

Last updated March, 2024

Julia Levine

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ACADEMIC EMPLOYMENT

Johns Hopkins Carey Business School Baltimore, MD
Assistant Professor of Marketing, 2023 - present

EDUCATION

UCLA Anderson Los Angeles, CA
Ph.D., Management, 2023

University of Florida Gainesville, FL
B.A., Economics, 2017

RESEARCH INTERESTS

Causal Inference, State Dependence, Habit Formation, Consumer Protection, Brand Loyalty, Public Policy

PUBLISHED PAPERS

Identifying State Dependence in Brand Choice: Evidence from Hurricanes with Stephan Seiler, *Marketing Science* (2022)

WORKING PAPERS

Are Menthol Cigarettes More Addictive than Non-menthol Cigarettes? A Cross-Category Comparison of Habit Formation (Job Market Paper)

Grocery Store Closures and Household Nutritional Choices (with Sylvia Hristakeva)

INVITED TALKS

Cornell University, Johnson Graduate School of Management	September 2022
University of Chicago, Booth School of Business	September 2022
Johns Hopkins University, Carey Business School	October 2022
Columbia University, Columbia Business School	October 2022
University of North Carolina, Kenan-Flagler Business School	October 2022
Northwestern University, Kellogg School of Management	November 2022
Virtual Quantitative Marketing Seminar	September 2023
Georgetown University, McDonough School of Business	February 2024

CONFERENCE PRESENTATIONS

Marketing Science, Virtual	June 2022
Marketing Science, Miami Herbert Business School	June 2023
Choice Symposium, INSEAD	August 2023
Quantitative Marketing and Economics Conference (Discussant)	September 2023
Marketing for Environmental Sustainability Conference, Stanford GSB (Discussant)	November 2023

REFEREE SERVICE

Management Science, Marketing Science, Journal of Marketing Research

OTHER SERVICE

External reviewer: Research Grants Council (RGC) of Hong Kong (2024)

PROFICIENCIES

Proficiencies R, Matlab, Mathematica, LaTeX

TEACHING EXPERIENCE

Teaching Assistant, UCLA Anderson School of Management

- Customer Assessment and Analytics, MBA, Sylvia Hristakeva (Winter 2022)
- Capstone Analytics Project, MSBA, Robert Zeithammer (Fall 2021, Fall 2020, Fall 2019)
- Customer Analytics, MSBA, Anand Bodapati (Spring 2021, Spring 2022)
- Customer Assessment and Analytics, MBA, Robert Zeithammer (Fall 2019)
- Internet Customer Analytics, MSBA, Randolph Bucklin (Fall 2019, Fall 2018)

Teaching Assistant, University of Florida, Gainesville, FL

- Introduction to Microeconomics, Thomas Knight (Spring 2016-Spring 2017)
- Introduction to Macroeconomics, Mark Rush (Spring 2016-Spring 2017)

REFERENCES

For letters of reference please contact Ameyalli Martinez: ameyalli.martinez@anderson.ucla.edu

Stephan Seiler (Chair)

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Sylvia Hristakeva

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James A. Collins Chair in Management, Distinguished Professor of Marketing, Economics and Statistics
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