

Anja Lambrecht

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Academic Positions

Assistant Professor, London Business School, July 2007 to present

Visiting Assistant Professor, UCLA Anderson School of Management, July 2005 to June 2007

Visiting Scholar, Stanford Graduate School of Business,
August – November 2004, February – April 2005

Research Assistant, Department of International Trade, Goethe University, Frankfurt
(Germany), 1998 – 1999

Education

Ph.D. in Marketing, Goethe University, Frankfurt (Germany), 2002-2004

- Dissertation: "Tariff Choice for Internet Access – Existence, Causes and Consequences of Tariff-Choice Biases"

Diplom-Kauffrau and **Maîtrise des Sciences de Gestion** (German-French joint degree program), Goethe University, Frankfurt (Germany) and Université Paris-Dauphine, Paris (France), 1995 – 2000

- Majors: Marketing, Electronic Commerce and Finance
- Thesis: "Revenue Models on the Internet"

Awards, Scholarships and Research Grants

- Institute of Innovation and Entrepreneurship, London Business School research grant: £ 3,500
- Co-Chair of the session "Price Discrimination in Service Industries" at the 8th Triennial Invitational Choice Symposium (Key Largo)
- Best Paper Award amongst all papers published by business school researchers active in Germany of VHB (Association of German Business School Professors) for "Paying Too Much and Being Happy About It: Existence, Causes and Consequences of Tariff-Choice Biases"
- NET Institute research grant (with Katja Seim): \$ 6,000, 2006
- German Research Foundation (DFG) research grant: \$ 30,000, 2006
- Marketing Science Institute research grant (with Katja Seim and Bernd Skiera) # 4-1357: \$ 8,000, 2006
- German Academic Exchange Association (DAAD), 2004
- INFORMS Doctoral Consortium fellow, Erasmus University Rotterdam, June 2004
- German National Merit Foundation (Studienstiftung des deutschen Volkes), 1997 – 2000
- German-French College for Higher Education (DFHK), 1997 – 1998

Research Interests

Pricing, Choice and Usage under Nonlinear Pricing, Biases in Tariff Choice, Adoption of Services Technologies, Online Advertising

Publications

Price Discrimination in Service Industries, with Katja Seim, Naufel Vilcassim, Amar Chema, Yuxin Chen, Gregory Crawford, Kartik Hosanagar, Raghuram Iyengar, Oded Koenigsberg, Robin Lee, Eugenio Miravete, Ozge Sahin, forthcoming *Marketing Letters*.

Paying with Money or with Effort: Pricing when Customers Anticipate Hassle, with Catherine Tucker, *Journal of Marketing Research*, forthcoming.

Stuck in the Adoption Funnel: The Effect of Interruptions in the Adoption Process on Usage, with Katja Seim and Catherine Tucker, *Marketing Science*, 30, 2011.

- NET Institute research grant.

Does Uncertainty Matter? Consumer Behavior Under Three-Part Tariffs, with Katja Seim and Bernd Skiera, *Marketing Science*, 26, 2007. (A previous version was circulated under the title: Pricing Internet Access with Three-Part Tariffs).

- A summary of an earlier draft was published as: Lambrecht, Anja, Katja Seim and Bernd Skiera (2005): "Modeling Consumer Choice among Three-Part Tariffs", *Finanza Marketing e Produzione*, 3.

Paying Too Much and Being Happy About It: Existence, Causes and Consequences of Tariff-Choice Biases, with Bernd Skiera, *Journal of Marketing Research*, 43, 2006.

- Winner of the 2007 VHB Best Paper Award (Assoc. of German Business School Professors)

- An invited practitioner version was published as: Lambrecht, Anja, Bernd Skiera (2009): "Managing Your Customer's Tariff Choice: What To Do When Your Customers Pay Too Much," *Marketing Intelligence Review*, 1 (1), 17-23.

- A reprint of this article was published as: Lambrecht, Anja, Bernd Skiera (2009): "Paying Too Much and Being Happy About It: Existence, Causes and Consequences of Tariff-Choice Biases," *International Retail and Marketing Review*, 5 (2), 71-88.

Working Papers

When Talk is "Free": The Effect of Tariff Structure on Usage under Two- and Three-Part Tariffs, with Eva Ascarza and Naufel Vilcassim, under 2nd round review at *Journal of Marketing Research*.

When Does Retargeting Work? Timing Information Specificity, with Catherine Tucker, under review at *Journal of Marketing Research*.

- MSI Working Paper

Pricing Online Content: Fee vs. Free, with Kanishka Misra.

Time Preference and the Pricing of Complementary Durables and Consumables, with Florian Heubrandner and Bernd Skiera.

Work in Progress

Price Bundling of Telecom Services, with Katja Seim.

Groupon or the Value of Buying Discounts, with Aylin Aydinli and Marco Bertini.

Clicks or Impressions? with Catherine Tucker.

Trade-offs between Search and Display Advertising, with Catherine Tucker.

A Search Cost Theory of Bundling, with Gregory Crawford.

Publications in German

Ursachen des Flatrate-Bias – Systematisierung und Messung der Einflussfaktoren (Causes of the Flat-Rate Bias – Classification and Measurement of Effects), with Bernd Skiera, *Zeitschrift für betriebswirtschaftliche Forschung*, 58 (August 2006).

