

# Jeffrey D. Shulman

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Website: <http://faculty.washington.edu/jshulman>

## EDUCATION

Ph.D. in Marketing (June 2006); M.S. in Marketing (June 2004)  
Kellogg School of Management, Northwestern University, Evanston, Illinois

B.A. in Economics (with honors), June 2001  
Northwestern University, Evanston, Illinois

## EMPLOYMENT

2016-present– Marion B. Ingersoll Associate Professor in Marketing  
2012-2016 – Michael G. Foster Faculty Fellow, Associate Professor in Marketing  
2011-2012 – Michael G. Foster Faculty Fellow, Assistant Professor in Marketing  
2006 to 2011 – Assistant Professor in Marketing  
Foster School of Business, University of Washington

## HONORS AND AWARDS

Outstanding Senior Editor, *Production & Operations Management Journal*, 2015.  
Distinguished Service Award, *Management Science*, 2011, 2012, 2013, 2014, and 2016  
Top 20 reviewer, *International Journal of Industrial Organization*, 2014.  
Doctoral Consortium Faculty Fellow, 2014  
Editorial Review Board of *Marketing Science* (2011-present).  
Undergraduate Faculty of the Year, Marketing and International Business, 2012.  
Michael G. Foster Faculty Fellowship, 2011 to present.  
Dean's Junior Faculty Research Award, 2010.  
Meritorious Service Award, *Management Science*, 2010, 2015.  
Instructor of the Quarter, Winter 2008 (chosen by Undergraduate Business Council).  
Nominated for Undergraduate Business Council's Instructor of the Quarter, Winter 2007.  
AMA Doctoral Consortium Fellow, Texas A&M College Station TX, June 2004.

## RESEARCH INTERESTS

Pricing, Product Returns, Decisions under Limited Information, Marketing-Operations Interface

## RESEARCH PUBLICATIONS

Sayed, A. and J. Shulman (2017) "Strategic Compliments in Sales." *Quantitative Marketing & Economics*, 15(1) 57-84.  
Shulman, J., M. Cunha, J. Saint Clair (2015) "Consumer Uncertainty and Purchase Decision Reversals: Theory and Evidence" *Marketing Science*, 34(4) 590-605.  
Geng, X., and J. Shulman (2015) "The Roles of Costs and Heterogeneous Price Sensitivity in Add-On Pricing," *Production and Operations Management Journal*, 24(12) 1870-1882.  
Shulman, J., (2014) "Product Diversion to a Direct Competitor" *Marketing Science*, 33(3): 422-436.  
Shulman, J., X. Geng (2013) "The Impact of Hidden Add-On Fees and Consumer Bounded Rationality," *Management Science*, 59(4), 899-917.  
Shulman, J., A. Coughlan, and R. Savaskan (2011) "Managing Consumer Returns in a Competitive Environment," *Management Science*, 57 (2) 347-362.  
Cunha, M. and J. Shulman (2011) "Assimilation and Contrast in Price Evaluations," *Journal of Consumer Research*, 37 (5) 822-835.  
Shulman, J., A. Coughlan, and R. Savaskan (2010) "Optimal Reverse Channel Structure for Consumer Product Returns," *Marketing Science*, 29 (6) 1071-1085.

Shulman, J., A. Coughlan, and R. Savaskan (2009) "Optimal Restocking Fees and Information Provision in an Integrated Supply-Demand Model of Product Returns," *Manufacturing and Service Operations Management*, **11** (4) 577-594.

Shulman, J. and A. Coughlan (2007) "Used Goods, Not Used Bads: Profitable Secondary Market Sales for a Durable Goods Channel," *Quantitative Marketing and Economics*, **5** (2) 191-210.

### WORKING PAPERS

Fazli, A. and J. Shulman, "Implications of a Negative Market Spillover." Under invited 3rd round review at *Management Science*.

Fazli, A., A. Sayedi, J. Shulman. "The Effects of Autoscaling in Cloud Computing on Entrepreneurship." Under invited 2<sup>nd</sup> round review.

Caldieraro, F., M. Cunha, J. Shulman, J. Zhang. "An Empirical Analysis of Strategic Information Transmission In Peer-To-Peer Lending Markets." Invited for 3<sup>rd</sup> round review at *Journal of Marketing*.

Geng, X., and J. Shulman. "Does it Pay to Shroud In-app Purchase Prices?" Revise and resubmit requested at *Information Systems Research*.

Ertekin, N., J. Shulman, A. Chen. "On the Profitability of Stacked Discounts: Identifying Revenue and Cost Effects of Discount Framing." Under review at *Marketing Science*.

### CHAPTERS AND CASES

Ofek, E., and J. Shulman. "AnswerDash." Harvard Business School Teaching Note 517-058, October 2016.

Ofek, E., and J. Shulman. "AnswerDash." Harvard Business School Case 516-106, June 2016.

Coughlan, A. and J. Shulman (2010) "Creating Superior Value by Managing the Marketing-Operations Management Interface," in *Kellogg on Marketing 2<sup>nd</sup> Ed.* (pp. 392-408). Eds. A. Tybout and B. Calder. Hoboken, NJ: Wiley.

Gebhardt, G., H. Nair, S.Narayanan, and J. Shulman (2003) "New Approaches for New Products: Summary of Proceedings," *Marketing Science Institute (MSI)*, Report No. 03-108.

### CONFERENCE PRESENTATIONS

"Implications of a Negative Market Spillover"

UW/UBC Conference, Vancouver, BC February 2017.

"The Effects of Autoscaling in Cloud Computing on Entrepreneurship."

UW Marketing Camp, Seattle, WA. May 2016,

INFORMS International Meeting, Honolulu, HI, June 2016.

