Günter J. Hitsch

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Education

Yale University, New Haven, Connecticut   **1995 - 2001**

Doctor of Philosophy (Economics), 2001. Dissertation: "Essays on the Economics and Marketing of New Products"
Master of Philosophy (Economics), 1998
Master of Arts (Economics), 1997

University of Vienna, Austria   **1990 - 1995**
Magister, 1995

Professional Experience

The University of Chicago Booth School of Business   **2001 -**

Kilts Family Professor of Marketing, 2020 - present
Professor of Marketing, 2010 - 2019
Associate Professor of Marketing, 2005 - 2010
Assistant Professor of Marketing, 2001 - 2005

Yale University, New Haven, Connecticut   **1997 - 2001**

College Tutor, 2000 - 2001
Teaching Assistant, 1997 - 2001
Research Assistant (Professor Steven Berry), 1999 - 2000

The World Bank, Washington, D.C.   **1997**
Summer Intern, 1997

Grants, Awards, and Honors

Winner of the 2007 *Frank M. Bass Dissertation Paper Award*, Society for Marketing Science
John E. Jeuck Faculty Fellow, 2018 - 2019
Beatrice Foods Co. Scholar, 2008 - 2009 and 2011 - 2012
Kilts Center Fellow, Graduate School of Business, University of Chicago, 2001, 2003 - 2004, and 2006 - 2007
True North Communications Inc. Scholar, Graduate School of Business, University of Chicago, 2002 - 2003
Cowles Foundation Prize Fellowship, Yale University, 2000

Carl Anderson Prize Fellowship, Yale University, 1998 - 1999
University Fellowship, Yale University, 1996 - 1999
Fellowship, Ministry of Science, Austria, 1995 - 1997

Research

Working Papers

"Experimental Evidence on Structural State Dependence in Demand"
  (with Sebastian Gabel, Daniel Guhl, and Joe Kook)

"The Economics of Loyalty Programs: Evidence from a Large-Scale Natural Field Experiment"
  (with John List, Matthias Rodemeier, and Katherine Wang)

"A Comparison of Discrete and Parametric Approximation Methods for Continuous-State
  Dynamic Programming Problems"
  (with Hugo Benítez-Silva, George Hall, Giorgio Pauletto, and John Rust)

Published and Forthcoming Papers

"Heterogeneous Treatment Effects and Optimal Targeting Policy Evaluation," 2024, *Quantitative
  Marketing and Economics*, 22, 115-168.
  (with Sanjog Misra and Walter Zhang)

"TV Advertising Effectiveness and Profitability: Generalizable Results from 288 Brands," 2021,
  Econometrica, 89 (4), 1855-1879.
  (with Bradley Shapiro and Anna Tuchman)

"Prices and Promotions in U.S. Retail Markets," 2021, *Quantitative Marketing and Economics*, 19,
  289–368.
  (with Ali Hortaçsu and Xiliang Lin)

"State-Dependent Demand Estimation with Initial Conditions' Correction," 2020, *Journal of
  Marketing Research*, 57 (5), 789-809.
  (with Andrey Simonov, Jean-Pierre Dubé, and Peter Rossi)

"Income and Wealth Effects on Private Label Demand: Evidence From the Great Recession,"
  2018, *Marketing Science*, 37 (1), 22-53.
  (with Jean-Pierre Dubé and Peter Rossi)

"The Joint Identification of Utility and Discount Functions From Stated Choice Data: An
  Application to Durable Goods Adoption," 2014, *Quantitative Marketing and Economics*, 12 (4),
  331-377.
  (with Jean-Pierre Dubé and Pranav Jindal)

"State Dependence and Alternative Explanations for Consumer Inertia," 2010, *RAND Journal of
  Economics*, 41 (3), 417-445.
  (with Jean-Pierre Dubé and Peter Rossi)

"What Makes You Click? — Mate Preferences in Online Dating," 2010, *Quantitative Marketing and Economics*, 8 (4), 393-427.
(with Ali Hortaçsu and Dan Ariely)

"Tipping and Concentration in Markets with Indirect Network Effects," 2010, *Marketing Science*, 29 (2), 216-249.
(with Jean-Pierre Dubé and Pradeep Chintagunta)
Finalist, *2010 John D. C. Little Award*

"Matching and Sorting in Online Dating Markets," 2010, *American Economic Review*, 100 (1), 130-163.
Reprinted in Shoshana A. Grossbard (ed.), *The Economics of Marriage* (The International Library of Critical Writings in Economics), Edward Elgar, 2016.
(with Ali Hortaçsu and Dan Ariely)

"Do Switching Costs Make Markets Less Competitive?" 2009, *Journal of Marketing Research*, 46, 435-445.
(with Jean-Pierre Dubé and Peter Rossi)
Finalist, *2010 Paul E. Green Award*