Erlösmodelle im Internet (Internet Revenue Models), 2000, with Bernd Skiera, in: Albers, S./ Herrmann, A.: *Handbuch Produktmanagement*, Wiesbaden, p. 813-831.

Invited Seminar Presentation Talks Conference Presentations

- *“Pricing Online Content: Fee vs. Free”*
 - Technical University Munich (2011)
- *“When Does Retargeting Work? Timing Information Specificity”*
 - Havas Digital, Paris (2011)
 - The Psychology and Economics of Scarce Attention, Toulouse (2011)
 - SICS Conference, Berkeley (2011)
 - ESSEC, Paris (2011)
 - ESMT, Berlin (2011)
 - Cass Business School, London (2011)
 - London Business School (2011)
- *“Paying with Money or with Effort: Pricing when Customers Anticipate Hassle”*
 - Marketing Science Conference, Houston (2011)
 - Conference of German Marketing Professors (2011)
 - Fordham Pricing Conference (2007, under previous title: *Waiting for the Cable Guy: Matching Consumers Benefits to Price in Service Contracts*)
- Invited as Panelist to *“Innovation in Service Execution,”* MSI conference on Service Innovation, London (2010).
- *“Pricing and Consumer Choice in Telecom Industries”*
 - Vodafone Group Marketing, London (2010)
 - Institute for Innovation and Entrepreneurship - London Business School (2010)
 - Center of Marketing - London Business School (2010)
- *“When Talk is “Free”: An Analysis of Subscriber Behavior Under Two- and Three-Part Tariffs”*
 - The Economics and Psychology of Scarce Attention, Toulouse (2011)
 - University of Zurich (2011)
 - Marketing Dynamics Conference, Istanbul (2010)
 - 8th Triennial Invitational Choice Symposium, Key Largo (2010)
 - Insead, Fontainebleau (2010)
 - Erasmus University, Rotterdam (2009)

- “*Stuck in the Adoption Funnel: The Effect of Interruptions in the Adoption Process on Usage*”
 - INFORMS Marketing Science Conference, Vancouver (2008)
 - London Business School Center of Marketing (2008)
 - EMAC Conference, Reykjavik (2008)
 - Goethe University Frankfurt (2008)
 - Rotterdam Research Day (2007)

- “*Minutes at Risk: Dynamic Pricing of Services*”
 - INFORMS Marketing Science Conference, Pittsburgh (2006)

- “*Does Uncertainty Matter? – Consumer Behavior under Three-Part Tariffs,*” (previous title: “*Pricing Internet Access with Three-Part Tariffs*”)
 - Washington University (2006)
 - McGill University (2006)
 - HEC Paris (2006)
 - London Business School (2006)
 - University of Southern California (2006)
 - UT Austin (2006)
 - Yale University (2006)
 - University of Pennsylvania (2006)
 - University of North Carolina (2006)
 - Northwestern University (2006)
 - University of Toronto (2006)
 - University of Maryland (2006)
 - UC San Diego (2006)
 - Texas A&M University (2006)
 - UC Berkeley (2006)
 - Tilburg University (2005)
 - Stanford Graduate School of Business (2005)
 - UC Davis Graduate School of Management (2005)
 - QME Conference, Chicago (2005)
 - Marketing Dynamics Conference, Sacramento (2005)
 - Frankfurt Summer School “Microeconomic Foundations in Digital Pricing”, Frankfurt (2005)
 - INFORMS Marketing Science Conference, Atlanta (2005)
 - EMAC Conference, Milano (2005)

- “*Paying Too Much and Being Happy About It: Existence, Causes and Consequences of Tariff-Choice Biases*”
 - Tuck School of Business at Dartmouth, Hanover (2005)
 - UCLA Anderson School of Management (2004)
 - INFORMS Marketing Science Conference, Rotterdam (2004)
 - EMAC Doctoral Colloquium, Murcia (2004)

Earlier versions presented at

 - Joint Doctoral Colloquium of University Mannheim and Goethe University (2003)
 - Goethe University, Frankfurt (Germany) (2003)
 - 5th Conference for Quantitative Methods in Marketing, University of Kiel (2003)

Teaching

- Elective “Going to Market: Managing the Channel and Salesforce”
- Ph.D. course on “Price Discrimination”

- Executive Education: Emerging Leaders Program, Pricing for Profit, Allianz

Professional Experience

McKinsey & Company, Frankfurt (Germany), Associate and Senior Associate, 2000 – 2002:

- Projects in the software, media, telecommunications and insurance industries with a focus on marketing and sales
- Instructor in case study and consulting orientation seminars

Siemens Management Consulting, Munich (Germany), Intern, 1998

Carl Zeiss S. A., Le Pecq / Paris (France), Intern in Product Management and Sales, 1997

Gemini Consulting GmbH, Bad Homburg (Germany), Intern, 1996

IP / Adways S. A., Joint Venture of Reuters and Havas, Paris (France), Intern, 1996

Service

Ad Hoc Reviewer: Journal of Marketing Research, Marketing Science, Management Science, Review of Economics and Statistics, International Journal of Research in Marketing, Journal of Consumer Psychology, Journal of Service Research, Telecommunications Policy