

Andreas Kraft

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Employment	University of Chicago, Booth School of Business Assistant Professor of Marketing Asness Faculty Fellow	2023–Present
Education	University of Texas at Austin Ph.D. in Quantitative Marketing	2023
	University of Texas at Arlington M.A. in Economics	2017
	University of Texas at Arlington B.B.A. in Finance	2015
Publications	Kraft, Andreas and Raghunath S. Rao (2026), “Market Effects of Inattention: Theory and Evidence from Left-Digit Bias,” <i>Journal of Marketing Research</i> , forthcoming.	
	Kraft, Andreas and Raghunath Singh Rao (2025), “Signaling Quality via Demand Lockout,” <i>Quantitative Marketing & Economics</i> , 23(1), 1–44.	
Working Papers	Categorical Thinking over Continuous Attributes and Firm Pricing <i>Reject & Resubmit</i> , Marketing Science	
	Loss-Leader Pricing and Complementarity: Empirical Evidence from Gas Stations with Avner Strulov-Shlain and Hung Ho	
	Consumer Preference Transmission in Agentic Markets with Poet Larsen	
	The Luxury of Rounding: Heuristics and Private Information with Xiaowen Hu	
Work in Progress	Behavioral Firms with Avner Strulov-Shlain	
	Avoiding Price Discrimination	
	Reference Points and Pricing with Poet Larsen and Varad Deolankar	

Leasing, Quality, and Asymmetric Information in the Vehicle Market

Conference Presentations	2026: Early-Career Behavioral Economics Conference (Chicago); 47th INFORMS Marketing Science Conference (Lisbon); 4th George John Symposium 2025: 46th INFORMS Marketing Science Conference (Washington, D.C.); 3rd George John Symposium (Park City, UT) 2024: Early-Career Behavioral Economics Conference (Bonn); Behavioral Decision Research in Management Conference (Chicago); Hopkins Conference on Societal Impact Driven Marketing (Washington, D.C.) 2023: Virtual Quant Marketing Seminar; Behavioral IO & Marketing Symposium (Ann Arbor, MI); 2nd George John Symposium (Fredericksburg, TX) 2022: 44th INFORMS Marketing Science Conference (Virtual) 2021: 43rd INFORMS Marketing Science Conference (Virtual); University of Houston Doctoral Symposium (Virtual) 2020: 42nd INFORMS Marketing Science Conference (Virtual) 2019: 41st INFORMS Marketing Science Conference (Rome, Italy)	
Conference Discussant	– Summer Institute in Competitive Strategy, Berkeley, CA – Behavioral IO & Marketing Symposium, Ann Arbor, MI – Behavioral IO & Marketing Symposium, Ann Arbor, MI	June 2025 May 2025 May 2024
Invited Talks	2025: Berkeley Haas 2024: NYU Stern School of Business 2023: Stanford University, Northwestern University 2022: University of Chicago (Booth), Tilburg University, ESMT Berlin, Boston College, University of South Florida, University of Nebraska–Lincoln, UT Dallas (Jindal), Indiana University, Santa Clara University, CUHK, Baruch College, CSU Long Beach	
Service	Editorial Review Board <i>Journal of Marketing Research</i> Referee <i>Management Science, Marketing Science, Journal of Marketing Research, Quantitative Marketing & Economics, Journal of Economic Behavior & Organization</i>	July 2026–

Conference Organization

- Co-Organizer, Early-Career Behavioral Economics Conference 2026
- Co-Organizer, Behavioral IO & Marketing Symposium 2026
- Conference Committee, Quantitative Marketing & Economics Conference 2026
- Scientific Committee, Behavioral IO & Marketing Symposium 2025

Dissertation Committees

Hung Ho 2026

Teaching Experience

University of Chicago, Booth School of Business
Marketing Strategy (MBA, Undergraduate)

University of Texas at Austin
Principles of Marketing (Undergraduate)

Awards & Honors

- **BFI Grant**, “Gas Station Decision Making” (with Avner Strulov-Shlain), \$15,000 2026
- **Kilts Family Faculty Research Prize for Excellence in Marketing** 2026
- **Fred Moore Assistant Instructor Award for Teaching Excellence** 2022
Awarded to the top two assistant instructors annually at McCombs School of Business.
- **Fellow, AMA Sheth Doctoral Consortium**, Indiana University 2021
- **ISMS Doctoral Consortium Fellow** 2020
- **Graduate Continuing Fellowship** 2020
Awarded to the top 2% of Ph.D. students at UT Austin.
- **McCombs School of Business Recruitment Fellowship** 2017, 2018
- **Joan McCrea Memorial Economics Scholarship** 2015, 2016
- **Full Athletic Scholarship**, University of Texas at Arlington 2011–2016
Wheelchair basketball. European Championship (B) winner and top scorer, Austrian national team; USA national champion and MVP; four-time All-American.