

# CATHERINE TUCKER

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## EDUCATION

Stanford University, Ph.D. in Economics (Advisor: Tim Bresnahan), 2005

Oxford University, BA in Politics, Philosophy and Economics, 1999

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## APPOINTMENTS

MIT Sloan, Faculty Chair EMBA Program, July 2022 –

MIT Sloan, Sloan Distinguished Professor of Management Science, September 2015 –

MIT Sloan, Chair MIT Sloan PhD Program, July 2015 -2022

MIT Sloan, Professor of Management Science, July 2015 –

MIT, Co-Founder of the MIT CryptoEconomics Lab, 2018 -

National Bureau of Economic Research (NBER), Research Associate, September 2012 –

MIT Sloan, Mark Hyman Jr. Career Development Professor (with tenure), July 2012 –  
September 2015

MIT Sloan, Associate Professor of Management Science, July 2011 – July 2015

National Bureau of Economic Research (NBER), Faculty Research Fellow, May 2011 –  
September 2012

MIT Sloan, Douglas Drane Career Development Chair in IT and Management, July 2006 –

MIT Sloan, Assistant Professor of Marketing, July 2005 – June 2011

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## PUBLISHED/ACCEPTED PAPERS

1. 'Identifying Formal and Informal Influence in Technology Adoption with Network Externalities', *Management Science*, Vol. 55 No. 12, December 2008, pp. 2024-2039
2. 'Privacy Protection and Technology Diffusion: The Case of Electronic Medical Records' with Amalia Miller, *Management Science (Lead Article)*, Vol. 55 No. 7, July 2009, pp. 1077-1093

- Republished as part of INFORMS ‘Healthcare in the Age of Analytics’ series
3. ‘How Sales Taxes Affect Customer and Firm Behavior: The Role of Search on the Internet’ with Eric Anderson, Nathan Fong and Duncan Simester, *Journal of Marketing Research*, Vol. 47 No. 2, April 2010, pp. 229-239
  4. ‘Growing Two-sided Networks by Advertising the User Base: A Field Experiment’, with Juanjuan Zhang, *Marketing Science*, Vol. 29 No. 5, September-October 2010, pp. 805-814
  5. ‘Privacy Regulation and Online Advertising’ with Avi Goldfarb, *Management Science*, Vol. 57 No. 1, January 2011, pp. 57-71
    - Nominated for Long Term Impact Award 2020
  6. ‘Search Engine Advertising: Channel Substitution when Pricing Ads to Context’, with Avi Goldfarb, *Management Science*, Vol. 57 No 3, March 2011, pp. 458-470
  7. ‘Stuck in the Adoption Funnel: The Effect of Interruptions in the Adoption Process on Usage’ with Anja Lambrecht and Katja Seim, *Marketing Science*, Vol. 30 No. 2, March-April 2011, pp. 355-36
  8. ‘Advertising Bans and the Substitutability of Online and Offline Advertising’, with Avi Goldfarb, *Journal of Marketing Research (Lead Article)*, Vol. 48 No. 2, April 2011, pp. 207-227
  9. ‘Can Healthcare Information Technology Save Babies?’ with Amalia Miller, *Journal of Political Economy*, Vol. 119 No. 2, April 2011, pp. 289-324
  10. ‘How Does Popularity Information Affect Choices? A Field Experiment’ with Juanjuan Zhang, *Management Science*, Vol. 57 No. 5, May 2011, pp. 828-842
  11. ‘Online Display Advertising: Targeting and Obtrusiveness’ with Avi Goldfarb, *Marketing Science (Lead Article and Discussion Paper)*, Vol. 30 No. 3, May-June 2011, pp. 389-404
    - ‘Rejoinder - Implications of "Online Display Advertising: Targeting and Obtrusiveness’ with Avi Goldfarb, *Marketing Science*, Vol. 30 No. 3, May-June 2011, pp. 413-415
    - Nominated for John D. C. Little Award
    - Nominated for Long Term Impact Award 2017
    - Long Term Impact Award 2018

12. 'Encryption and Data Security' with Amalia Miller, *Journal of Policy Analysis and Management*, Vol. 30 No. 3, Summer 2011, pp. 534-556
13. 'Paying With Money or With Effort: Pricing When Customers Anticipate Hassle' with Anja Lambrecht, *Journal of Marketing Research*, Vol. 49 No. 1, February 2012, pp. 66-82.
14. 'Heterogeneity and the Dynamics of Technology Adoption' with Stephen Ryan, *Quantitative Marketing and Economics*, Vol 10 No. 1, March 2012, pp 63-109
15. 'Shifts in Privacy Concerns', *American Economic Review: Papers and Proceedings* with Avi Goldfarb, Vol. 102 No. 3, May 2012, pp. 349-53
16. 'How does the Use of Trademarks by Intermediaries Affect Online Search?' with Lesley Chiou. *Marketing Science*, Vol 31 No. 5, September 2012, pp 819-837
17. 'Active Social Media Management: The Case of Health Care' with Amalia Miller. *Information Systems Research*, Vol. 24 No. 1, March 2013, pp. 52-70
  - Republished as part of Informs 'Healthcare in the Age of Analytics' series
18. 'Paywalls and the Demand for News' with Lesley Chiou. *Information Economics and Policy*, Vol. 25 No. 2, June 2013, pp. 61-69
19. 'Days on Market and Home Sales' with Juanjuan Zhang and Ting Zhu. *RAND Journal of Economics*, Vol. 44 No. 2, Summer 2013, pp. 337-360,
20. 'When Does Retargeting Work? Timing Information Specificity' with Anja Lambrecht. *Journal of Marketing Research (Lead Article)* Vol. 50 No. 5, October 2013, pp. 561-576
  - Paul E. Green Award for the 'Best article in the Journal of Marketing Research that demonstrates the greatest potential to contribute significantly to the practice of marketing research.'
  - William O'Dell Award. This award honors the JMR article published in 2013 that has made the most significant, long-term contribution to marketing theory, methodology, and/or practice
21. 'Health Information Exchange, System Size and Information Silos' with Amalia Miller. *Journal of Health Economics*, Vol. 33 No. 2, January 2014: pp. 28-42
22. 'Electronic Discovery and the Adoption of Information Technology' with Amalia Miller. *Journal of Law, Economics, & Organization (Lead Article)*, Vol. 30. No. 2, May 2014, pp. 217-243

