

## **Duncan I. Simester**

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### **Academic Appointments**

Jul. 1997 - present	<b>MIT Sloan School of Management Massachusetts Institute of Technology</b> NTU Professor of Management Science
Jul. 1993 - Jun. 1997	<b>Graduate School of Business, The University of Chicago</b>

### **Visiting Academic Appointments**

Jan. 2006 – July 2006	<b>London Business School</b>
Jul. 1997 - Dec. 1997	<b>Graduate School of Business The University of Chicago</b>

### **Qualifications**

Oct. 1990 - May 1993	<b>MIT Sloan School of Management Massachusetts Institute of Technology</b> Ph.D.
Mar. 1985 - Mar. 1990	<b>University of Auckland, New Zealand</b> Bachelor of Commerce (B.Com.) Master of Commerce (M.Com.) 1 <sup>st</sup> Class Honors Bachelor of Law (LL.B.)
May 1990	<b>The High Court of New Zealand</b> Barrister and Solicitor of the High Court of New Zealand

## Publications: Refereed Articles

1. Erik Brynjolfsson, Jeffrey (Yu) Hu and Duncan Simester (2011), "Goodbye Pareto Principle, Hello Long Tail: The Effect of Internet Commerce on the Concentration of Product Sales," *Management Science*, 57(8), 1373-1387.
2. Duncan Simester and Juanjuan Zhang (2010), "Why Are Bad Products So Hard to Kill?" *Management Science*, 56(7), 1161-1179.
3. Eric Anderson and Duncan Simester (2010), "Price Stickiness and Customer Antagonism," *Quarterly Journal of Economics*, 125(2), 729-765.
4. Eric Anderson, Nathan Fong, Duncan Simester, and Catherine Tucker (2010), "How Does An Obligation To Collect Sales Tax Affect Consumer And Firm Behavior?" *Journal of Marketing Research*, 47(2), 229-239.
5. Meghan R. Busse, Duncan Simester and Florian Zettelmeyer (2010), "The Best Price You'll Ever Get: The 2005 Employee Discount Pricing Promotions in the U.S. Automobile Industry," *Marketing Science*, Vol. 29(2), 268-290.
6. Duncan Simester, Yu (Jeffrey) Hu, Erik Brynjolfsson and Eric Anderson (2009) "Dynamics of Retail Advertising: Evidence from a Field Experiment," *Economic Inquiry*, 47(3), 482-499.
7. Eric Anderson, Karsten Hansen and Duncan Simester (2009), "'The Option Value of Returns: Theory and Empirical Evidence'," *Marketing Science*, 28(3), 405-423.
8. Alexandre Belloni, Robert Freund, Matthew Selove, and Duncan Simester (2008), "Optimizing Product Line Designs: Efficient Methods and Comparisons," *Management Science*, 54(9), 1544-1553.
9. Eric Anderson and Duncan Simester (2008), "Research Note: Does Demand Fall When Customers Perceive That Prices Are Unfair? The Case of Premium Pricing for Large Sizes," *Marketing Science*, 27(3), 492-500.
10. Shie Mannor, Duncan Simester, Peng Sun and John Tsitsiklis (2007), "Bias and Variance in Value Function Estimates," *Management Science*, 53(2), 308-322.
11. Eric Anderson, Gavan Fitzsimons and Duncan Simester (2006), "Measuring and Mitigating the Costs of Stockouts," *Management Science*, 52(11), 1751-1763.
12. Duncan Simester, Peng Sun and John Tsitsiklis (2006), "Dynamic Catalog Mailing Policies," *Management Science*, 52(5), 683-696.
13. Duncan Simester and Birger Wernerfelt (2005), "Determinants of Asset Ownership: A Study of the Carpentry Trade," *Review of Economics and Statistics*, February, 87(1), 50-58.

