

CURRICULUM VITAE (1/15 Short)

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Education: B.Sc. (Economics), August 1979, Southampton University, England
M.A. (Economics), May 1982, Queen's University, Kingston, Ontario, Canada
Ph.D. (Economics), November 1985, Queen's University, Kingston, Ontario, Canada
Ph.D. thesis title: Three essays on address models of value theory

2002- Commonwealth Professor of Economics, University of Virginia

Book: *Discrete Choice Theory of Product Differentiation* (with Andre de Palma and Jacques-Francois Thisse), MIT Press, 1992.

Papers under Revise and Resubmit:

Push-Me Pull-You: Comparative Advertising in the OTC Analgesics Industry (with Federico Ciliberto, Jura Liaukonyte and Régis Renault) CEPR Discussion Paper 8988, *RAND Journal*

Product quality, competition, and multi-purchasing (with Oystein Foros and Hans Jarle Kind) CEPR Discussion Paper 8923, *International Economic Review*

Aggregative Oligopoly Games with Entry (with Nisvan Erkal and Daniel Picinin), CEPR Discussion Paper 9511, *Journal of Political Economy*

Product Design (with Levent Celik): resubmitted *JET*

Personalized Pricing and Advertising (with Alicia Baik and Nathan Larson), *GEB*

Articles in refereed journals (last 5 years only: see also **Chapters** below):

Information Content of Advertising: Empirical Evidence from the OTC Analgesic Industry (with Federico Ciliberto and Jura Liaukonyte) *International Journal of Industrial Organization* (2013)

Shouting to be Heard in Advertising (with Andre de Palma) *Management Science* (2013)

The Advertising Mix for a Search Good (with Régis Renault) CEPR paper 8756. *Management Science*, (2013), 59(1), 69-83. Online:

<http://mansci.journal.informs.org/content/early/2012/08/20/mnsc.1120.1575.abstract>

Oligopoly and Luce's Choice Axiom (with Andre de Palma), *Regional Science and Urban Economics*, (2012), 42(6), 1053-60. Online:
<http://www.sciencedirect.com/science/article/pii/S0166046211001189>

Media Mergers and Media Bias with Rational Consumers (with John McLaren) CEPR paper 7768, *Journal of the European Economic Association*, (2012), 10(4), 831-859.

Media market concentration, advertising levels, and ad prices (with Øystein Foros, Hans Jarle Kind, Martin Peitz), *International Journal of Industrial Organization*, (2012), 30(3), 321-325.

Competition for Attention in the Information (Overload) Age (with Andre de Palma), CEPR Discussion Paper 7286, *RAND Journal of Economics*, (2012), 43(1): 1-25.

Platform Siphoning: Ad-Avoidance and Media Content (with Joshua Gans) CEPR Discussion Papers 7729. *American Economic Journal: Microeconomics*, (2011), 3(4): 1-34.

[Information Congestion](#) (with Andre de Palma), *RAND Journal of Economics*, (2009), 40(4), 688-709.

[Comparative Advertising: Disclosing Horizontal Match Information](#) (with Régis Renault), *RAND Journal of Economics* (2009), 40(3), 558-581.

Submitted:

Competition for Advertisers in Media Markets (with Oystein Foros and Hans Jarle Kind)

Submit imminent:

Choosing a Champion: Party Membership and Policy Platform
(with Kieron J Meagher) CEPR Discussion Paper 8941

Book Reviews, Short Papers, and Articles in Books:

[Price Discrimination \(figures\)](#); with Régis Renault, *Handbook in Transport Economics*, Edward Elgar, De Palma, A., R. Lindsey, E. Quinet and R. Vickerman (eds.) (2012)

Advertising and the Internet. In *Handbook of Digital Economics*, M. Peitz and J. Waldfogel (eds), Oxford University Press. (2012)

[Differentiated Products, International Trade and Simple General Equilibrium Effects](#) (with Nicholas Schmitt), *Essays in honor of Curt Eaton*, Ed. G. Dow, A. Eckert, Doug West, University of Toronto Press. (2010), Ch 7; 136-59

[The ABC of complementary products mergers.](#) with Simon Loertscher and Yves Schneider, *Economics Letters*, (2010), 106(3), 212-215.

