

# Anna Elizabeth Tuchman

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Northwestern University  
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## Academic Employment

- **Northwestern University** **Evanston, IL**  
Kellogg School of Management, Associate Professor of Marketing 2020 – Present  
Kellogg School of Management, Assistant Professor of Marketing 2016 – 2020  
Kellogg School of Management, Donald P. Jacobs Scholar 2016 – 2017
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## Education

- **Stanford University** **Stanford, CA**  
Graduate School of Business, Ph.D. in Marketing 2016
  - **Stanford University** **Stanford, CA**  
Department of Economics, M.A. in Economics 2016
  - **University of Pennsylvania** **Philadelphia, PA**  
College of Arts and Sciences, B.A. 2009  
– Majors: Economics with Honors, Mathematics, and Hispanic Studies
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## Research Interests

- Quantitative Marketing and Empirical Industrial Organization
  - Marketing and Public Policy
  - Advertising and Pricing
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## Publications

- Liaukonytė, Jūra, Anna Tuchman and Xinrong Zhu (2022). "Rejoinder: Spilling More Beans on Political Consumerism: It's More of the Same Tune." Comment in *Marketing Science*.
  - Liaukonytė, Jūra, Anna Tuchman and Xinrong Zhu (2022). "Spilling the Beans on Political Consumerism: Do Social Media Boycotts and Buycotts Translate to Real Sales Impact?" *Marketing Science: Frontiers*.
  - Shapiro, Bradley, Günter Hitsch, and Anna Tuchman (2021). "TV Advertising Effectiveness and Profitability: Generalizable Results from 288 Brands." *Econometrica* 89(4), 1855-1879.
  - Seiler, Stephan, Anna Tuchman, and Song Yao (2021). "The Impact of Soda Taxes: Pass-Through, Tax Avoidance, and Nutritional Effects." *Journal of Marketing Research* 58(1), 22-49.
    - Paul E. Green Award Finalist, 2022
  - Tuchman, Anna (2019). "Advertising and Demand for Addictive Goods: The Effects of E-Cigarette Advertising." *Marketing Science* 38(6), 913-1084.
    - Frank M. Bass Award Winner, 2020
    - John D.C. Little Award Finalist, 2019
  - Tuchman, Anna, Harikesh Nair, and Pedro Gardete (2018). "Television Ad Skipping, Consumption Complementarities and the Consumer Demand for Advertising." *Quantitative Marketing and Economics* 16(2), 111-174.
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## Working Papers

- “Gender-Based Pricing in Consumer Packaged Goods: A Pink Tax?” with Sarah Moshary and Natasha Bhatia. Under second round review at *Marketing Science*.
  - “Estimating the Value of Offsite Data to Advertisers on Meta” with Nils Wernerfelt, Bradley Shapiro and Robert Moakler.
  - “Where Does Advertising Content Lead You? We Created a Bookstore To Find Out” with Ilya Morozov.
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## Awards and Honors

- Paul E. Green Award, Finalist (2022)
  - Frank M. Bass Award, Winner (2020)
  - John D.C. Little Best Paper Award, Finalist (2019)
  - Sidney J. Levy Teaching Award
  - University of Chicago Kilts Faculty Fellow
  - ISMS Doctoral Dissertation Award
  - Phi Beta Kappa
  - Summa Cum Laude - Penn
  - Simon Kuznets Fellowship Award in Economics - Penn Institute for Economic Research
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## Conference and Invited Presentations

- “Estimating the Value of Offsite Data to Advertisers on Meta”
  - Marketing Science Institute (MSI) Summit, Los Angeles, February 2023
- “Where Does Advertising Content Lead You? We Created a Bookstore To Find Out”
  - Amazon Advertising Research Award Workshop, May 2022
- “Gender-Based Pricing in Consumer Packaged Goods: A Pink Tax?”
  - Marketing Science: Diversity, Equity, and Inclusion Conference, Dallas, March 2023 (scheduled)
  - Winter AMA, Nashville, February 2023
  - University of Toronto, February 2023
  - Yale University, April 2022
  - Virtual Quant Marketing Seminar, April 2022
  - Temple University, March 2022
  - Georgia Tech, November 2021
  - Vrije Universiteit Amsterdam, November 2021
  - Cornell Young Scholars Research Camp, April 2021
  - University of Rochester QME Rossi Seminar, March 2021
- “TV Advertising Effectiveness and Profitability: Generalizable Results from 288 Brands”
  - Advertising Research Foundation AUDIENCExSCIENCE, September 2021
  - UC Berkeley Haas School of Business, December 2020
  - INFORMS Annual Meeting, November 2020
  - New York City Media Seminar Series, March 2020
  - Marketing Analytics Symposium, Sydney, February 2020
  - University of Chicago Booth Kilts Brown Bag, November 2019
  - 12th Workshop on the Economics of Advertising and Marketing, Porto, July 2019
  - Junior Faculty Development Forum at Washington University in St. Louis, May 2019
  - Marketing Science, Philadelphia, June 2018