23. 'Social Networks, Personalized Advertising, and Privacy Controls.', *Journal of Marketing Research*, Vol. 51 No. 5, October 2014, pp. 546-562.
  - Citation of Excellence Award Emerald Publishing
  - Nominated for William O'Dell Award (2019)
24. 'Trademarks, Triggers, and Online Search' with Stefan Bechtold. *Journal of Empirical Legal Studies*, Vol. 11 No. 4, December 2014
25. 'The Reach and Persuasiveness of Viral Video Ads' *Marketing Science*, Vol. 34 No. 2, 2015, pp. 281-296
26. 'Privacy Regulation and Market Structure' with James Campbell and Avi Goldfarb. *Journal of Economics & Management Strategy*, Vol 24, No. 1, Spring 2015, pp. 47-73
27. 'Standardization and the Effectiveness of Online Advertising' with Avi Goldfarb. *Management Science*, Vol. 61 No. 11, 2015, pp. 2707-2719
28. 'Harbingers of Failure' with Eric Anderson, Song Lin and Duncan Simester. *Journal of Marketing Research (Lead Article)*, Vol. 52 No. 5, Oct 2015, pp. 580-592
  - William O'Dell Award. This award honors the JMR article published in 2015 that has made the most significant, long-term contribution to marketing theory, methodology, and/or practice
29. 'The Effect of Patent Litigation and Patent Assertion Entities on Entrepreneurial Activity' with Stephen Kiebzaka. and Greg Rafert. *Research Policy*, Vol. 45 No. 1, February 2016, pp. 218-231
30. 'When early adopters don't adopt' with Christian Catalini. *Science*, Vol. 357, Issue 6347, 2017 pp. 135-136
31. 'Network Stability, Network Externalities, and Technology Adoption' in *Advances in Strategic Management*, Vol. 37, 2017, pp.151 - 175
32. 'Digital Content Aggregation Platforms: The Case of the News Media.' with Lesley Chiou - *Journal of Economics & Management Strategy*, Vol. 26 No. 4, 2017, pp. 782-805
33. 'Should You Target Early Trend Propagators? Evidence from Twitter' with Anja Lambrecht and Caroline Wiertz (Lead Article). *Marketing Science*, Vol. 37 No. 2, 2018, pp. 177-199
34. 'Privacy Protection, Personalized Medicine and Genetic Testing' with Amalia Miller. *Management Science*, Vol. 64 No. 10, 2018, pp. 4648-4668.

35. 'Digital Economics' with Avi Goldfarb, *Journal of Economic Literature*, Vol. 57 No. 1, 2019, pp. 3-43
36. Collusion by Algorithm: Does Better Demand Prediction Facilitate Coordination Between Sellers? with Jeanine Miklós-Thal *Management Science*, Vol. 65 No. 4, 2019, pp. 1552-1561
37. 'Algorithmic Bias? An Empirical Study into Apparent Gender-Based Discrimination in the Display of STEM Career Ads ' with Anja Lambrecht. *Management Science* 2019, Vol 65, No 7, pp. 2966-2981
  - TechSIG-Lazaridis Prize for Best Paper in Innovation, Technology and Interactivity for 2019
38. 'How Effective Is Black-Box Digital Consumer Profiling And Audience Delivery?: Evidence from Field Studies' with Nico Neumann and Tim Whitfield. *Marketing Science*, Dec, 2019, Vol 38, No 6, pp. 918-926 (Lead Article)
39. The Surprising Breadth of 'Harbingers of Failure' with Duncan Simester and Clair Yang. *Journal of Marketing Research* 2019, Vol 56, No. 6, pp 1034-1049
40. 'Consumer privacy and the future of data-based innovation and marketing.' with Alexander Bleier and Avi Goldfarb. *International Journal of Research in Marketing*, Sep 2020, Vol. 37, No 3, pp 466-480
41. 'Informational Challenges in Omnichannel Marketing: Remedies and Future Research' with Tony Cui, Anindya Ghose, Hanna Halaburda, Raghuram Iyengar, Koen Powels, S. Siriam, and Sriraman Vankatarman. *Journal of Marketing* 2021, Vol. 85, No. 1, pp. 103-120
42. 'Product Quality and Performance in the Internet Age: Evidence from Creationist Friendly Curriculum' with Ananya Sen. *Journal of Marketing Research* 2022, Vol 59, No.1, pp 211-29
43. 'Conducting Research in Marketing with Quasi-Experiments' with Avi Goldfarb and Yanwen Wang, (Lead Article) *Journal of Marketing* 2022, Vol 86, No 3, pp 1-20.
44. 'How Do Restrictions on Advertising Affect Consumer Search?' with Lesley Chiou, *Management Science*, 2022, Vol. 68, No. 2, pp. 866-882.
45. Scaling Smart Contracts via Layer-2 Technologies: Some Empirical Evidence. with Wiliam Cong, Xiang Hui, and Luofeng Zhou, *Management Science*, 2023 Vol. 69, No. 12, pp 7151-7882

46. 'Privacy Regulation and Barriers to Public Health' with Joe Buckman and Idris Adjerid. *Management Science*, 2023 Vol 69, No 1, pp. 1-721.
  47. 'What Blockchain Can and Can't Do: Applications to Marketing and Privacy' with Alex Marthews. *International Journal of Research in Marketing*, 2023, Vol 40, No. 1, pp. 49-53
  48. 'What Type of Digital Advertising is Most Effective for B2B Prospecting? The Case of IT Decision-Makers' with Nico Neumann, Kumar Subramanyam and John Marshall. *Quantitative Marketing and Economics*, 2023, Vol. 21, pp. 519–571
  49. 'TV Advertising and Online Sales: The Role of Inter-Temporal Substitution' with Anja Lambrecht and Xu Zhang. *Journal of Marketing Research*, 2024, Vol 61, No. 2, pp 248-270.
  50. 'Data Deserts and Black Boxes: The Impact of Socio-Economic Status on Consumer Profiling' with Nico Neumann, Levi Kaplan, Alan Mislove, and Piotr Sapiezynski. Forthcoming at *Management Science*
  51. 'Choosing to Discover the Unknown: The Effects of Choice on Users' Attention to Online Video Advertising" with Jack Jiang Zhenhui and Cheng Luo and Cheng Yi and Xiuping Li Forthcoming at *Management Science*
  52. 'Digital Hermits' with Avi Goldfarb, Avery Haviv, Jeanine Miklos-Thaal. Forthcoming at *Marketing Science*
  53. 'Apparent Algorithmic Discrimination and Real-Time Algorithmic Learning' with Anja Lambrecht. Forthcoming at *Quantitative Marketing and Economics*.
  54. 'Combining Ad Targeting Techniques: Evidence from a Field Experiment in the Auto Industry' with Chadwick Miller and Albert Valenti. Forthcoming at *Management Science*
  55. 'Privacy, Data and Competition: The Case of Apps For Young Children', with Grazia Cecere, Fabrice Le Guel, Pai-Lin Yin, and Vincent Lefrere. Forthcoming at *Academy of Management Perspectives*
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#### CHAPTERS IN EDITED VOLUMES AND SUMMARY PIECES

56. 'Modeling Social Interactions: Identification, Empirical Methods and Policy Implications' with Wes Hartmann, Puneet Manchanda, Harikesh Nair, Matt Bothner,

