

Anna Elizabeth Tuchman

anna.tuchman@kellogg.northwestern.edu
Kellogg School of Management
Northwestern University
2211 Campus Dr
Evanston, IL 60208

Academic Employment

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| • 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

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| • 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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Published and Forthcoming Papers

1. 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.
2. Tuchman, Anna (2019). "Advertising and Demand for Addictive Goods: The Effects of E-Cigarette Advertising." *Marketing Science* 38(6), 913-1084.
 - John D.C. Little Award Finalist, 2019
 - Frank M. Bass Award Winner, 2020
3. 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
 - AMA-EBSCO-RRBM Award for Responsible Research in Marketing Distinguished Winners, 2023
4. Shapiro, Bradley, Günter Hitsch, and Anna Tuchman (2021). "TV Advertising Effectiveness and Profitability: Generalizable Results from 288 Brands." *Econometrica* 89(4), 1855-1879.
5. Liaukonytė, Jūra, Anna Tuchman and Xinrong Zhu (2023). "Spilling the Beans on Political Consumerism: Do Social Media Boycotts and Buycotts Translate to Real Sales Impact?" *Marketing Science: Frontiers* 42(1), 11-25.
 - Liaukonytė, Jūra, Anna Tuchman and Xinrong Zhu (2023). "Rejoinder: Spilling More Beans on Political Consumerism: It's More of the Same Tune." Invited Comment in *Marketing Science* 42(1), 32-36.

6. Moshary, Sarah, Anna Tuchman and Natasha Vajravelu (2023). "Gender-Based Pricing in Consumer Packaged Goods: A Pink Tax?" *Marketing Science*, Forthcoming.
 7. Morozov, Ilya and Anna Tuchman (2024). "Where Does Advertising Content Lead You? We Created a Bookstore To Find Out." *Marketing Science*, Forthcoming.
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Working Papers

7. "Estimating the Value of Offsite Data to Advertisers on Meta" with Nils Wernerfelt, Bradley Shapiro and Robert Moakler. Revise and resubmit (minor revision) at *Marketing Science*.
 8. "When Fundraisers Fail: Implications for Donor Retention and Donation Platforms" with Abhishek Rishabh and Pradeep Chintagunta.
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Awards and Honors

- Erin Anderson Award for an Emerging Female Marketing Mentor and Scholar, Finalist (2024)
 - Marketing Science Service Award (2023)
 - MSI Young Scholar (2023)
 - Visiting Fellowship for Leading Female Scholars in Quantitative Marketing, Tilburg University (2023)
 - AMA-EBSCO-RRBM Award for Responsible Research in Marketing, Distinguished Winners (2023)
 - 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 (2019)
 - Kilts Faculty Fellow, University of Chicago (2019)
 - ISMS Doctoral Dissertation Award, Winner (2016)
 - Phi Beta Kappa, University of Pennsylvania (2009)
 - Summa Cum Laude, University of Pennsylvania (2009)
 - Simon Kuznets Fellowship Award in Economics - Penn Institute for Economic Research (2008)
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Conference and Invited Presentations

- "Where Does Advertising Content Lead You? We Created a Bookstore To Find Out"
 - Quantitative Marketing and Economics, London, September 2023
 - Tilburg University, June 2023
 - Stanford Graduate School of Business, May 2023
 - Amazon Advertising Research Award Workshop, May 2022
- "Estimating the Value of Offsite Data to Advertisers on Meta"
 - MSI / Brookings Institution Workshop on Intended and Unintended Effects of Privacy Regulation on Marketing, Washington DC, December 2023
 - Marketing Science Institute (MSI) Summit, Los Angeles, February 2023
- "Gender-Based Pricing in Consumer Packaged Goods: A Pink Tax?"
 - Marketing Science: Diversity, Equity, and Inclusion Conference, Dallas, March 2023
 - 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
- QME Rossi Seminar, University of Rochester, 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

- Associate Editor: *Management Science*
- Editorial Board Member: *Journal of Marketing Research*, *Marketing Science*
- Referee: *American Economic Review*, *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 Economic Studies*, *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:
 - Xingyue Xin (Marketing, TBD)
 - Ranmit Pantle (Marketing, TBD)
 - 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

Other Work Experience

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| • Cornerstone Research
<i>Analyst, Economic Litigation Consulting</i> | San Francisco, CA
<i>October 2009 – July 2011</i> |
| • CIGNA International
<i>Intern, Actuarial Executive Development Program</i> | Philadelphia, PA
<i>May 2008 – August 2008</i> |
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Personal Profile

- **Family:** United States Citizen. Married; two children, born June 2020 and May 2022
 - **Languages:** Conversational Greek and Spanish
 - **Computer Skills:** R, Stata, Matlab, L^AT_EX
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Outside Activities

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Last Updated: February 2024