- “The Impact of Soda Taxes: Pass-Through, Tax Avoidance, and Nutritional Effects”
    - DePaul University Department of Economics, April 2020
    - University of Chicago Booth Kilts Brown Bag, November 2019
    - University of Michigan Ross School of Business, November 2019
    - Quantitative Marketing and Economics, Philadelphia, October 2019
    - Federal Trade Commission Bureau of Economics, September 2019
    - University of Washington Foster School of Business, November 2018
    - Cornell University Johnson School of Management, May 2018
    - Marketing in Israel, Jerusalem, December 2017
    - Kellogg Marketing Camp, Evanston, September 2017
    - Stanford Quant Marketing Alumni Conference, August 2017
  
  - “Advertising and Demand for Addictive Goods: The Effects of E-Cigarette Advertising”
    - 9th Annual FTC Microeconomics Conference, Washington DC, November 2016
    - 9th Workshop on the Economics of Advertising and Marketing, Vilnius, July 2016
    - Marketing Science, Shanghai, June 2016
    - International Industrial Organization Conference - FTC Special Session, Philadelphia, April 2016
    - UCSD Rady School of Business, November 2015
    - Hong Kong University of Science and Technology, November 2015
    - University of Pennsylvania Wharton School, November 2015
    - University of Colorado Leeds School of Business, October 2015
    - Northwestern University Kellogg School of Management, October 2015
    - USC Marshall School of Business, October 2015
    - UCLA Anderson School of Business, October 2015
    - Washington University in St. Louis Olin Business School, October 2015
    - University of Rochester Simon Business School, October 2015
    - Yale School of Management, October 2015
    - University of Chicago Booth School of Business, October 2015
    - Columbia Business School, October 2015
    - Harvard Business School, October 2015
    - Emory University Goizueta Business School, October 2015
    - Duke University Fuqua School of Business, September 2015
    - UC Berkeley Haas School of Business, September 2015
    - UTDallas Jindal School of Business, September 2015
    - INSEAD, September 2015
  
  - “Television Ad-Skipping, Consumption Complementarities and the Consumer Demand for Advertising”
    - IRI Media Team All-Hands Meeting, Chicago, March 2019
    - 10th Workshop on the Economics of Advertising and Marketing, Tbilisi, July 2017
    - Quantitative Marketing and Economics, Los Angeles, October 2014
    - Marketing Science, Atlanta, June 2014
    - Trans-Atlantic Doctoral Conference, London, May 2014
    - Wharton Customer Analytics Symposium, Philadelphia, June 2013
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## Teaching

- Retail Analytics, MBA elective (2016 - Present)
  - Quantitative Marketing: Intro to Theory and Empirical Methods, PhD seminar (2016 - Present)
  - Special Topics in Marketing: Marketing and Public Policy, PhD seminar (2020)
  - Special Topics in Marketing, PhD seminar (2022 - 2023)
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## Professional Service

- Editorial Board Member: *Journal of Marketing Research*, *Marketing Science*
  - Referee: *American Journal of Preventive Medicine*, *Economics and Human Biology*, *International Journal of Industrial Organization*, *Journal of Consumer Research*, *Journal of Economics & Management Science*, *Journal of Health Economics*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Public Economics*, *Management Science*, *Marketing Science*, *Quantitative Marketing and Economics*, *Quarterly Journal of Economics*, *Review of Industrial Organization*
  - Discussant:
    - QME Conference, Rochester, October 2022
    - International Industrial Organization Conference, Virtual, April 2021
    - 12th Workshop on the Economics of Advertising and Marketing, Porto, July 2019
    - 9th Annual China India Insights Conference, New York City, September 2017
    - 10th Workshop on the Economics of Advertising and Marketing, Tbilisi, July 2017
    - SICS Conference, Berkeley, June 2017
    - Marketing Science Health Conference, St. Louis, November 2016
    - 9th Workshop on the Economics of Advertising and Marketing, Vilnius, July 2016
  - Advising:
    - Jason Zhao (Marketing, TBD, co-advised with Brett Gordon)
  - Dissertation Committee Member:
    - Youngeun Lee (Marketing, 2023, Boston College)
    - Yingkang Xie (Marketing, 2023, WUSTL)
    - Jung Youn Lee (Marketing, 2022, Rice University)
    - Natasha Bhatia (Marketing, 2021, Cornerstone Research)
    - Hasat Cakkalkurt (Managerial Economics & Strategy, 2019, Analysis Group)
    - Hyung Sup (Zack) Bhan (Marketing, 2018, Tulane University)
  - Other Service:
    - QME Conference Committee Member (2019)
    - Kellogg Personnel Committee Junior Faculty Observer
    - Alden G. Clayton Doctoral Dissertation Proposal Competition Reviewer
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## Other Work Experience

- **Cornerstone Research**  
*Analyst, Economic Litigation Consulting*  
**San Francisco, CA**  
*October 2009 – July 2011*
  - **CIGNA International**  
*Intern, Actuarial Executive Development Program*  
**Philadelphia, PA**  
*May 2008 – August 2008*
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## Personal Profile

- **Computer Skills:** Matlab, Stata, R,  $\LaTeX$
  - **Languages:** Conversational Greek and Spanish
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## Outside Activities

- None
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Last Updated: February 2023