- Peter Dodds, David Godes and Karthik Hosanagar, *Marketing Letters*, Vol. 19 No. 3, December 2008, pp. 287-304
57. 'Search Engine Advertising - Examining a profitable side of the long tail of advertising that is not possible under the traditional broadcast advertising model' with Avi Goldfarb, *Communications of the ACM*, Vol. 51 No. 11, November 2008, pp. 22-24
  58. 'Online Advertising', with Avi Goldfarb, *Advances in Computers*, Vol. 81, March 2011, Marvin Zelkowitz (Ed), Elsevier
  59. 'Substitution between Online and Offline Advertising Markets', with Avi Goldfarb, *Journal of Competition Law and Economics*, Vol. 7 No. 1, March 2011, pp. 37-44
  60. 'Online Advertising, Behavioral Targeting, and Privacy', with Avi Goldfarb, *Communications of the ACM*, Vol. 54 No. 5, May 2011, 25-27
  61. 'Privacy and Innovation', *Innovation Policy and the Economy*, Vol. 11, 2012, Josh Lerner and Scott Stern (Eds), NBER
  62. 'The Economics of Advertising and Privacy', *International Journal of Industrial Organization*, Vol. 30 No. 3, May 2012, pp. 326-329
  63. 'Empirical Research on the Economic Effects of Privacy Regulation'. *Journal on Telecommunications and High Technology Law*, Vol. 10 No. 2, Summer 2012, pp. 265-272
  64. 'Social Networks, Advertising and Antitrust', with Alex Marthews, *George Mason Law Review*, 2012, Vol 19 No 5., pp. 1211-1227.
  65. 'Why Managing Customer Privacy Can Be an Opportunity' with Avi Goldfarb, *Spring 2013, Sloan Management Review*
  66. 'The Implications of Improved Attribution and Measurability for Antitrust and Privacy in Online Advertising Markets', *George Mason Law Review*, Vol. 2 No. 2, pp. 1025-1054 (2013).
  67. 'Patent Trolls and Technology Diffusion' *Standards, Patents and Innovations*, NBER Books, (2014), Edited by Timothy Simcoe, Ajay K. Agrawal, and Stuart Graham, Chapter 7
  68. 'Privacy and the Internet' Chapter 11, *Handbook of Media Economics*, 2016, Edited by Simon Anderson and Joel Waldfoegel

69. Frontiers of Health Policy: Digital Data and Personalized Medicine, *Innovation Policy and the Economy*, Vol. 15, 2016, Josh Lerner and Scott Stern (Eds), NBER
70. ‘Impacts of Surveillance on Behavior’ with Alex Marthews, in Gray, David C. and Henderson, Stephen (Editors), *The Cambridge Handbook of Surveillance Law* (2017).
71. ‘On Storks and Babies: Correlation. Causality and Field Experiments,’ with Anja Lambrecht, *GfK Marketing Intelligence Review*, Vol 8. No 2. 2016
72. ‘Field Experiments in Marketing,’ with Anja Lambrecht, *Handbook of Marketing Analytics*, Edited by Natalie Mizik and Dominique Hanssens, Edward Elgar Publishing, (2018)
73. ‘Can Big Data Protect a Firm from Competition?’, *CPI Chronicle*, January, 2017 with Anja Lambrecht
74. Network Effects and Market Power: What Have We Learned in the Last Decade? *Antitrust* Vol. 32 No 2., Spring 2018
75. ‘Inequality, Privacy and Digital Market Design’, with Avi Goldfarb, Chapter in *Fair by Design* edited by Scott Kominers and Alex Teytelboym, 2017, Oxford University Press
76. ‘Digital Data, Platforms and the Usual [Antitrust] Suspects: Network Effects, Switching Costs, Essential Facility’ *Review of Industrial Organization* Volume 54, pp 683–694 (2019)
77. ‘Antitrust and Costless Verification: An optimistic and a pessimistic view of the implications of blockchain technology’ with Christian Catalini, *Antitrust Law Journal* - Volume 82 Issue 3, 2019
78. ‘Online Advertising and Antitrust: Network Effects, Switching Costs and Data as an Essential Facility.’ April 2019, ‘*Competition Policy International*’
79. ‘Blockchain and Identity Persistence’, with Alex Marthews, Chapter in *Cryptoassets: Legal, Regulatory, and Monetary Perspective*, edited by Chris Brummer, Oxford University Press, 2019.
80. ‘Privacy, Algorithms, and Artificial Intelligence’ in *The Economics of Artificial Intelligence: An Agenda*, edited by V Ajay Agrawal, Joshua Gans, and Avi Goldfarb, University of Chicago Press, pp. 423 – 437 (2019)
81. ‘Digital Marketing,’ with Avi Goldfarb, in the *Handbook of the Economics of Marketing*, Vol 1, edited by JP-Dube and Peter Rossi, pp. 259-290, Elsevier (2019)



82. 'Privacy Policy and Competition', with Alex Marthews. *Brookings Papers* (2019)
  83. 'Digital Infrastructure: Does the 'Coring' of Digital Platforms make them part of Digital Infrastructure?.' (2020) in *Economic Analysis and Infrastructure Investment* edited by Edward L. Glaeser and James M. Poterba, University of Chicago Press
  84. 'Competition in the Digital Advertising Market', *The Global Antitrust Report on the Digital Economy* (2021)
  85. 'How Platforms Create Value Through Coring and Implications for Market Definition', *Competition Policy International* (2022)
  86. 'Digital Disruption in Schooling and the Pandemic: Documenting the Digital Infrastructure Divide Among School Children' with Ananya Sen, *Societal Experts Action Network* (2022)
  87. 'Algorithmic Exclusion', *Brookings Papers*, (2022)
  88. 'The Purchase Funnel and Litigation' with Laura O'Laughlin in *Marketing and the Law*, Cambridge University Press: 29 June 2023. Edited by Jacob E. Gersen and Joel H. Steckel
  89. 'Economics of Privacy: An Agenda', Chapter 2, *The Economics of Privacy*, University of Chicago Press, (2024)
  90. 'How does Competition Policy need to change in a world of Artificial Intelligence?', Forthcoming at the Oxford Review of Economy Policy
- 

#### BOOKS EDITED

91. 'The Economics of Artificial Intelligence: Health Care Challenges', with Ajay Agrawal, Joshua Gans, Avi Goldfarb, University of Chicago Press, 2024
92. *The Economics of Privacy*, with Avi Goldfarb, University of Chicago Press, 2024
93. 'The Evolution of Antitrust in the Digital Era: Essays on Competition Policy', with David Evans and Alan Fels Ao, *Competition Policy International*, 2020
94. 'Blockchain: The Insights You Need from Harvard Business Review' (HBR Insights Series), 2019
95. 'Economic Analysis of the Digital Economy', University of Chicago Press, 2015, with Avi Goldfarb and Shane Greenstein

96. 'The Economics of Digitization', with Avi Goldfarb and Shane Greenstein, Edward Elgar Publishing, 2013.
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#### POLICY WRITING

97. OECD Roundtable on Privacy, Report on the 'Economic Value of Online Information', December 2010
  98. Written Congressional Testimony on 'Internet Privacy: The Impact and Burden of European Regulation,' U.S. House Energy and Commerce Committee, September 2011
  99. Written Congressional Testimony on 'Algorithms: How Companies' Decisions About Data and Content Impact Consumers,' U.S. House Energy and Commerce Committee, November 2017
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#### PAPERS UNDER REVIEW

100. 'Does IT Lead to More Equal or More Unequal Treatment? An Empirical Study of the Effect of Smartphone Use on Social Inequality in Employee-Customer interactions' with Shuyi Yu and Yifei Wang. Revise and Resubmit at *Information Systems Research*.
101. 'The Digital Privacy Paradox: Small Money, Small Costs, Small Talk' with Susan Athey and Christian Catalini, and Alex Moehring, Revise and Resubmit at *MIS Quarterly*
102. 'Deplatforming and the Control of Misinformation: Evidence from Parler' with Saharsh Agarwal and Uttara M Ananthakrishnan. Revise and Resubmit at *Information Systems Research*.
103. 'Do Algorithms Help Firms Achieve Their Targeting Objectives?' with Cathy Cao. Revise and Resubmit at *Management Science*
104. 'The Chilling Effect of Dobbs: A Study of Mobile Health Apps Usage' with Naveen Basavaraj and Uttara M Ananthakrishnan. Revise and Resubmit at *Information Systems Research*.
105. 'Tradeoffs in Automated Political Advertising Regulation: Evidence from the COVID-19 Pandemic' with Grazia Cecere, Clara Jean, and Vincent Lefrere
106. 'Computer Algorithms Prefer Headless Women' with Grazia Cecere, Clara Jean, and M. Menant.