"Rejoinder to Shin and Sudhir and to Cabral" 2009, *Journal of Marketing Research*, 46, 451-452.
(with Jean-Pierre Dubé and Peter Rossi)

"Measuring Long Run Marketing Effects and their Implications for Long Run Marketing Decisions," 2008, *Marketing Letters*, 19 (3-4), 367–382.
(with Bart Bronnenberg, Jean-Pierre Dubé, Carl Mela, Paulo Albuquerque, Tülin Erdem, Brett Gordon, Dominique Hanssens, Han Hong, and Baohong Sun)

"Category Pricing with State Dependent Utility," 2008, *Marketing Science*, 27 (3), 417-429.
(with Jean-Pierre Dubé, Peter Rossi, and Maria Ana Vitorino)
Finalist, *2008 John D. C. Little Award*

"An Empirical Model of Optimal Dynamic Product Launch and Exit Under Demand Uncertainty," 2006, *Marketing Science*, 25 (1), 25-50.
Winner, *2007 Frank M. Bass Dissertation Paper Award*

"An Empirical Model of Advertising Dynamics," 2005, *Quantitative Marketing and Economics*, 3, 107-144.
Reprinted in Simon P. Anderson (ed.), *Recent Developments in the Economics of Advertising* (The International Library of Critical Writings in Economics), Edward Elgar, 2016.
(with Jean-Pierre Dubé and Puneet Manchanda)

"Recent Advances in Structural Modeling: Dynamics, Product Positioning and Entry," 2005, *Marketing Letters*, 16 (3-4), 209-224.
(with Jean-Pierre Dubé, K. Sudhir, Andrew Ching, Gregory S. Crawford, Michaela Draganska, Jeremy T. Fox, Wesley Hartmann, V. Brian Viard, Naufel Vilcassim, and Miguel Villas-Boas)

Presentations

"Experimental Evidence on Structural State Dependence in Demand"
   2024: Graduate School of Business, Stanford University

"The Economics of Loyalty Programs: Evidence from a Large-Scale Natural Field Experiment"
   2022: ESMT Berlin

"Heterogeneous Treatment Effects and Optimal Targeting Policy Evaluation"
   2022: WU Wien (Vienna University of Economics and Business)
   2018: Simon Business School, University of Rochester; Berlin Applied Micro Seminar, Berlin;
   2018 SICS Conference at Berkeley; 2017: Goethe Universität Frankfurt.

"Generalizable and Robust TV Advertising Effects"
   2020: ESMT Berlin; Indiana University Bloomington
   2019: Purdue University; Rice University; Yale School of Management; Amazon.

"Prices and Promotions in U.S. Retail Markets: Evidence from Big Data"
   2017: Quantitative Marketing and Economics Conference, Frankfurt; Marketing Analytics and
   Big Data Conference, Columbia Business School.

"Income and Wealth Effects on Private Label Demand: Evidence From the Great Recession"
   2015: University of Zurich; Ross School of Business, University of Michigan; Rotman School
   of Management, University of Toronto; 2015 Winter Marketing-Economics Summit; 2014:
   UC Davis Graduate School of Management; Naveen Jindal School of Management, UT
   Dallas.

"The Joint Identification of Utility and Discount Functions From Stated Choice Data: An
   Application to Durable Goods Adoption"
   2014: Yale University, Department of Economics; 2013: Columbia Business School Marketing
   Camp; NYU Stern School of Business; 2011: Olin School of Business, Washington University
   in St. Louis; 2009: Fuqua School of Business, Duke University; Kellogg School of
   Management, Northwestern University; Simon School of Business, University of Rochester;
   Tepper School of Business, Carnegie Mellon University; Marketing Science Conference, Ann
   Arbor; Quantitative Marketing and Economics Conference, Chicago; Marketing in Israel
   Conference.

"Tipping and Concentration in Markets With Indirect Network Effects"
   2008: NBER Industrial Organization Winter Meeting; Tuck School of Business, Dartmouth
   College; Workshop in Operations/Management Science, University of Chicago Graduate
   School of Business; Marketing Science Conference, Vancouver; First Annual FTC
   Microeconomics Conference. Washington, D.C. *2007:* University of Minnesota, Department
   of Economics; Quantitative Marketing and Economics Conference, Chicago; Summer
   Institute in Competitive Strategy, Haas School of Business, UC Berkeley; Invitational Choice
   Symposium, Wharton School, University of Pennsylvania.

"Do Switching Costs Make Markets Less Competitive?"
   2008: Empirical Microeconomics Conference, Chicago-Argonne Institute on Computational
   Economics. *2007:* Summer Research Camp, Stern School of Business, NYU; International
   Industrial Organization Conference, Savannah. *2006:* Harvard University, Department of

Economics; Simon School of Business, University of Rochester; Industrial Organization
Workshop, NBER Summer Institute; Society of Economic Dynamics Conference, Vancouver;
Collaborative & Multidisciplinary Research Conference, Yale School of Management;
Structural IO Lunch, University of Chicago.

