

ANTHONY J. DUKES

April 2008

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AREAS OF INTEREST

Marketing Channels
Retailing

Advertising & Media
Marketing & Antitrust

EDUCATION

University of Pittsburgh, PhD (Economics), 2001
Dissertation: "Economics of Advertising with Inclusion of the Media"
West Virginia University, MSc (Mathematics), 1996
Virginia Tech, BS (Engineering), 1990

ACADEMIC POSITIONS & AFFILIATIONS

University of Southern California, Marshall School of Business,
Assistant Professor of Marketing, 2007-
University of Aarhus (Denmark), School of Economics and Management,
Associate Professor, 2005- (on leave)
Assistant Professor, 2003-2005
University of California, Irvine, Graduate School of Management,
Visiting Assistant Professor of Marketing, Spring 2004
Carnegie Mellon University, Graduate School of Industrial Administration,
Visiting Assistant Professor of Marketing, 2001-2003

RESEARCH PUBLICATIONS

"Negotiations and Exclusivity Contracts for Advertising," (with Esther Gal-Or),
Marketing Science, Spring, 2003
"Minimum Differentiation in Commercial Media Markets," (with Esther Gal-Or),
Journal of Economics and Management Strategy, Fall, 2003
"The Advertising Market in a Product Oligopoly,"
Journal of Industrial Economics, September, 2004
"Media Concentration and Consumer Product Prices,"
Economic Inquiry, January, 2006.
"Channel Bargaining with Retailer Asymmetry" (with Esther Gal-Or and
Kannan Srinivasan) *Journal of Marketing Research*, February, 2006
"On the Profitability of Media Mergers," (with Esther Gal-Or)
Journal of Business, March, 2006.
"Strategic Manufacturer Response to a Dominant Retailer," (with Tansev Geylani and
Kannan Srinivasan), *Marketing Science*, March-April, 2007

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RESEARCH PUBLICATIONS (Continued)

- “Optimal Information Revelation in Procurement Schemes” *RAND Journal of Economics* (with Esther Gal-Or and Mordechai Gal-Or), Summer, 2007.
- “Advertising and Competition” To appear in *Issues in Competition Law and Policy*, Wayne Dale Collins (Ed), American Bar Association.
- “Information Sharing in a Channel with Partially Informed Retailers,” (with Tansev Geylani and Esther Gal-Or), *Marketing Science*, forthcoming.
- “Strategic Assortment Reduction by a Dominant Retailer” (with Tansev Geylani and Kannan Srinivasan) *Marketing Science*, forthcoming.

UNPUBLISHED PAPERS

- “Pricing *in vitro* Fertilization Procedures” (with Rajeev Tyagi)
- “In-Store Media and Channel Management” (with Yunchuan Liu)
- “Sharing Demand Information in a Supply Chain: The Case of Bilateral Exchange” (with Esther Gal-Or and Tansev Geylani)
- “Local Competition and Agglomeration” (with Vishal Singh and Ting Zhu)
- “Robinson-Patman and Its Implications: An Empirical Analysis,” (with Tansev Geylani, Ryan Lutz, and Kannan Srinivasan)

EDITORIAL SERVICE

- Ad Hoc Area Editor: *Marketing Science* 2005-
- Associate Editor: *European Economic Review* 2003-
- Referee for many marketing, management, and economics journals.
- Business & Economics Columnist, *ΦΚΦ Forum*, publication of the Honor Society of ΦΚΦ, 2003-2006

INVITED SEMINARS / WORKSHOPS

- 2007 Copenhagen Business School, University of Pittsburgh
- 2006 Columbia University, Indiana University, University of Southern California, Imperial College, London, University of Toronto, University of Toulouse, IDEI Seminar, University of Copenhagen, University of Paris / École Polytechnique / Paris Telecomme (joint seminar)
- 2005 Cambridge University,; Erasmus University;
Game Theory in Marketing Workshop, HEC, Montreal.
- 2004 and prior: Competition Issues in Media Markets – Deutsche Institut Weltwirtschaftsforschung (DIW), Berlin; Helsinki Center for Economic Research (HEREC), Summer Institute in Competitive Strategy – UC, Berkeley; University of California, Irvine; Federal Communications Commission (FCC); Southern Denmark University; Norwegian School of Econ & Bus; Kiel Institute for World Economics; University of Southern California, University of Pennsylvania; University of Virginia; Washington University, University of Aix Marseille II & C.O.R.E.

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TEACHING ACTIVITY

University of Southern California (2008)
Marketing Fundamentals – Undergraduate
Marketing Management – MBA Core

University of Aarhus (2003-2007)
Pricing – Masters
Marketing Models – Masters
PhD Microeconomics – PhD

Carnegie Mellon University (2001-2003)
Marketing Research
Pricing – Undergraduate
Pricing – MBA