Professor Seiler received a PhD in Economics from the London School of Economics and joined Stanford GSB in the summer of 2011. From 2008 to 2010 he served as a teaching fellow at the LSE. In this capacity he taught both Microeconomics and Industrial Organization and Competition Policy to graduate students. During his studies he worked at various think tanks such as Deutsche Bank Research. He also served a stint at the Office of Fair Trading, the UK-equivalent of the FTC, analyzing the effects of market power on productivity and innovation. At Stanford he teaches Data and Decisions and Applied Econometrics for Public Policy.

Multi-Category Competition and Market Power: A Model of Supermarket Pricing

Abstract: In many competitive settings consumers buy multiple product categories, and some prefer to use a single firm, generating complementary cross-category price effects. To study pricing in supermarkets, an organizational form where these effects are internalized, we develop a multi-category multi-seller demand model and estimate it using UK consumer data. This class of model is used widely in theoretical analysis of retail pricing. We quantify cross-category pricing effects and find that internalizing them substantially reduces market power. We find that consumers inclined to one-stop (rather than multi-stop) shopping have a greater pro-competitive impact because they generate relatively large cross-category effects.