# JENNIFER A. CUTLER

Duke University: The Fuqua School of Business
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## EDUCATION

**Duke University, Ph.D. in Business Administration,** Marketing, expected May 2013
Dissertation: "When Arrogance Pays: Studies of Overconfidence in Dynamic Games"
Committee: Rick Staelin (chair), Dan Ariely, Preyas Desai, Joel Huber, Pino Lopomo

**Brown University, B.S. in Cognitive Science**, Statistical Natural Language Processing, 2001
Honors Thesis: "A Bootstrapping Approach to Automatic Word Categorization in Unparsed Text"
Committee: Mark Johnson (chair), Eugene Charniak, Michael Tarr

## RESEARCH INTERESTS

Marketing and decision models under conditions of bounded rationality and cognitive bias; behavioral game theory; competitive strategy; language analysis; marketing and firm valuation

## RESEARCH PAPERS (selected)

Cutler, Jennifer and Staelin, Richard (2012). "The Advantages of Underestimating the Competition," under review at *Management Science*. A model of foresight-constrained players in dynamic competitive games when there is uncertainty about opponent skill level. Shows that underestimating opponent skill is advantageous in many marketing-relevant circumstances.

Cutler, Jennifer (2012). "It's Not You, it's Me: How Managerial Pronoun Usage Predicts Future Firm Value." An empirical analysis of managerial linguistic style in quarterly earnings conference calls that shows certain patterns of speech provide information about the firm that is predictive of abnormal stock returns over a long horizon. Expected submission by 12/2012.

Cutler, Jennifer (2012). "Online Review Fraud." A series of game theoretic and empirical investigations of fraudulent online reviews. Explores rational vs. biased consumers, small service providers vs. manufactured goods, and objective vs. subjective quality items. Provides insights into consumer behavior as well as policy insights for retailers. Expected submission by 3/2013.

## CONFERENCE PRESENTATIONS

"The Advantages of Underestimating the Competition"

Max Planck Summer Institute on Bounded Rationality, Berlin, Germany, 2012
International Conference on Game Theory and Management, St. Petersburg, Russia, 2012
INFORMS Marketing Science Conference, Boston, MA, 2012

"Bounded Rationality in Dynamic Games: Insights into Strategy Amid Player Uncertainty"
INFORMS Marketing Science Conference, Houston, TX, 2011

"Developing Speech User Interfaces in ASP.NET Web Applications"
Microsoft Exchange Conference, Anaheim, CA, 2002
TechEd, New Orleans, LA, 2002
SpeechTek, New York, NY, 2001

## DISCUSSANT ROLE

Katsikopoulos , Konstantinos (2012). "Decision Theory and Rules of Thumb." *Max Planck Institute for Human Development, Summer Inst. on Bounded Rationality,* Berlin, Germany.

## INDUSTRY EXPERIENCE

Microsoft, Training Strategist, Redmond, WA, 2005-2008. Designed and delivered training programs to managers. Researched and fixed inefficiencies in the product development process.

Microsoft, Usability Researcher (via Excel Consulting), Redmond, WA, 2004-2005. Performed usability research during new product development and improved product design.

Microsoft, Program Manager, Speech Technologies, Redmond, WA, 2001-2003. Designed and managed the development of a novel suite of speech recognition developer tools.

Microsoft, Software Test Engineer, Internet Explorer, Redmond, WA, 2000, Intern. Performed rigorous testing on new features in Internet Explorer 6.

Banque Populaire Bretagne Atlantique (People's Bank of Brittany Atlantic), Business Intern, Nantes, France, 1999. Helped prepare for the impending transition to the Euro currency.

## TEACHING EXPERIENCE

**Course Designer and Instructor:**

New Hire Training, Microsoft, 2005-2008
Engineering Excellence in the Product Life Cycle, Microsoft, 2006-2008
New Team Integration, Microsoft, 2006-2008
Collaborating with Virtual Teams, Microsoft, 2006-2008
Marketing for Engineers, Microsoft, 2007
Engineering for Marketers, Microsoft, 2007

**Teaching Assistant:**

Marketing Analysis, Duke University, 2010-2012 (Rick Staelin)
Leadership, Duke University, 2012 (Joe LeBoeuf)
Marketing Communications, Duke University, 2009 (Ron Shachar)

**Instructor:**

LSAT Preparation, Kaplan Test Prep, 2000-2001
MCAT Preparation, Kaplan Test Prep, 2001
SAT Preparation, Kaplan Test Prep, 2000-2001
Perception and the Brain, Materials Research Science and Engineering Council, 1999

## TEACHING INTERESTS

Marketing core, marketing management, marketing research, consumer behavior, behavioral economics, new product development, game theory, communication

## AWARDS

Best Poster Award, Max Planck Institute for Human Development, Summer Institute on Bounded Rationality, 2012
Visiting Scholar Funding, Max Planck Institute for Human Development, Summer Institute on Bounded Rationality, 2012
ISMS Doctoral Consortium Fellow, 2011-2012
Doctoral Student Fellowship, Duke University, 2008-2013
Honors in Cognitive and Linguistic Sciences, Brown University, 2001
University Scholarship, Brown University, 1997-2001

## ACADEMIC SERVICE

Ad-hoc reviewer for *Psychological Review*, 2012
Co-coordinator, Marketing Seminar Series Student Hosting, Duke University, 2009
Chair of Women in Science and Engineering (WiSE), Brain Sciences Division, Brown University Chapter, 2000-2001

## MEMBERSHIPS

American Marketing Association
Institute for Operations Research and the Management Sciences (INFORMS)
Academy of Management

## REFERENCES

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