

# 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 -

Professor of Marketing, 2010 - present

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

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

“Optimal Targeting Using Heterogeneous Treatment Effects”

(with Sanjog Misra)

“Prices and Promotions in U.S. Retail Markets: Evidence from Big Data”

(with Ali Hortaçsu and Xiliang Lin)

“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

“Income and Wealth Effects on Private Label Demand: Evidence From the Great Recession,”

2017, *Marketing Science* (forthcoming)

(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**

- “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

### **Associate Editor**

Management Science  
Quantitative Marketing and Economics

### **Editorial Board**

Journal of Marketing Research  
Marketing Science

### **Refereeing**

American Economic Review, Eastern Economic Journal, 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)