107. 'Social Distancing, Internet Access and Inequality' with Leslie Chiou
  108. 'The Shifters and Virality of Hate Speech Online' with Uttara Ananthakrishnan
  109. 'Algorithmic Influence: Empirical Evidence from Microlending' Reject and Resubmit at Production and Operations Management with Jianfeng Guo, Xitong Li and Cathy Yang.
  110. 'Algorithmic Bias and Historical Injustice: Race and Digital Profiling' with Abigail Matthew and Amalia Miller
  111. 'Using Informational Interventions to Improve Smart-Linear TV Content Engagement: Evidence from a Large-Scale Randomized Field Experiment' with Raveesh Mayya and Siva Viswanathan
  112. 'Private Sector Spillovers from a Government-Sponsored Centralized Procurement Platform: A Field Study' with Jingcun Cao and Xiru Pan
  113. 'Promoting Sustainable Choices: A Large Scale Randomized Field Experiment' with Linyi Li and and Rui Yan and Rowan Wang
  114. 'The Effect of Subsidizing Digital Educational Content: Evidence from a Field Experiment with Jingcun Cao, Xiru Pan and Yifei Wang.'
  115. 'Friend or Foe? Social Media and The Sharing of News' with Nico Neumann and Lesley Chiou
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## WORK IN PROGRESS

### *Data Analysis*

116. 'Mergers and Data: Evidence from Healthcare' With Nan Clement and Amalia Miller
117. 'The Role of Outdoor Advertising in the Reemergence of Banned Products' with Natasha Foutz, Fenrou Wang and Weiguang Wang
118. 'Marketing, AI and Data: Evidence from Medical Devices' with Nan Clement *Data*

### *Collection*

119. 'Privacy Regulation and Education IT' with Amalia Miller and Avi Goldfarb
120. 'The Lack of Appeal of Cross-Partisan Appeals: Evidence from an Experiment on Facebook' with Christina LaChapelle

121. 'Measurement and Creativity in Advertising: A Field Study' with Jingcun Cao and Xiru Pan
122. 'The Effects of Increased Centralization in Matching on Influencer Marketing' with Jingcun Cao and Xiru Pan
123. 'The Role of Information Systems' in the Opioid Crisis with Nan Clement  
*Manuscripts*
124. 'Rules For a Nascent Domain: Technological Innovation and Regulatory Uncertainty' with Christian Catalini
125. 'Big Bad Data: The Case of For-Profit College Advertising' with Avinash Collis and Avi Goldfarb
126. 'Spillovers from Product Failure' with Amalia Miller
127. 'Social Advertising: How Advertising that Explicitly Promotes Social Influence Can Backfire'.
128. 'Government Surveillance and Internet Search Behavior' with Alex Marthews
129. 'A New Method of Measuring Online Media Advertising Effectiveness: Prospective Meta-Analysis in Marketing' with Gui Liberali, Glen L. Urban, Benedict G. Dellaert, Yakov C. Bart, and S. Stremersch.
130. 'Patent Trolls and Technology Diffusion: The Case of Medical Imaging'
131. 'Empirically evaluating two-sided network effects: The case of electronic payments'
132. 'Personalizing mental fit for online shopping applications - How the success of recommendations depends on mental categorization and mental budgeting' with Oliver Emrich and Thomas Rudolph.
133. 'Third-Party Certification: The Case of Medical Devices' with Cristina Nistor
134. 'Tensile Promotions in Display Advertising' with Anja Lambrecht
135. 'Guns, Privacy and Crime' with Alessandro Acquisti
136. 'The Role of Delayed Data in the COVID-19 Pandemic', with Yifei Wang

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## HONORS AND AWARDS

2024	Academic Fellow, Marketing Science Institute
2020	CITI Fellowship (Columbia University Institute of TeleInformation)
2020	O'Dell Award
2020	TechSIG-Lazaridis Prize for Best Paper in Innovation, Technology and Interactivity for 2019
2018	ISMS Long Term Impact Award
2018	O'Dell Award
2018	MSI Scholar
2017	Congressional Testimony on 'Algorithms: How Companies' Decisions About Data and Content Impact Consumers'
2017	Nominated for Teacher of the Year award (Also in 2012, 2010 and 2009)
2015	Erin Anderson Award
2014	Paul E. Green Award
2013	Teacher of the Year Award, MIT Sloan
2013	Jamieson Prize for Excellence in Teaching
2012	Garfield Economic Impact Award for Best Paper in Health Economics
2011	WHITE Award for best paper in the Economics of Healthcare IT
2011	Public Utility Research Prize for the best paper in regulatory economics
2011	NSF CAREER Award
2011	MSI Young Scholar
2010	Management Science Distinguished Service Award
2004	Koret Foundation Scholar, Stanford Institute for Economic Policy Research Fellowship
2004	Fourth Annual Claire and Ralph Landau Student Working Paper prize

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## INVITED SEMINARS

*Universities*

1. April 2025, Chapman University, School of Management
2. March 2025, Notre Dame University, Keynote Speech
3. March 2025, IESE, Barcelona, Keynote
4. March 2025, Bocconi, Italy, Keynote
5. January 2025, Georgetown University, Marketing Group
6. January 2025, University of Miami, Marketing Group
7. November 2024, Federal Trade Commission, Economics Group
8. May 2024, UC Santa Barbara, DEFI Group,
9. February 2024, UC Berkeley, Marketing Group
10. January 2024, Cornell University, Marketing Group
11. August 2023, National University of Singapore
12. August 2023, School of Business, Ewha Womans University, Seoul, Korea
13. May 2023, University of Washington
14. May 2023, TOM Group, Harvard Business School
15. April 2023, Tilburg University
16. April 2023, Yale University
17. March 2023, Emory University
18. March 2023, University of Zurich, Cryptoeconomics group
19. February 2023, CBER Forum
20. February 2023, University of Arizona
21. February 2023, Columbia University, Marketing Group
22. February 2023, New York University, IS Group
23. November 2022, LSE, Marketing Group
24. September 2022, Advertising Research Group Amazon
25. March 2022, Marketing Group, Rotman, University of Toronto
26. March 2022, IT Group, Krannert School, Purdue University
27. November 2021, Tufts University, Economics Department
28. October 2021, McGill University, Marketing Group
29. September 2021, Stockholm Business School
30. May 2021, Safegraph Seminar
31. item April 2021, Marketing Science Institute
32. April 2021, George Mason University, Law and Economics Seminar
33. March 2021, Marketing Group, University of Michigan
34. March 2021, BIDT, Bavarian Academy of Sciences and Humanities
35. February 2021, University of Virginia, Law and Economics Seminar
36. January 2021, Marketing Group, Carnegie Mellon University
37. December 2020, Boston University, Boston Digital Leadership Forum
38. December 2020, Toulouse University, France
39. November 2020, Luohan Academy, Platform Economy and Market Dynamics, Virtual Seminar
40. November 2020, John Hopkins University
41. October 2020, Wharton, Marketing Group
42. October 2020, ITAM, Mexico City
43. September 2020, Econ, Stats and ML Team, Etsy
44. June 2020, CMU Seminar

