

Anja Lambrecht

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June 2010

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

- 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

Nonlinear Pricing, Three-Part Tariffs, Choice and Usage under Nonlinear Pricing, Biases in Tariff Choice, Adoption of Services Technologies, Industrial Organization

Publications

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

Lambrecht, Anja, Bernd Skiera (2006): "Paying Too Much and Being Happy About It: Existence, Causes and Consequences of Tariff-Choice Biases," *Journal of Marketing Research*, 43 (May). *Winner of the 2007 VHB Best Paper Award*

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. (Invited practitioner version of "Paying Too Much and Being Happy About It: Existence, Causes and Consequences of Tariff-Choice Biases").

Working Papers

"Stuck in the Adoption Funnel: The Effect of Delays in the Adoption Process on Usage," with Katja Seim and Catherine Tucker. *Revision requested at Marketing Science. NET Institute research grant.*

"Paying with Money or with Effort: Pricing when Customers Anticipate Hassle," with Catherine Tucker. *Revision requested at the Journal of Marketing Research.*

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

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

Work in Progress

"Minutes at Risk: Dynamic Pricing of Services," with Bernd Skiera. *MSI research grant # 4-1357.*

"Price Bundling of Telecom Services," with Katja Seim.

"Targeted Online Advertising," with Catherine Tucker.

Publications in German

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

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

Invited Talks and Conference Presentations

- “*When Talk is “Free”: An Analysis of Subscriber Behavior Under Two- and Three-Part Tariffs,*” Marketing Dynamics Conference (Istanbul), 8th Triennial Invitational Choice Symposium (Key Largo), Vodafone Group Marketing (London), Institute for Innovation and Entrepreneurship - London Business School (2010); Center of Marketing - London Business School, Insead (Fontainebleau), Erasmus University (Rotterdam) (2009)
- “*Stuck in the Adoption Funnel: The Effect of Delays on Incremental Adoption of New Technologies,*” INFORMS Marketing Science Conference (Vancouver), London Business School Center of Marketing (2008); EMAC Conference, Reykjavik; Goethe University Frankfurt, Rotterdam Research Day (2007)
- “*Waiting for the Cable Guy: Matching Consumers Benefits to Price in Service Contracts,*” Fordham Pricing Conference (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, McGill University, HEC Paris, London Business School, University of Southern California, UT Austin, Yale University, University of Pennsylvania, University of North Carolina, Northwestern University, University of Toronto, University of Maryland, UC San Diego, Texas A&M University, UC Berkeley (2006); Tilburg University, Stanford Graduate School of Business, UC Davis Graduate School of Management, QME Conference (Chicago), Marketing Dynamics Conference (Sacramento), Frankfurt Summer School “Microeconomic Foundations in Digital Pricing”, Frankfurt (Germany), INFORMS Marketing Science Conference (Atlanta), EMAC Conference, Milano (Italy) (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, INFORMS Marketing Science Conference (Rotterdam, Netherlands), 2004, EMAC Doctoral Colloquium (Murcia, Spain) (2004)
- “*Causes of the Flat-Rate Bias – Classification and Measurement of Effects,*” Joint Doctoral Colloquium of University Mannheim and Goethe University, Goethe University, Frankfurt (Germany), 5th Conference for Quantitative Methods in Marketing, University of Kiel (Germany) (2003)

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