"What Makes You Click? — Mate Preferences and Matching Outcomes in Online Dating"
2007: SESP Preconference, Chicago; Conference on Marriage and Matching, New York
University. *2005:* University of Naples Federico II. *2004:* Graduate School of Business,
University of Chicago; Graduate School of Business, Stanford University; Quantitative
Marketing and Economics Conference, Cambridge; Choice Symposium, Estes Park.

"An Empirical Model of Advertising Dynamics"
2005: Ohio State University; Olin School of Business, Washington University in St. Louis.
2004: Anderson School of Management, UCLA; Sauder School of Business, University of
British Columbia. *2003:* Department of Economics, University of Toronto; Summer Institute
in Competitive Strategy, Haas School of Business, UC Berkeley. *2002:* Marketing Science
Conference, Edmonton.

"An Empirical Model of Optimal Dynamic Product Launch and Exit Under Demand
Uncertainty"
2003: Columbia Business School; Marketing Science Conference, Maryland. *2001:*
Department of Economics, Cornell University; Graduate School of Business, Stanford
University; Sloan School of Management, MIT; Department of Economics, University of
Pennsylvania. *2000:* Haas School of Business, UC Berkeley; Graduate School of Business,
University of Chicago.

Teaching

MBA Courses:

Data Science for Marketing Decision-Making, Booth School of Business, University of Chicago,
2017 -
Data-Driven Marketing, Booth School of Business, University of Chicago, 2004 -
Quantitative Marketing (Executive MBA Program), Booth School of Business, University of
Chicago, 2010 -
Marketing Strategy, Graduate School of Business, University of Chicago, 2002 - 2006
Marketing Management (Executive MBA Program), Graduate School of Business, University of
Chicago, 2005 - 2006

Ph.D. Courses:

Advanced Quantitative Marketing, Booth School of Business, University of Chicago, 2013 -
Tutorial on *Dynamic Models in Marketing,* Simon School of Business, University of Rochester
(2006), Sauder School of Business, University of British Columbia (2007), Tuck School of
Business, Dartmouth College (2008), University of Chicago, Graduate School of Business
(2008), Yale School of Management (2008), Simon School of Business, Washington University
(2011).
Dynamic Discrete Choice Models: Theory, Solution Methods, and Estimation, Columbia-Duke-UCLA
Workshop on Quantitative Marketing and Structural Econometrics, 2010 and 2013.

Quantitative Marketing and Structural Econometrics Workshop, Kellogg School of Management, 2015.

Switching Costs: Measurement and Implications, ISMS Doctoral Consortium, Köln 2010.

Consumer Discount Factors: Identification Problems and Solutions, ISMS Doctoral Consortium, Houston 2011.

Professional Affiliations and Memberships

American Economic Association
American Marketing Association
Econometric Society
INFORMS

Co-Editor

Quantitative Marketing and Economics

Associate Editor

Marketing Science
Management Science (2010-2022)

Refereeing

American Economic Journal: Microeconomics, American Economic Review, Eastern Economic Journal, Econometrica, Journal of Applied Econometrics, Journal of Economics and Management Strategy, Journal of Law and Economics, Journal of Marketing, Journal of Marketing Research, Journal of Political Economy, Marketing Letters, Management Science, Marketing Science, Operations Research, Quantitative Economics, Quantitative Marketing and Economics, Quarterly Journal of Economics, RAND Journal of Economics, Review of Economic Studies

Doctoral Dissertation Committees

Inseong Song, 2002 (Hong Kong University of Science and Technology)
Harikesh Nair, 2005 (Stanford Graduate School of Business)
Sridhar Narayanan, 2005 (Stanford Graduate School of Business)
Hongju Liu, 2007 (University of Connecticut)
Babur De los Santos, 2008 (Kelley School of Business, Indiana University Bloomington)
Navdeep Sahni, 2012 (Stanford Graduate School of Business)
Pranav Jindal, 2012 (Smeal College of Business, Pennsylvania State University)
Dan Nguyen, 2015 (Protenus)
Dan Zou, 2015 (Amazon.com)
Avigail Kifer, 2015 (Cornerstone Research)
Naiqing Gu, 2016 (Georgia Tech Scheller College of Business)

Andrey Simonov, 2017 (Columbia Business School)
Mike Thomas, 2017 (Santa Clara University)
Robbie Sanders, 2018 (UC San Diego)
Xiliang Lin, 2018 (JD.com)
Ali Goli, 2020 (University of Washington)
Uyen Tran, 2022 (University of Arizona)
Walter Zhang, 2024 (Wharton School, University of Pennsylvania)