45. April 2020, Virtual Digital Economy Seminar
46. March 2020, IS group, University of Minnesota
47. February 2020, Georgia Institute of Technology, GA
48. December 2019, Harvard Business School Field Experiments Seminar, Cambridge, MA
49. November 2019, Bank of Canada, Ottawa
50. May 2019, Joint-Economics Seminar, Autonomous University of Barcelona) and the IAE (Institute for Economic Analysis)
51. March 2019, LMU Center for Advanced Management Studies in Munich
52. February 2019, Berlin Applied Micro Seminar
53. January 2019, Marketing Group, University of Bologna
54. January 2019, Marketing Group, University College, London
55. January 2019, Marketing Group, London Business School
56. November 2018, Marketing Group, HEC Paris, France
57. November 2018, Management Group, Cass Business School, City University of London, UK
58. November 2018, Marketing Group, SOAS University of London
59. November 2018, All Souls College, Oxford
60. November 2018, Economics Group, Paris Telecom
61. October 2018, Marketing Group, University of Amsterdam, Netherlands
62. October 2018, Marketing Group, King's Business School, King's College, London
63. September 2018, Marketing Group, University of Frankfurt, Germany
64. June 2018, Harbin Institute of Technology, China
65. February 2018, IS/OM Group, New York University, NY
66. November 2017, Marketing Group, Rochester University, NY
67. October 2017, Marketing Group, Maryland University, MD
68. May 2017, Marketing Group, Old Dominion University
69. April 2017, Marketing Group, University of Southern California
70. March 2017, Marketing Group, Arison School of Business, IDC, Israel
71. January 2017, Distinguished Speakers Series, McGill University, Canada
72. September 2016, Technology Group, Harvard Business School, MA
73. August 2016, Southern Jiatong University, Sichuan, China
74. May 2016, Chapman University, Marketing Group
75. April 2016, Carnegie Mellon University, Public Policy Group
76. April 2016, Harvard Business School, Entrepreneurial Management Group
77. March 2016, INSEAD, Marketing Group
78. March 2016, University of Paris-Sud, Privacy Research Group
79. March 2016, Vienna University of Economics and Business, Marketing Group
80. September 2015 University of Maryland, IS Group
81. June 2015, Marketing Group, University of Cambridge, UK
82. May 2015, Marketing Group, University of Texas at Dallas, TX
83. March 2015, Health Policy Group, Georgia State University, GA
84. March 2015, Marketing Group, University of Colorado, CO
85. February 2015, Strategy Group, University of North Carolina, NC
86. January 2015, Marketing Group, Emory University, GA
87. December 2014, OPIM, Wharton School of Management, PA

88. October 2014, Economics Department, Yale University, CT
89. September 2014, Marketing Group, Boston University, MA
90. March 2014, Technology Group, University of California at Berkeley, CA
91. January 2014, Marketing Department at Texas A&M
92. November 2013, Marketing Group, University of California at Berkeley, CA
93. October 2013, Marketing Group, Tulane University, LA
94. October 2013, Marketing Group, University of Houston, TX
95. May 2013, Tuck School of Management, Dartmouth University, NH
96. March 2013, Economics Department, University of Toulouse
97. March 2013, Marketing Group, Rotterdam University
98. March 2013, Economics Department, University of Zurich
99. March 2013, Marketing group, Georgia Tech
100. January 2013, Anderson School, UCLA
101. January 2013, Marketing Group, CMU
102. October 2012, Marketing Group, Stanford University
103. October 2012, Marketing Group, Columbia University
104. October 2012, Marketing Group, University of Texas at Austin
105. September 2012, Marketing Group, Harvard Business School
106. June 2012, Strategy Group, London Business School
107. March 2012, Marketing Group, Cornell
108. February 2012, IS Group, Indian School of Business
109. February 2012, Marketing Group, Wharton
110. January 2012, Marketing Group, UCLA
111. November 2011, Marketing Group, University of Rochester
112. October 2011, Marketing Group, University of Zurich
113. October 2011, Department of Law and Economics, Swiss Federal Institute of Technology, Zurich
114. May 2011, Marketing Group, National University of Singapore
115. May 2011, IS Group, National University of Singapore
116. May 2011, Strategy Group, LMU Munich
117. May 2011, Marketing Group, New York University
118. March 2011, Marketing Group, Florida University
119. February 2011, IS Group, New York University
120. November 2010, European School of Management and Technology
121. October 2010, Marketing Group, Yale University
122. October 2010, Networked Business Group, Harvard Business School
123. September 2010, TIES Group, MIT Sloan
124. July 2010, Department of Economics, University of Mannheim
125. March 2010, Marketing Group, Wharton School, University of Pennsylvania
126. January 2010, Marketing Group, University of Michigan
127. November 2009, Marketing Group, University of California at Berkeley
128. October 2009, Digital Business Seminar, MIT Sloan
129. December 2008, Marketing Group, MIT Sloan
130. November 2008, Marketing Group, Rady School of Business, UCSD
131. September 2008, Strategy Group, MIT Sloan



132. May 2008, Digital Strategy Group, Tuck School of Business, Dartmouth University
133. April 2008, Kellogg Management and Strategy Group, Northwestern University
134. March 2008, Marketing Group, Duke University
135. March 2008, Strategy Group, Chicago GSB
136. July 2007, Marketing Group, London Business School, London, UK
137. April 2007, Marketing Group, Chicago GSB
138. March 2007, Marketing Group, Rotman School, University of Toronto
139. November 2005, Economics Department, Harvard University
140. October 2004-February 2005 (Job Market): NYU Stern, University of Michigan, University of Arizona, University of British Columbia, Federal Reserve Board, Federal Reserve Bank of New York, Harvard Business School, Kellogg, MIT Sloan, Federal Reserve Bank of Chicago, Stanford Economics Department

*Other*

141. October 2023, Federal Reserve Board, DC
142. April 2021, American Enterprise Institute
143. June 2020, EE Times- Privacy and Security during Covid-19
144. May 2020, The Digital Economy & The Coronavirus, Bertelsmann Foundation Seminar
145. April 2020, Technology Policy Institute
146. October 2018, Digital Competition Expert Panel, HM Treasury, UK
147. October 2018, Competition and Markets Authority, UK
148. January 2018, IMF
149. December 2017, Technology Policy Institute
150. October 2016, Federal Communications Commission
151. April 2015, Federal Communications Commission
152. November 2014, Office of Research at the Consumer Financial Protection Bureau
153. April 2014, Big Data Working Group, The White House.
154. February 2014, Main Street Patent Coalition, Panel hosted at the Senate by Senator Orrin Hatch
155. July 2013, Federal Communications Commission
156. August 2012, DG Competition, European Commission, Brussels
157. August 2012, Technology Policy Institute Conference, Aspen
158. December 2011, Havas Digital, New York
159. June 2011, Eneca
160. September 2010, Federal Trade Commission
161. September 2010, Google European Public Policy Unit, Paris
162. July 2009, Information Technology and Innovation Foundation, Washington DC

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PRESENTATIONS OF RESEARCH AT CONFERENCES

1. May 2024, Keynote, International IO Conference, Boston, MA
2. March 2024, OxREP editorial seminar, online
3. January 2024, AEA Continuing Education, Digital Economics, San Antonio, TX