14. Eric Anderson and Duncan Simester (2004), "Long Run Effects of Promotion Depth on New Versus Established Customers: Three Field Studies," *Marketing Science*, 23(1), 4-20.  
Finalist for the 2011 ISMS Long-Term Impact Award and the Little Award for the best paper in the Marketing Sciences Literature  
Reprinted in *Marketing Mix Resource Allocation & Planning*, Roger Kerin (Editor), 2008, American Marketing Association, Chicago IL.
15. Olivier Toubia, John Hauser and Duncan Simester (2004), "Polyhedral Methods for Adaptive Choice-Based Conjoint Analysis," *Journal of Marketing Research*, Vol. XLI(1), 116-131.  
Finalist for the Paul E. Green award for the *Journal of Marketing Research* paper with the most potential to contribute to the practice of marketing research and research in marketing.
16. Olivier Toubia, Duncan Simester, John Hauser and Ely Dahan, (2003), "Fast Polyhedral Adaptive Conjoint Estimation," *Marketing Science*, 22(3), 273-303.  
Finalist for the 2011 ISMS Long-Term Impact Award and Winner of 2004 Little Award for Best Paper in the Marketing Sciences literature. Winner of the 2005 Frank M. Bass Award.
17. Eric Anderson and Duncan Simester (2003), "Effects of \$9 Price Endings on Retail Sales: Evidence from Field Experiments," *Quantitative Marketing and Economics*, 1(1), 93-110.
18. Duncan Simester and Marc Knez (2002), "Direct and Indirect Bargaining Costs and the Scope of the Firm," *Journal of Business*, 75(2), April, 283-304.
19. Marc Knez, and Duncan Simester (2001), "Firm-Wide Incentives and Mutual Monitoring at Continental Airlines," *Journal of Labor Economics*, 19(4), October, 743-772.
20. Eric Anderson and Duncan Simester (2001), "Research Note: Price Discrimination as a Signal: Why an Offer to Spread Payments May Hurt Demand," *Marketing Science*, 20(3), 315-327.
21. Eric Anderson and Duncan Simester (2001), "Are Sale Signs Less Effective When More Products Have Them?" *Marketing Science*, 20(2), 121-142.
22. Drazen Prelec and Duncan Simester (2001), "Always Leave Home Without It," *Marketing Letters*, 12(1), 5-12.
23. Duncan Simester, John Hauser, Birger Wernerfelt, and Roland Rust (2000), "Implementing Quality Improvement Programs Designed to Enhance Customer Satisfaction: Quasi-experiments in the U.S. and Spain" *Journal of Marketing Research*, Vol. XXXVII(I), 102-112.
24. Eric Anderson and Duncan Simester (1998), "The Role Of Sale Signs" *Marketing Science*, Vol. 17(2), 139-155.

25. Andrew Simester and Duncan Simester (1998), "Punishment Without Conviction in Two Jurisdictions," *Cambridge Law Journal*, 14-17.
26. John Hauser, Duncan Simester and Birger Wernerfelt (1997), "Side Payments in Marketing" *Marketing Science*, 16(3), 246-255.  
Finalist for Little Award for best paper in the Marketing Sciences Literature
27. Duncan Simester, (1997), "Research Note: Optimal Promotion Strategies: A Demand-Sided Characterization," *Management Science*, 43(2), 251-256.
28. John Hauser, Duncan Simester and Birger Wernerfelt (1996), "Internal Customers and Internal Suppliers," *Journal of Marketing Research*, XXXIII(III), 268-280.
29. Duncan Simester (1995), "Signaling Price Image Using Advertised Prices," *Marketing Science*, 14(2), 166-188.  
Finalist for the Little Award for best paper in the Marketing Sciences Literature.
30. Roland Rust, Duncan Simester, Roderick Brodie and V. Nilikant (1995), "Model Selection Criteria: An Investigation of Relative Accuracy, Posterior Probabilities and Combinations of Criteria," *Management Science*, 41(2), 322-333.
31. John Hauser, Duncan Simester and Birger Wernerfelt (1994), "Customer Satisfaction Incentives," *Marketing Science*, 13(4), 327-350.  
Finalist for Little Award for best paper in the Marketing Sciences Literature.
32. Duncan Simester and Roderick Brodie (1993), "Forecasting Criminal Sentencing Decisions," *International Journal of Forecasting*, 9(1), 49-60.
33. Duncan Simester and Roderick Brodie (1994), "The Effect of Advertising on Brand and Industry Demand for Tobacco," *New Zealand Journal of Business*, 16(1), 21-37.
34. Andrew Simester and Duncan Simester (1991), "Sentencing: Rime and Reason," *New Zealand Law Review*, Part I, 93-102.
35. Andrew Simester and Duncan Simester (1990), "Analyzing Sexual Offence Sentences: An Empirical Approach," *Australian and New Zealand Journal of Criminology*, 23, 269-283.
36. Duncan Simester (1988), "The Constitution Act," *Auckland University Law Review*, 6(1), 98-102.

