

# 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

## EDITORIAL APPOINTMENTS

Associate Editor, *Quantitative Marketing and Economics* 2017-present  
Associate Editor, *Decision Sciences*, beginning Fall 2017-present  
Senior Editor, *Production and Operations Management*, 2013-present  
Editorial Review Board member, *Marketing Science*, 2011-present

## RESEARCH INTERESTS

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

## RESEARCH PUBLICATIONS

- Fazli, A. and J. Shulman (2017) “Implications of Market Spillovers” Accepted for publication at *Management Science*.
- Fazli, A., A. Sayedi, J. Shulman (2017) “The Effects of Autoscaling in Cloud Computing” Accepted for publication at *Management Science*.
- Sayedi, 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) “How Costs and Heterogeneous Consumer Price Sensitivity Interact with 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) “Add-On Pricing by Asymmetric Firms” *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.

## PAPERS UNDER ADVANCED REVIEW

- Caldieraro, F., M. Cunha, J. Shulman, J. Zhang. "An Empirical Analysis of Strategic Information Transmission In Peer-To-Peer Lending Markets." Under 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." Revise and resubmit requested 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.

## HONORS AND AWARDS

- Marion B. Ingersoll Professorship, 2016-present
- 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
- Undergraduate Faculty of the Year, Marketing and International Business, 2012
- Michael G. Foster Faculty Fellowship, 2011 to 2016
- 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 SEMINARS

- "Autoscaling in Cloud Computing and Market Entry"  
presented at Stanford GSB, April 2017,  
presented at Washington University in Saint Louis, March 2017,  
presented in Kellogg School of Management doctoral seminar, Northwestern University, April 2016,  
presented at Texas A&M, January 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.

## CONFERENCE PRESENTATIONS

- "Implications of a Negative Market Spillover"  
Marketing Science Conference, Los Angeles, CA, June 2017  
POMS Annual Meeting, Seattle, WA May 2017  
UW/UBC Conference, Vancouver, BC February 2017.
- "The Effects of Autoscaling in Cloud Computing on Entrepreneurship."

- INFORMS International Meeting, Honolulu, HI, June 2016,  
UW Marketing Camp, Seattle, WA. May 2016.
- “Economics of Compliments”  
Summer Institute for Competitive Strategy Conference (SICS) hosted by Haas School of Business,  
University of California, Berkeley, CA. July 2014,  
Marketing Science Conference, Atlanta, GA, June 2014,  
UW Marketing Camp, Seattle, WA. May 2014.
- “The Roles of Costs and Heterogeneous Price Sensitivity in Add-On Pricing”  
M&SOM Conference, Seattle, WA. June 2014,  
UW/UBC annual marketing conference, University of Washington, Seattle, WA. June 2013.
- “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” Informa 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.

## **TEACHING EXPERIENCE**

- University of Washington  
Entrepreneurial Marketing, ENTRE 565  
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.

## **NOTABLE SERVICE**

- Marketing-Operations Interface Track Chair, *POMS Conference* 2017  
Distinguished Service Award, *Management Science*, 2011, 2012, 2013, 2014, and 2016  
Marketing-Operations Interface Track Chair, *M&SOM Conference* 2014

Launch committee member for Foster School of Business's 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 *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*