4. November 2023, Georgetown and World Bank Artificial Intelligence Conference
5. November 2023, Marketing Science Institute Meetings on Privacy and Policy
6. June 2023, Marketing Science, Miami, FL
7. June 2023, Doctoral Consortium, Miami, FL
8. June 2023, Harvard Business School, Marketing Camp, Boston, MA
9. April 2023, University College London, Competition Law and Policy in a Data-Driven Economy
10. December 2022, Keynote 'Conference on Artificial Intelligence, Machine Learning and Business Analytics, Harvard University, Boston, MA
11. May 2022, Keynote 'AI and Analytics for Social Causes' conference, University of Maryland, College Park
12. December 2021, Keynote, 4th Research on Innovation, Science and Entrepreneurship Workshop, Max Planck Institute
13. November 2021, Keynote, Tokenomics, NYU
14. June 2021, Marketing Science
15. June 2021, OECD workshop on the Value of Data
16. June 2021, Chief Competition Economist ECN working group Annual Meeting
17. May 2021, International Finance Corporation, World Bank IFC Digital Jobs
18. May 2021, G20 Framework Working Group Seminar on Data Access and Availability
19. May 2021, Data and innovation: solutions and business models in the digital economy (Brazil)
20. March 2021, Digital Economics Seminar, Digital Tutorial
21. December 2020, Digital Economics Research Network Conference
22. December 2020, Conference on Artificial Intelligence, Machine Learning, and Business Analytics
23. December 2020, Health Systems Innovation Advisory Board Meeting
24. November 2020, 2nd Luohan Academy Frontier Dialogue - Platform Economy and Market Dynamics
25. October 2020, Policy Toolkit for a Better Europe, European Commission
26. September 2020, ICN Annual conference
27. June 2020, Marketing Science
28. June 2020, International Competition Network, 'Competition law enforcement at the intersection of Competition, Consumer Protection, and Privacy'
29. November 2019, ABA Fall Forum: The Tech Summit, Washington DC.
30. November 2019, Annual Challenges to Antitrust in a Changing Economy, Harvard Law School
31. October 2019, World Bank Platforms Summit, Washington DC.
32. September 2019, Economics of AI Doctoral Consortium, Toronto
33. July 2019, Quantitative Marketing and Structural Econometrics Workshop, Northwestern University
34. June 2019, Marketing Science, Rome
35. June 2019, Keynote Speaker, ZEW Conference on the Economics of Information and Communication Technologies, Mannheim
36. June 2019 Keynote Speaker, Munich Summer Institute, Munich
37. May 2019, Keynote Speaker, 3rd Doctoral Workshop on the Economics of Digitization,

Brussels

38. November 2019, FTC Hearings on Big Data, Privacy, and Competition
39. October 2019, FTC Hearings on Platform Economics, George Mason University
40. June 2018, Antitrust and Big Data, Penn Wharton China Center Conference, Beijing
41. June 2018, Marketing Science
42. May 2018, Boston College Digital Innovation Workshop
43. December 2017, Mobile Marketing and Big Data Conference, NYU
44. September 2017, NBER Economics of AI Conference
45. July 2017, BU Platforms Conference
46. July 2017, NBER Digitization Meetings
47. June 2017, Marketing Science
48. June 2017, Regulation of Algorithms, Berlin
49. May 2017, Boston College Digital Innovation Workshop
50. November 2016, ICANN Public Meetings
51. October 2016, Conference on Digital Experimentation, Cambridge, MA
52. September 2016, FTC Consumer Protection Conference, Washington, DC
53. September 2016, George Washington roundtable on Platforms, Washington DC
54. May 2016, Competing with Big Data, Brugel, Brussels, Belgium
55. April 2016, NBER Innovation and Policy, Washington DC
56. April 2016, Financial Services Roundtable, NYC
57. March 2016, Digitization Tutorial, NBER
58. January 2016, PrivacyCon, FTC Conference, Washington, DC
59. July 2015, NBER Law and Economics (co-author presented), Cambridge, MA
60. July 2015, NBER Economics of Digitization, Cambridge, MA
61. June 2015, 'The Future of Research in the Digital Society', French Ministry of Culture and Communication - Toulouse School of Economics, Paris, France
62. June 2015, Marketing Science, Baltimore, MD
63. June 2015, Doctoral Consortium, Baltimore, MD
64. March 2015, IP Leadership Conference, Washington, DC
65. February 2015, Patents in Theory and Practice, Washington, DC
66. June 2014, Marketing Science, Atlanta, GA
67. May 2014, Boston College Social Media Workshop, Boston, MA
68. January 2014, American Economic Association Meetings
69. July 2013, Marketing Science, Istanbul, Turkey
70. June 2013, Searle Center Conference on Internet Search and Innovation, Chicago, IL
71. April 2013, Brown University Mini-Networks Conference
72. February 2013, WSDM 2013 Conference (Keynote Speaker), Rome, Italy
73. January 2013, American Economic Association Meetings, San Diego, CA (Co-author presented)
74. December 2012, New York Computer Science and Economics Day
75. November 2012, Search and Competition Conference, Melbourne Australia
76. October 2012, Economics of Personal Data, (Keynote Speaker), Amsterdam
77. August 2012, Amsterdam Symposium on Behavioral and Experimental Economics
78. July 2012, Fudan University Marketing Research Symposium, China
79. June 2012, Searle Center Conference on Internet Search and Innovation, Chicago, IL

80. June 2012, Innovation, Intellectual Property and Competition Policy Conference, Tilburg, Netherlands
81. June 2012, Marketing Science, Boston, MA
82. June 2012, Social Media and Business Transformation, Baltimore, MD
83. May 2012, The Law and Economics of Search Engines and Online Advertising, George Mason University, Arlington, VA
84. February 2012, NBER Economics of Digitization (co-author presented), Cambridge, MA
85. January 2012, Symposium on Antitrust and High-Tech Industries, George Mason University, VA
86. January 2012, Patents, Standards and Innovation, Tucson, AZ
87. January 2012, Econometric Society Meetings, Chicago, IL
88. January 2012, AEA Meetings (2 papers), Chicago, IL
89. December 2011, Economics of Privacy Workshop, Boulder, CO
90. November 2011, Economics and Computation Day, Cambridge, MA
91. November 2011, HBS Strategy Research Conference, Boston, MA
92. November 2011, The Law and Economics of Internet Search and Online Advertising Roundtable, George Mason University, Arlington, VA
93. November 2011, Patents Statistics for Decision Makers, Alexandria, VA
94. October 2011, Workshop on Health IT and Economics, Washington, DC
95. October 2011, Innovation, Organizations and Society, University of Chicago, IL
96. October 2011, Direct Marketing Research Summit, Boston, MA
97. September 2011, Invited Session 'Economics and Marketing', EARIE, Stockholm, Sweden.
98. July 2011, NBER Economics of Digitization, Cambridge, MA
99. July 2011, SICS, Berkeley, CA
100. June 2011, The Law and Economics of Search Engines and Online Advertising, George Mason University, Arlington, VA
101. June 2011, Workshop on the Economics on Information Security, Washington, DC
102. June 2011, Marketing Science (3 papers), Houston, TX
103. June 2011, Searle Center Conference on Internet Search and Innovation, Chicago, IL
104. May 2011, Boston College Social Media Workshop, Boston, MA
105. May 2011, Technology Pricing Forum, Boston, MA
106. April 2011, NBER Innovation Policy and the Economy, Washington, DC
107. April 2011, International Industrial Organization Conference (3 papers), Boston, MA
108. March 2011, Technology Policy Institute, Washington, DC
109. February 2011, NBER Economics of Digitization (co-author presented), Palo Alto, CA
110. January 2011, Sixth bi-annual Conference on The Economics of Intellectual Property, Software and the Internet (2 papers, plenary speaker), Toulouse, France
111. January 2011, MSI Young Scholars Conference, Park City, UT
112. December 2010, Workshop on Information Systems and Economics, Washington University of St. Louis (co-author presented), St. Louis, MO
113. December 2010, OECD Economics of Privacy Roundtable, Paris, France
114. November 2010, Net Institute Conference, New York, NY
115. October 2010, Workshop on Media Economics and Public Policy (co-author presented), New York, NY
116. October 2010, Workshop on Health IT and Economics, Washington, DC