### **Publications: Harvard Business Review**

1. Duncan Simester (2011), "When You Shouldn't Listen to Your Critics," *Harvard Business Review*, June, 42.
2. Eric Anderson and Duncan Simester (2011), "A Step-by-Step Guide to Smart Business Experiments," *Harvard Business Review*, March, 98-105.
3. Duncan Simester (2004), "Finally, Market Research You Can Use," *Harvard Business Review*, 82(2), 20-21.
4. Eric Anderson and Duncan Simester (2003), "Mind Your Pricing Cues" *Harvard Business Review*, 81(9), September, 96-103.
5. Duncan Simester and Marc Knez (2002), "Making Across-the-Board Incentives Work," *Harvard Business Review*, 80(2), February, 16-17.

### **Publications: Book Chapters**

1. Eric Anderson, Duncan Simester and Florian Zettelmeyer (2010), "Internet Channel Conflict: Problems and Solutions," *Review of Marketing Science*, 7, 63-92.
2. Eric Anderson and Duncan Simester (2009), "Price Cues and Customer Price Knowledge," in Vithala Rao (Editor), *Handbook of Research in Pricing*, 150-168, Edward Elgar Publishing:Northampton MA.
3. John Roberts and Duncan Simester (2004), "The Challenge of Managing a Supply or Distribution Channel," in Subir Chowdhury (Editor), *Next Generation Business Handbook*, John Wiley and Sons.

## Unpublished Manuscripts

1. Eric Anderson and Duncan Simester (2011), "Advertising in a Competitive Market: The Role of Product Standards, Customer Learning and Switching Costs."
2. Eric Anderson, Nir Jaimovich and Duncan Simester (2011), "Menu Costs and Price Rigidities: Micro Evidence."
3. Dotan Di Castro, Jimmy Li, Shie Mannor and Duncan Simester (2011), "Model Selection in Markov Processes."
4. Jimmy Li, Paat Rusmevichientong, Duncan Simester, John Tsitsiklis and Spyros Zoumpoulis (2011), "The Value of Field Experiments."
5. Duncan Simester and Juanjuan Zhang (2011), "Why Do Sales People Spend So Much Time Lobbying for Low Prices?"
6. Nanda Kumar, Duncan Simester and Yu Wang (2011), "Acknowledging that an Entrant is a Close Competitor: Why Incumbents May Defer Defensive Responses?"
7. Nathan Fong, Duncan Simester Eric Anderson (2011), "Private Label vs. National Brand Price Sensitivity: Evaluating Non-experimental Identification Strategies with Experimental Data."
8. Eric Anderson, J.P. Dube, Emi Nakamura, Duncan Simester and Jón Steinsson (2011), "Decomposing data on Retail Prices."
9. Eric Anderson, Karsten Hansen, Duncan Simester and Lei Wang (2011), "How Are Demand and Returns Related: Theory and Empirical Evidence."
10. Eric Anderson, Karsten Hansen and Duncan Simester (2011), "Shielding Store Brands: A Large-Scale Field Experiment."
11. Eric T. Anderson, Edward Ku Cho, Bari Harlam and Duncan Simester (2011), "What Affects Price and Price Cue Elasticities? Evidence from a Field Experiment."
12. Eric T. Anderson, Ralph Elsner, Federico Rossi and Duncan Simester (2011), "Sale Signs and Retail Competition."
13. Eric Anderson, Yi Qian and Duncan Simester (2011), "Spill-over Effects of a Low-Quality Entrant."
14. Andrea Morales, Kristin Diehl, Gavan Fitzsimons and Duncan Simester (2011), "Carry-Over Effects of Task Related Affect on Consumer Search and Shopping Behavior."
15. Eric Anderson, Song Lin, Duncan Simester and Catherine Tucker (2011), "Repeated Customer Affinity for Product Hits and Flops."

