

November 7, 2016

To whom it may concern,

I am currently a Ph.D. candidate in Marketing (quantitative) at the Kellogg School of Management, Northwestern University. I am writing to apply for the NBER project on the Economics of Digitization.

My graduate training has consisted of a broad set of courses in marketing, economics and statistics. Below is a list of the courses I have taken:

Marketing

Quantitative Modeling (Eric Anderson)
Analytic Models (Anne Coughlan)
Marketing Strategy (Gregory Carpenter)
Advanced Marketing Theory (Ting Zhu)
Advanced Quantitative Marketing (Jean-Pierre Dube, Gunter Hitsch)
Special Topics in Marketing and Economics (Aviv Nevo)
Psychology Theory in Consumer Behavior (Miguel Brendl)
Research Philosophy Marketing (Bobby Calder)
Consumer Behavior: Information Processing (Angela Lee)

Economics

Microeconomics (Eddie Dekel)
Game Theory (Jeffrey Ely)
Industrial Organization I - III (Aviv Nevo, William Rogerson, Robert Porter, Igal Hendel)
Economics of Information I – III (Asher Wolinsky, Ron Siegel, Alessandro Pavan)
Dynamic Decision Models (Jonathan Weinstein)
Economics of Innovation (Daniel Spulber)

Statistics and Econometrics

Bayesian Methods and Computation (Blakeley McShane)
Applied Econometrics (Yi Qian, Song Yao)
Econometrics (Elie Tamer)
Advanced Econometrics I – III (Joel Horowitz, Elie Tamer, Alexander Torgovitsky)
Multivariate Statistics (Lakshman Krishnamurthi)
Time-series Methods (Giorgio Primiceri)
Program Evaluation (Thomas Cook)



J.L. Kellogg School of Management
Marketing Department
Donald P. Jacobs Center
2001 Sheridan Road
Evanston, Illinois 60208-2001

Chaoqun Chen
Ph.D. Candidate in Marketing
404-518-1837
c-chen@kellogg.northwestern.edu



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My research interests include retail marketing, new product development, and consumers' cross-channel behavior. My paper with Blakeley McShane, Eric Anderson, and Duncan Simester, "*Decision Stages and Asymmetries in Regular Price Pass-through*", was published in *Marketing Science* in 2016. This paper investigates how retailers adjust their regular retail prices in response to wholesale price changes. In the area of new product development, I am working on a project with Eric Anderson, where we consider extracting new perspectives of consumer behavior to enhance new product forecasting. In particular, we find that the consumer who tend to buy new product flops in the past strongly signal new product failure. We also explore the mechanism through which these consumers are indicative of new product failure. In another project with Brett Gordon, we investigate whether consumers reduce their consumption or switch to a different channel when one channel stops selling a product category. We study this question in the context of the tobacco ban in pharmacy stores in Boston, as well as CVS' decision of stopping selling tobacco products.

My dissertation, under the supervision of Eric Anderson, Brett Gordon and Blakeley McShane, studies how households allocate their budget for food and related items across different retail formats. I develop a structural model of household expenditure and expenditure allocation, and explore some competitive strategies from the retailers' perspectives. My dissertation is expected to be complete by May 2017.

Thank you for your consideration. I look forward to hearing from you.

Sincerely,
Chaoqun Chen
Ph.D. Candidate in Marketing