117. September 2010, ITIF and CAGW Privacy Working Group Meetings, Washington, DC
118. September 2010, Medical Malpractice Conference, Mohegan, CT
119. September 2010, Search and Web Advertising Strategies and Their Impacts on Consumer Workshop, Paris, France
120. July 2010, NBER Meetings (IT), Cambridge, MA
121. July 2010, NBER Meetings (Healthcare and IT), Cambridge, MA
122. July 2010, SICS, Berkeley, CA
123. July 2010, Keynote Speaker, 8th ZEW Conference on the Economics of Information and Communication Technologies, Mannheim, Germany
124. June 2010, American Society of Health Economists Conference, Cornell, NY
125. June 2010, Marketing Science (2 papers), Koeln, Germany
126. June 2010, Workshop on the Economics of Information Security (2 papers), Harvard, MA
127. January 2010, AEA Meetings, Atlanta, GA
128. December 2009, Workshop on Information Systems and Economics, Scottsdale, AZ
129. November 2009, WPP/Google Marketing Awards, Cambridge, MA
130. July 2009, NBER meetings (IT), Cambridge, MA
131. June 2009, IHIF Debate on Privacy, Washington, DC
132. June 2009, Marketing Science, Ann Arbor, MI
133. April 2009, International Industrial Organization Conference, Boston, MA
134. January 2009, Information Security Best Practices Conference, Philadelphia, PA
135. January 2009, Modeling Social Network Data Conference, Philadelphia, PA
136. July 2008, NBER Meetings (Productivity), Cambridge, MA
137. July 2008, SICS, Berkeley, CA
138. July 2008, Fourth Workshop on Ad Auctions, Chicago, MA
139. June 2008, Marketing Science, Vancouver, BC
140. May 2008, International Industrial Organization Conference, Richmond, VA
141. April 2008, Net Institute Conference, New York, NY
142. November 2007, NBER Health Meetings (Co-author presented), Boston, MA
143. July 2007, SICS, Berkeley, CA
144. June 2007, Workshop on the Economics of Information Security, Pittsburgh
145. June 2007, Choice Symposium, Philadelphia, PA
146. May 2007, eCommerce Research Symposium, Stamford, CT
147. April 2007, Net Institute Conference, New York, NY
148. April 2007, International Industrial Organization Conference, Savannah, GA
149. March 2007, Health Economics Conference, Tucson, AZ
150. February 2007, NBER Winter Meetings, Palo Alto, CA
151. January 2007, Economics of the Software and Internet Industries (2 Papers), Toulouse, France
152. October 2006, QME Conference, Stanford University, CA
153. June 2006, Marketing Science, Pittsburgh, PA
154. April 2006, International Industrial Organization Conference, Boston, MA
155. October 2005, NEMC Conference, Boston, MA
156. October 2005, TPRC Conference, Washington, DC
157. June 2005, CRES Industrial Organization Conference, Washington University in St. Louis, MO

## PROFESSIONAL SERVICE

- **Senior Editor**, Marketing Science
- **Director** of the program on Digital Economics and Artificial Intelligence at The National Bureau of Economic Research, 2021-
- **Director** of the program on the Economics of Digitization and Co-Director of the program on the Artificial Intelligence at The National Bureau of Economic Research, 2018-2020
- **Vice President (Education)**, ISMS 2019-2021
- **Associate Editor**: Management Science, Marketing Science, Journal of Marketing Research, International Journal of Research in Marketing
- **Associate Editor**: Information Systems Research, Special Issue on Social Media and Business Transformation
- **Departmental Editor**: Quantitative Marketing and Economics
- **Editor**: The Economics of the Internet, Palgrave Dictionary of Economics
- **Co-Editor**: NBER: The Economics of Digitization - An Agenda
- **Co-Editor**: Information Economics and Policy, Special Issue on Economics of Digital Media Markets
- **Editorial Review Board**: Journal of Marketing, ISR Special Issue on Managing Digital Vulnerabilities, Journal of Economic Literature
  
- **Conference Program Committees**
  - 2024 Co-organizer, NBER Conference on Digital Economics and Artificial Intelligence
  - 2024 Co-organizer, NBER Conference on Political Economy and Artificial Intelligence
  - 2023 Co-organizer, NBER The Economics of Artificial Intelligence Tutorial
  - 2024 Scientific Committee, ZEW Conference on the Economics of Information and Communication Technologies
  - 2023 Co-organizer, Meetings on the Economics of Artificial Intelligence
  - 2023 Co-organizer, NBER Digital Economics Tutorial
  - 2023 Co-organizer, NBER Conference on Digital Economics
  - 2023 Scientific Committee, ZEW Conference on the Economics of ICT,
  - 2022 Organizaer, NBER Conference on the Economics of Privacy
  - 2022 Co-organizer, NBER Conference on Digital Economics
  - 2022 Co-organizer, NBER Conference on the Economics of Artificial Intelligence
  - 2021 Co-organizer, NBER Conference on Digital Economics
  - 2021 Co-organizer, NBER Conference on the Economics of Artificial Intelligence
  - 2020 Co-organizer, NBER Conference on the Economics of Artificial Intelligence
  - 2020 Organizer, ISMS Doctoral Consortium
  - 2019 Co-organizer, NBER Conference on the Economics of Artificial Intelligence
  - 2019 Scientific Committee: ZEW Conference on the Economics of Information and Communication Technologies
  - 2019 Program Committee: Workshop on the Economics of Information Security
  - 2019 Scientific Committee: IP Statistics for Decision Makers