## **Research Awards**

Little Award, Winner, 2004

Little Award, Finalist, 2005, 1997, 1995, 1994

Long-Term Impact Award, Finalist, 2011 (2 papers)

Frank Bass Award, Winner (paper co-authored with Olivier Toubia), 2005

Paul Green award, Finalist, 2005

Zannetos Dissertation Award, Honorable Mention, 1994

MSI Doctoral Dissertation Award, Winner, 1992

Legal Research Foundation Unpublished Paper Award, 1990

## **Editorial**

*Operations Research*, Department Editor for *Marketing Science*, 2006 – present.

*Journal of Marketing Research*, Area Editor, 2009 – present.

*Marketing Science*, Area Editor, 2002 – present.

*Management Science*, Associate Editor, 2000 – present.

*Quantitative Marketing and Economics*, Associate Editor, 2003-2009.

## **PhD Students (first position)**

Xavier Dreze (Committee, USC)

Andre Bonfer (Co-Chair, Melbourne Business School)

Nanda Kumar (Chair, UTD)

Dina Mayzlin (Committee, Yale)

Peng Sun (Chair, Duke)

Jiwoong Shin (Chair, Yale)

Olivier Toubia (Committee, Columbia)

Jeffrey Hu (Committee, Purdue)

Matthew Selove (Committee, USC)

Nathan Fong (Chair, Temple)

## **Other Service to the Field**

Founded, organized and co-chaired 2001 *MSI Young Scholars Conference*, Park City, Utah.

Co-Chair 2005, 2007, 2009 and 2011 *MSI Young Scholars Conference*, Park City, Utah.

Co-Chair 2006 *MSI Young Scholars Reunion*, Santa Fe, NM.

Committee 2003 *QME Conference*, Chicago, Illinois.

Co-Chair 2004 *QME Conference*, Chicago, Illinois.

## **Grants**

New England Mail Order Association, January 2006 (\$15,000)  
Ford Motor Company, April 2005 (\$340,000)  
SMI, November 2004 (\$30,000)  
US Postal Service, November 2004 (\$40,000).  
NSF, August 2003 (\$354,480)  
Center for Innovation and Product Development, July 2003 (\$85,000).  
Cambridge MIT Institute, November 2002 (\$8,000)  
Center for and Product Development, July 2001 (\$110,500).  
eBusiness Vision Fund, December 2000 (\$70,000)  
Center for Innovation and Product Development, July 2000 (\$86,000).  
Center for Innovation and Product Development, February 2000 (\$5,000).  
Center for Innovation and Product Development, July 1999 (\$54,000).  
Hanover Direct, November 1998 (\$20,000)  
Lean Aircraft Initiative, July 1998 (\$26,900).  
Center for Innovation and Product Development, July 1998 (\$55,000).  
Center for Innovation and Product Development, July 1998 (\$19,216 plus overhead).  
Beatrice Foods Company Faculty Research Fund, July 1996 (\$4,000).  
Beatrice Foods Company Faculty Research Fund, July 1993 (\$4,000).  
Polaroid Corporation, October 1993 (\$48,000).

