OLIVIA R. NATAN

Ph.D Candidate, Quantitative Marketing
University of Chicago Booth School of Business

CONTACT

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EDUCATION

University of Chicago Booth School of Business *September 2015 - June 2021 (expected)*
In Progress - Ph.D in Quantitative Marketing

Swarthmore College *2013*
B.A. with High Honors in Economics
Minors in Political Science and Public Policy

RESEARCH INTERESTS

Product Variety; Information Frictions; Product Lines; Dynamic Pricing

WORKING PAPERS

Choice Frictions in Large Assortments (Job Market Paper)
Winner, 2020 Sheth Foundation ISMS Doctoral Dissertation Award
Winner, 2020 Haring Symposium Best Paper

This paper studies how the growth and evolution of product assortments impact consumer adoption, churn, and long run consumption. Most economic theories of product market variety suggest consumers are at least weakly better off under larger assortments. In contrast, the psychological literature on the phenomenon of choice overload finds that larger assortments overwhelm consumers with decision costs or induce more regret. I document how these effects change on net over the customer lifetime in an online platform market that provides restaurant delivery. I find that assortment expansion benefits the acquisition of new consumers but reduces ongoing consumption among consumers who remain on the platform. I rationalize these impacts via a model of costly attention and choice under limited information. Counterfactual exercises show that targeting choice set reductions can improve revenue among existing customers.

WORKS IN PROGRESS

Learning about Demand: An Empirical Investigation of Dynamic Pricing in the Airline Industry
with Kevin Williams, Ali Hortaçsu, Hayden Parsley, and Timothy Schwieg
Winner, 2020 Anna Valicek Award

Window Shopping or Flashy Products: Investigating the Discrepancy in Search Share and Purchase Shares
with Ali Goli

CONFERENCE AND INVITED PRESENTATIONS

Empirics and Methods in Economics	*2020*
Columbia Business School	*2020*
Haring Symposium	*2020*
Marketing Science	*2019*
Trans-Atlantic Doctoral Consortium	*2018*

TEACHING EXPERIENCE

Pricing Strategies (MBA and EMBA) - Teaching Assistant (Evaluations: 4.5/5, 4.6/5, 4.1/5)
Marketing Strategy Simulation (EMBA) - Teaching Assistant (Evaluations: 5/5, 4.7/5)
Marketing Management (EMBA) - Teaching Assistant (Evaluations: 4.2/5)
Marketing Strategy + Simulation (MBA) - Teaching Assistant

ACADEMIC AWARDS AND FELLOWSHIPS

Sheth Foundation ISMS Doctoral Dissertation Award	*2020*
Best Paper, Haring Symposium, Indiana University Kelley School of Business	*2020*
Winner, Anna Valicek Award, AGIFORS	*2020*
Katherine Dusak Miller PhD Fellowship, University of Chicago	*2017-2020*
PhD Student Fellowship, University of Chicago	*2015-2017*
Oscar Mayer Fellowship, University of Chicago	*2016*

CONFERENCE PARTICIPATION

Quantitative Marketing and Economics Conference	*August 2018*
Summer Institute in Competitive Strategy	*June 2018*
Quantitative Marketing and Economics Conference	*September 2017*
Quantitative Marketing and Structural Econometrics Workshop	*July 2017*
Quantitative Marketing and Economics Conference	*October 2016*
Searle Center Conference on Internet Commerce and Innovation	*June 2016*
Quantitative Marketing and Economics Conference	*October 2015*

SELECTED COURSEWORK

Price Theory I, II, III
Empirical Analysis I, II, III
Foundations of Advanced Quantitative Marketing
Advanced Quantitative Marketing
Advanced Industrial Organization I, II
Topics in Econometrics
Applied Econometrics
Applied Bayesian Econometrics

WORK EXPERIENCE

Consumer Financial Protection Bureau 2013-2015
Director's Financial Analyst

REFERENCES

Jean-Pierre Dubé
Sigmund E. Edelstone Professor of Marketing
Booth School of Business
The University of Chicago
Chicago, IL
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Pradeep Chintagunta
Joseph T. and Bernice S. Lewis Distinguished
Service Professor of Marketing
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Ali Hortaçsu
Ralph and Mary Otis Isham Professor of
Economics
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Kevin Williams
Associate Professor of Economics
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