- 2018 Co-organizer, NBER Conference on the Economics of Artificial Intelligence
- 2017 Scientific Committee: IP Statistics for Decision Makers
- 2017 Scientific Committee: ZEW Conference on the Economics of Information and Communication Technologies
- 2017 Program Committee: Workshop on the Economics of Information Security
- 2016 Program Committee: Workshop on the Economics of Information Security
- 2016 Scientific Committee: ZEW Conference on the Economics of Information and Communication Technologies
- 2015 Scientific Committee: Competition, Standardization and Innovation
- 2015 Scientific Committee: Intellectual Property Statistics for Decision Makers
- 2015 Associate Editor: ICIS 2015, Healthcare track
- 2015 Scientific Committee: European Association for Research in Industrial Economics
- 2015 Program Committee: ACM Conference on Economics and Computation
- 2015 Program Committee: Workshop on the Economics of Information Security
- 2015 Chief-Organizer: Quantitative Marketing and Economics Conference
- 2015 Scientific Committee: ZEW Conference on the Economics of Information and Communication Technologies
- 2014 Scientific Committee: European Association for Research in Industrial Economics
- 2014 Scientific Committee: Conference on the Economics of Information and Communication Technologies
- 2014 Program Committee: International Conference on Big Data and Analytics in Healthcare
- 2013 Program Committee: Quantitative Marketing and Economics
- 2013 Scientific Committee: European Association for Research in Industrial Economics Conference
- 2013 Scientific Committee: Conference on the Economics of Information and Communication Technologies
- 2013 Program Committee: Workshop on the Economics of Information Security
- 2013 Associate Editor of Personal Data Markets Track: ECIS 2013
- 2012 Program Committee: European Association for Research in Industrial Economics Conference
- 2012 Program Committee (Conference Organizer) NBER: The Economics of Digitization Pre-Conference, June 2012
- 2012 Scientific Committee: Conference on the Economics of Information and Communication Technologies
- 2012 Senior Program Committee: 13th ACM Conference on Electronic Commerce
- 2012 Program Committee: Workshop on the Economics of Information Security
- 2011 Scientific Committee: European Association for Research in Industrial Economics Conference
- 2011 Scientific Committee: Conference on the Economics of Information and Communication Technologies
- 2011 Program Committee: Ad Auctions Workshop
- 2011 Program Committee: Workshop on the Economics of Information Security
- 2010 Program Committee: Workshop on IT and Economic Growth
- 2010 Program Committee: Conference on Health IT and Economics

- 2010 Program Committee: Workshop on the Economics of Information Security
- 2009 Program Committee: Workshop on the Economics of Information Security
- 2008 Program Committee: Workshop on the Economics of Information Security
- 2008 Program Committee: Ad Auctions Workshop

### **External Affiliations**

- **Advisory Board:** Block Center for Technology and Society
  - **Affiliate:** CESifo Research Network
  - **Advisory Board:** Future of Privacy Forum
  - **Advisory Board:** Academic Advisory Counsel, Brookings Center on Regulation and Markets
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### MIT SERVICE

- 2022- Faculty Chair, EMBA program
  - 2015-2022 Faculty Chair, PhD program
  - 2015- EMBA Committee
  - 2015- ASB Committee
  - 2014- MIT Sloan Gender Equity Committee
  - 2013-2014 Group Head, Marketing Group
  - 2013-2014 Chair, Marketing Faculty Search Committee
  - 2013-2014 MIT Committee on Undergraduate Admissions and Financial Aid
  - 2011 North East Marketing Conference Coordinator
  - 2011 MIT Sloan Marketing Conference, Panel Moderator
  - 2011 Sloan Women in Management Conference, Panel Moderator
  - 2005, 2008, 2012 Marketing Faculty Search Committee
- 

### ADVISING

- 2024: Alex Moehring, PhD Thesis Supervisor
  - 2024: Yifei Wang, PhD Thesis Supervisor
  - 2024: Emma Wiles, PhD Thesis Advisor
  - 2022: Cathy Yiqun Cao , PhD Thesis advisor
  - 2019: Shuyi Yu, PhD Thesis supervisor
  - 2018: Shweta Jindal, Masters Thesis
  - 2016: Abhishek Nagaraj, PhD Thesis advisor
  - 2012: Cristina Nistor, PhD Thesis advisor
  - 2010: Katherine Molina, Masters Thesis
  - 2008: Dinesh Shenoy, Masters Thesis
  - 2007: James Kelm, Masters Thesis
-



## GRANTS AND SUPPORT

### *Academic Grants*

2023	Sloan Foundation Grant (2023-) 'NBER Project on Digital Economics and Artificial Intelligence	
2018	Sloan Foundation Grant (2018-2021), 'NBER Project on the Economics of Artificial Intelligence' - Grant supporting series of NBER Economics of AI Conferences. (Joint with Ajay Agrawal, Joshua Gans and Avi Goldfarb)	\$914,250
2017	Net Institute Grant (Joint with Anuj Kapoor)	\$3,000
2016	Net Institute Grant (Joint with Christian Catalini)	\$6,000
2013	MSI research Grant 4-1840 (Joint with Anja Lambrecht)	\$10,200
2011	Tilburg Law and Economics Center (TILEC) IIPC grant	\$21,000
2011	Google Grant	\$50,000
2011	Junior Faculty Research Assistance Program	\$30,000
2011	Net Institute Grant	\$6,000
2011	NBER Digitization Grant	\$20,000
2011	NSF CAREER Award	\$502,000
2010	Time-Warner Research Program on Digital Communications	\$20,000
2010	Net Institute Grant	\$6,000
2009	Net Institute Grant	\$6,000
2009	The James H. Ferry, Jr. Fund for Innovation in Research Education	\$50,000
2009	Google/WPP Grant (Joint with Avi Goldfarb)	\$55,000
2008	Net Institute Grant	\$15,000
2007	Net Institute Grant	\$8,000
2006	Net Institute Grant (Joint with Stephen Ryan)	\$8,000
<i>Industry Research Grants</i>		
2015	CCIA Research: Research into Sustainable Competitive Advantage and Big Data (Joint with Anja Lambrecht)	\$60,000
2015	E-Logic: Research into Vertical Mergers and Patent Litigation	\$60,000
2014	CCIA Research: Research into Patent Litigation and Entrepreneurship	\$100,000
2012	Google Australia: Research into Measurement and Attribution	\$50,000

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## EXPERT CONSULTING

- I have been retained as an expert for Accenture, Amazon, Atlantic Recording Company, ADT, Bausch Health, Broadcast Music Inc, Capitol Records, Change, Context Logic, Meta, Google, GoPuff, IAC, Lyft, Marriott, Match Group, Microsoft, NCAA, Plaintiffs in Blue Cross Blue Shield Antitrust Litigation, Revizer, Reynolds Automotive, RDIC, Samsung,

Sony, Sound Exchange, StockX, SK Energy, Verizon (Yahoo and AOL), Vitol, United Health Group, US Debtors (Nortel Bankruptcy Proceedings), Vitol, Walworth Investments and Warner Brothers.

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## TEACHING

- 15.818, Pricing (MBA Elective) 2006-
- 15.732, Marketing Management for Senior Executives 2012-
- 15.726, Pricing (EMBA Elective) 2012-
- 15.838, Doctoral Seminar, Spring 2006, Fall 2007, Fall 2013, Fall 2024
- Pricing, Asian School of Business, 2017-
- Marketing Management, Asian School of Business, 2016
- Guest Lecturer: HST.936: Health information systems to improve quality of care in resource-poor settings, 2014
- Executive Education: Blockchain Technologies: Business Innovation and Application, 2018-
- Executive Education: Artificial Intelligence 2018-
- Executive Education: Marketing Innovation, 2016-
- Executive Education: Platform Strategy: Building and Thriving in a Vibrant Ecosystem, 2014-
- Executive Education: Pricing 4dX, 2016-
- Executive Education: Entrepreneurship Development Program, 2012-2022
- Executive Education: Systematic Innovation of Products, Processes, and Services, 2013-2022
- Executive Education: Strategic Marketing for the Technical Executive, 2012-2015
- Executive Education: Global Executive Academy (multi-language), 2013, 2014
- Faculty Coach, Takeda Leadership Academy, 2016-18