"Economics of Compliments"

UW Marketing Camp, Seattle, WA. May 2014,

Marketing Science Conference, Atlanta, GA, June 2014,

Summer Institute for Competitive Strategy Conference (SICS) hosted by Haas School of Business, University of California, Berkeley, CA. July 2014.

"The Roles of Costs and Heterogeneous Price Sensitivity in Add-On Pricing"

UW/UBC annual marketing conference, University of Washington, Seattle, WA. June 2013,

M&SOM Conference, Seattle, WA. June 2014.

"Product Diversion to a Direct Competitor," Boston University, Boston, MA. June 2012.

"The Impact of Hidden Add-On Fees and Consumer Bounded Rationality" Marketing Science Conference, Rice University, Houston, TX. June 2011.

"The Prisoner's Dilemma of Hidden Service Fees" UW/UBC annual marketing conference, University of Washington, Seattle, WA, June 2010.

"Optimal Reverse Channel Structure for Consumer Product Returns,"

Summer Institute for Competitive Strategy Conference (SICS) hosted by Haas School of Business, University of California, Berkeley, CA. July 2009.

Marketing Science Conference, University of British Columbia, Vancouver, BC. June 2008.

UW/UBC annual marketing conference, University of Washington, Seattle, WA. May 2008.

"Managing Consumer Returns in a Competitive Environment," UW/UBC annual marketing conference, University of British Columbia, Vancouver, BC. May 2007.

"Optimal Return Policies and Information Provision" Informs Annual Meeting, Pittsburgh, PA. November 2006.

- “The Double Whammy: Restrictive Returns Policies and Limited Information in a Competitive Environment,” Marketing Science Conference, University of Pittsburgh, Pittsburgh, PA. June 2006.
- “Optimal Product Returns Policies and Product Variety with Consumer Education,” Marketing Science Conference, Emory University, Atlanta, GA. June 2005.
- “Applying Marketing Principles to New Course and Curriculum Development,” 14<sup>th</sup> Annual Lilly Conference on College Teaching, Miami University, Oxford, OH. November, 2004.
- “Channel-Coordination for Durable Goods with Imperfect Secondary Markets,” Marketing Science Conference, Erasmus University, Rotterdam, Netherlands. June 2004.

## RESEARCH SEMINARS

- “Autoscaling in Cloud Computing and Market Entry”  
presented at Stanford GSB, April 2017,  
presented at Washington University in Saint Louis, March 2017,  
presented at Texas A&M, January 2016,  
presented in Kellogg School of Management doctoral seminar, Northwestern University, April 2016.
- “Regulating Illicit Markets with a Cross-Tariff”  
presented at University of Minnesota Marketing Camp, April 2015,  
presented at Emory University, April 2015.
- “The Roles of Costs and Heterogeneous Price Sensitivity in Add-On Pricing” presented at University of Miami, November 2013.
- “Product Diversion to a Direct Competitor” presented at UC Berkeley, August 2013.
- “The Impact of Hidden Add-On Fees and Consumer Bounded Rationality” presented at Kenan-Flagler Business School, University of North Carolina, Chapel Hill. January 2011.
- “Assimilation and Contrast in Price Evaluations” presented in the Kellogg Attitudes Motivation and Processing series at the Kellogg School of Management, Northwestern University. April 2009.
- “Durable Goods, Secondary Markets, and Product Returns: An Inside Look at the Research Process,” Kellogg School of Management’s *Marketing Models* doctoral seminar, Northwestern University, Evanston, IL. June 1, 2006 and April 28, 2008.

## TEACHING EXPERIENCE

- University of Washington  
Pricing Strategies and Tactics, MKTG 515  
Marketing Concepts, MKTG 301  
Foundations of Pricing Strategies, MKTG 415  
Ph.D. Seminar in Marketing Models, MKTG 579
- Instructor, ISBM Ph.D. Seminar Series, Penn State University (conducted electronically)  
Analytical Models in Business-to-Business Marketing.
- Adjunct Lecturer, Business Institutions Program, Northwestern University  
Marketing Management, BUS INST 239-0, Winter 2005.
- Instructor for TEK (Technology Education @ Kellogg) Classes, Kellogg School of Management  
Analyzing Large Datasets in Excel, Winter 2004- 2006.  
Creating Macros and Functions in Excel, 2004.
- Instructor, Executive MBA Program, Kellogg School of Management  
Introduction to Excel Workshop, 2004, 2005.
- Co-Lecturer, Business Institutions Program, Northwestern University  
Marketing Management, BUS INST 239-0, Spring 2004.

## EXTERNAL SERVICE

- Senior Editor, *Production and Operations Management Journal*, 2013-present  
Editorial Review Board member for *Marketing Science*, 2011-present  
Distinguished Service Award, *Management Science*, 2011, 2012, 2013, 2014, and 2016  
Marketing-Operations Interface Track Chair, *M&SOM Conference 2014*  
Marketing-Operations Interface Track Chair, *POMS Conference 2017*  
Launch committee member for MS in Entrepreneurship program, 2015-2016.  
Urban@UW Steering Committee member 2016-present  
Meritorious Service Award, *Management Science*, 2010 and 2015

External Program Reviewer, Northwestern University, Business Institutions Program, October 2008  
Reviewer for *Operations Research*  
Reviewer for *Management Science*  
Reviewer for *Journal of Marketing Research*  
Reviewer for *Manufacturing and Service Operations Management*  
Reviewer for *Decision Sciences*  
Reviewer for *Journal of Industrial Ecology*  
Reviewer for *Journal of Retailing*  
Reviewer for *IIE Transactions*  
Reviewer for *International Journal of Industrial Organization*  
Reviewer for *IJRM*  
Reviewer for *European Journal of Operations Research*  
Reviewer for *Quantitative Marketing & Economics*