### **Invited Talks (post Job-Market)**

University of California, Berkeley, Berkeley CA, September 19, 2011.  
NBER Pricing Dynamics Summer Institute, Cambridge MA, July 14, 2011.  
YCCI Conference, Yale University, New Haven CT, May, 2011.  
University of Alberta, Edmonton, Alberta, Canada, May 4-5, 2011.  
University of Wisconsin, Madison WI, April 15, 2011.  
Milton Friedman Institute, Pricing Dynamics Conf., University of Chicago, Feb 18, 2011.  
Customer Insights Conference, Yale University, May 10, 2010.  
University of Pittsburgh, Pittsburgh PA, February 4, 2010.  
Tilburg University, Netherlands, December 17, 2009.  
Carnegie-Mellon, Pittsburgh PA, November 13, 2009.  
QME Conference, Chicago IL, October 9, 2009.  
Northwestern University, Evanston IL, September 13, 2009.  
UTD, Dallas TX, April 17, 2009.  
Northeastern University, Boston MA, April 1, 2009.  
Behavioral Pricing Conference, Drexel University, Philadelphia, September 20, 2008.  
YCCI Conference, Yale University, New Haven CT, May 10, 2008.  
NBER Price Dynamics Conference, Stanford University, Palo Alto CA, May 2, 2008.  
Johnson School, Cornell, Ithaca NY, April 22, 2008.  
Rady School of Management, UC San Diego, San Diego CA, November 27, 2007.  
Quantitative Marketing and Economics Conference, October, 2007.  
MIT Economics Department, Cambridge MA, May 14, 2007.  
Insead, Fontainebleau, France, May 11, 2007.  
Smeal College of Business, Penn State, State College, PA, April 27, 2007.  
Carlson School of Management, University of Minnesota, March 30, 2007.  
New England Mail Order Association Spring Conference, Boston MA, March 23, 2007.  
London Business School, March 19, 2007.  
Columbia Business School, New York NY, October 24, 2006.  
Bauer College of Business, University of Houston, Houston TX, October 13, 2006.  
Australian Market & Social Research Society, Melbourne, Australia, September 7, 2006.  
Anderson School of Management, UCLA, April 28, 2006.  
Stern School of Business, NYU, April 14, 2006.  
Erasmus University, Rotterdam, March 3, 2006.  
New England Mail Order Association Spring Conference, Boston MA, March 24, 2005.  
University of California at Berkeley, Berkeley CA, November 19, 2004.  
HBR / Ad Club Marketing Roundtable Speaker Series, Boston MA, November 9, 2004.  
Yale University, School of Management, September 3, 2004.  
Summer Institute in Competitive Strategy, Berkeley, July 29, 2004.  
The Wharton School, University of Pennsylvania, May 13, 2004.  
Olin School of Management, Washington University, St. Louis MO, May 5, 2004.  
Fuqua School of Business, Duke University, April 1, 2004.

Boston Product Managers Association (BPMA), February 19th, 2004.  
Australian Graduate School of Management, Sydney, Australia, January 21, 2004.  
University of Auckland, New Zealand, January 15, 2004.  
National Center for Database Marketing Conference, Orlando Florida, December 6, 2003.  
Quantitative Marketing and Economics Conference, October, 2003.  
International Industrial Organization Conference, Boston, April 4, 2003.  
London Business School, March 12, 2003.  
Rotman School of Business, University of Toronto, February 28, 2003.  
Boston University, Department of Economics, October 1, 2002.  
Strategy Conference, GSB, Stanford University, Palo Alto CA, February 22, 2002.  
Harvard Business School, Boston MA, February 6, 2002.  
Marshall School of Business, University of Southern California, January 19, 2002.  
Australian Graduate School of Management, Sydney, Australia, May 30, 2001.  
Faculty of Commerce, University of New South Wales, Sydney, Australia, May 25, 2001.  
Graduate School of Business, Stanford University, Palo Alto, February 28, 2001.  
MSI Young Scholars Conference, Park City, Utah, January 13, 2001.  
Australian Graduate School of Management, Sydney, Australia, December 17, 1999.  
Fuqua School of Business, Duke University, September 13, 1999.  
The Wharton School, University of Pennsylvania, July 22, 1999.  
Australian Graduate School of Management, Sydney, Australia, December 16, 1998.  
University of Rochester, Rochester NY, December 7, 1998.  
Joint Harvard-MIT Economics of Organization Seminar, December 3, 1998.  
University of Notre Dame, South Bend IN, November 20, 1998.  
Graduate School of Business, Columbia University, June 13, 1998.  
Strategy Conference, GSB, Stanford University, Palo Alto CA, February 21, 1998.  
American Corporate Council Association, Chicago IL, June 26 1997  
Sloan School of Management, MIT, Cambridge MA, May 5, 1997.  
University of Florida, Gainesville FL, March 28 1997.  
University of Texas at Dallas, Dallas TX, March 25 1997.  
Olin School of Management, Washington University, St. Louis MO, February 21 1997.  
London Business School, England, January 31 1997.  
Harvard Business School, Cambridge MA, December 3 1996.  
Sloan School of Management, MIT, Cambridge MA, September 30 1996.  
University of California at Berkeley, Berkeley CA, February 1996.  
Sloan School of Management, MIT, Cambridge MA, May 22 1995.  
Universitade Catholique Portuguesa, Portugal, March 15 1995.  
University of Auckland, New Zealand, January 19 1995.  
Sloan School of Management MIT, Cambridge MA, May 15 1994.