EBSCO-RRBM Award for Responsible Research in Marketing, 2023
MSI Scholar, 2023
Finalist, Paul E. Green Award for the Best Paper in the Journal of Marketing Research, 2022
INFORMS/ISMS Service Award for Service as Editorial Board Member at Marketing Science, 2021
MSBA (MSc in Business Analytics) Faculty Excellence Award, UCLA Anderson, 2020
MSI Young Scholar, 2019
Runner-up, Dick Wittink Best Paper Award in the QME Journal, 2018
Kenneth J. Arrow Award for the Best Paper in Health Economics in 2016
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

AD-HOC REVIEWER

American Economic Review, American Economic Journal: Economic Policy, Econometrica, Economic Journal, Journal of Applied Econometrics, Journal of Business & Economic Statistics, Journal of Consumer Research, Journal of Economics and Management Strategy, Journal of the European Economic Association, Journal of Health Economics, Journal of Industrial Economics, Journal of Marketing, Journal of Marketing Research, Journal of Political Economy, Journal of Public Economics, Journal of the Association of Consumer Research, Management Science, Marketing Science, Quantitative Marketing and Economics, Quarterly Journal of Economics, RAND Journal of Economics, Review of Economic Studies, Review of Industrial Organization, Science

INVITED SPEAKING

Invited Speaker – Special Interest Group Sessions Quant Marketing & Retailing, EMAC, 2023
Keynote Speaker – Katia Campo Retailing Symposium, KU Leuven, 2023
Invited Speaker – 6th Joint Statistical Meeting (DAGStat), Hamburg, 2022
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

- How Much Influencer Marketing is Undisclosed? Evidence from Twitter
ESADE, 2024
Goethe-Universität Frankfurt, 2023
Helsinki GSE, 2023
- Demand Estimation with Text and Image Data
Berlin IO day, 2024
University of Bristol, 2023
Universität Köln, 2023
Nova SBE, Lisbon, 2023
- Optimal Price Targeting
Wirtschaftsuniversität Wien, 2022
Temple University, Fox School of Business, 2022

Centre de Recherche en Economie et en Statistique (CREST), Paris, 2021
Gies School of Business, University of Illinois Urbana-Champaign, 2021
Frankfurt School of Finance and Management, 2020

- Flexible Demand Estimation with Search Data
Cambridge Judge Business School, 2022
University of East Anglia, Centre for Competition Policy, 2022
European Quantitative Marketing Seminar (eQMS), 2020
Cornell, 2019
Kellogg, 2018
UCLA Anderson School of Management, 2018
Columbia Business School, 2018
Purdue, Krannert School of Management, 2018
Washington University St. Louis, Olin Business School, 2018
Ohio State (Econ.), 2017
- The Impact of Soda Taxes: Pass-Through, Tax Avoidance, and Nutritional Effects
ESMT, Berlin, 2019
KU Leuven, 2019
Imperial College, 2019
INSEAD, 2019
Leavey School of Business, Santa Clara, 2019
NYU Stern, (Econ. & Marketing), 2019
Yale SOM, 2019
UC Riverside, 2019
University College London, 2019
Boston University, Questrom Business School, 2018
- Estimation of Preference Heterogeneity in Markets with Costly Search
UCLA Anderson School of Management, 2018
Wharton, 2018
Carnegie Mellon, Tepper School of Business, 2018
Georgia Tech, 2018
Goethe-Universität Frankfurt, 2017
- 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

- How Much Influencer Marketing is Undisclosed? Evidence from Twitter
CESifo Digitization Area Conference, 2023
2nd UK Digital Economy Networking Meeting, 2023
- Optimal Price Targeting
CESifo Digitization Area Conference, 2021
- Flexible Demand Estimation with Search Data
CESifo Digitization Area Conference, 2022
Marketing Science, Chicago Booth, 2021
Paris Conference on Digital Economics, 2022
Digital Economics Conference, Toulouse, 2021
NBER Summer Institute (Digitization), 2018
National Association of Business Economics Conference, San Francisco, 2018
Winter Marketing-Economics Summit, Jackson Hole, 2017
IO Fest, Stanford, 2016
Marketing Science, Baltimore, 2015
Workshop Search and Switching Costs, University of Groningen, Netherlands, 2015
- Estimation of Preference Heterogeneity in Markets with Costly Search
Summer Institute in Competitive Strategy (SICS), Berkeley, 2018
Marketing Science, Fox Business School, 2018
Winter Marketing-Economics Summit, Jackson Hole, 2018
- The Impact of Advertising along the Conversion Funnel
Marketing Analytics and Big Data Conference, Columbia University, 2017
- Multi-Category Competition and Market Power: A Model of Supermarket Pricing
NBER Summer Institute (Industrial Organization), 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

TEACHING

- Advanced Marketing Analytics, 2024 (Imperial College, MSc in Strategic Marketing)
- Machine Learning for Analytics, Marketing and Operations, 2023 (Imperial College, PhD program)
- Relationship Marketing, 2021-2022 (Imperial College, MSc in Strategic Marketing)
- Marketing Management, 2020, 2023-2024 (Imperial College, MBA program)
- Advanced Marketing Analytics, 2019-2020 (UCLA, MBA program)
- Prescriptive Models and Data Analytics, 2019-2020 (UCLA, Master of Science in Business Analytics)
- Econometrics for PhD students, 2019-2020 (UCLA)
- Consumer Search and Marketing (MKTG-368 / MKTG-568), 2017-2018 (Stanford)
- Applied Econometrics for Public Policy (PublPol-303D), 2012-2018 (Stanford)
- Data and Decisions (OIT-265), 2011-2015 (Stanford)
- Quantitative Research in Marketing (MKTG-644), 2012-2013 (Stanford)

PhD SUPERVISION

- Jiajia Zhan (PhD student at Imperial College)
- Yanting He (PhD student at Imperial College, *primary advisor*)
- Julia Levine (UCLA, first placement / currently: Johns Hopkins University, *primary advisor*)
- Ilya Morozov (Stanford, first placement / currently: Kellogg, *primary advisor*)
- Tomomichi Amano (Stanford, first placement: Columbia, currently: Harvard Business School)