Working Papers

Yield Revenue Management with Costly Consumer Search (with Yves Schneider) 2012

A Sheening Theory of Advertising (with Federico Ciliberto, Jura Liaukonyte) 2012

Advertising Congestion in Media Markets (with Martin Peitz) 2014

Broadcast competition: Commercial and Pay TV

Projects in Progress (partial list)

Marketing Characteristics

Airline Departures (with Federico Ciliberto)

Searching for Confirmation (with Yves Schneider)

Price Discrimination with Capacity Constraints (with Yves Schneider)

Comparative Advertising in OTC Analgesics (with Federico Ciliberto and Jura Liaukonyte)

Advertising Assurance (with Micael Castanheira)

Dynamic Chickens-and-Eggs (with Yiyi Zhou)

Targeted Ads (with Alicia Baik and Nathan Larson)

Retailer/Manufacturer Ad Competition (with Charlie Murry)

Mark-up competition (with Richard Ruble)

Quality choice and mergers (with Volker Nocke)

Intermediation with Private Information (with Maxim Engers)

Characteristics Choice (with Levent Celik)

Search Direction (with Regis Renault)

The Logit model of monopolistic competition (with Andre de Palma)

Editor of *Handbook of Media Economics* (with D. Stromberg and J. Waldfogel) for Elsevier Handbook series (overall Editors Ken Arrow and Mike Intrilligator)

Editor of *Recent advances in the Economics of Advertising* for Edgar Elgar series (foreword to write)

Conferences Organized (last 5 years)

Ongoing yearly Media Economics series co-organizer (2004-); recently Naples (Oct 2014), Tel-Aviv (Oct 2013), Bogota (Oct 2012), Moscow (Oct 2011), Hunter, NY (Oct 2010)

2nd Advertising Economics Conference, Paris, (with Regis Renault), June 2009

3rd Advertising Economics Conference, Barcelona, (with Jose Luis Moraga), June 2010

4th Advertising Economics Conference, Moscow, (with Maarten Janssen), June 2011

5th Advertising Economics Conference, Beijing, (with Alex White), June 2012

6th Advertising Economics Conference, Tel-Aviv, (with Yossi Spiegel), June 2013

7th Advertising Economics Conference, Vienna, (with Maarten Janssen), June 2014

Editorial Positions:

International Journal of Industrial Organization, co-Managing Editor (Aug. 1996-Dec. 2004).

Journal of Regional Science, Associate Editor

International Journal of Transport Economics, Editorial Board

New Zealand Economic Papers, Editorial Board

Review of Network Economics, Editorial Board

Journal of Media Economics, Editorial Board

Regional Science and Urban Economics, Associate Editor.

Information Economics and Policy, Editorial Board

“Who’s Who in Economics,” (Ed. Mark Blaug).

“Who’s Who in Management Science.”

“Who’s Who in America.”

Member of Organizing Committee for EARIE meetings 1997-2003; 2005; 2007, 2008, 2011, 2012, 2013, 2014

Member of Organizing Committee / co-organizer for conference series on Media Economics (Siena 2009, New York 2010, Moscow 2011, Bogota 2012, Tel-Aviv 2013, Naples 2014)

CEPR (Research Fellow)

ENCORE member

Intertic Vice President

Economic Design Network, Australia, member

University of Virginia Placement Director 1998 – Current

Recent Invited Lectures (last 2 years)

(2013)

ASSA San Diego (Jan)

University of Copenhagen (Mar 12)

CERGE-EI Charles University Prague (Mar 14)

Department of Justice, DC (April 3)

Competition conference, Edesheim (June)

ICT conf Mannheim (June)

Econs of Ads and Mktg, Tel-Aviv (June 26-7)
CRESSE competition conference, Corfu (July)
CRETE conference, Naxos (July)
Tel Aviv Media Ecs (Oct);
2-sided markets conference, NUS, Singapore (Dec)

(2014)

Berlin IO Day March 13
Cachan seminar and short course May
Competition conference, Romburg Germany (June)
ICT conf Mannheim (June)
Econs of Ads and Mktg, Vienna (June 23-4)
Dauphine Paris (July 7); ESMT Berlin (July 14)
Rotman School, Toronto (Sept 29)
Naples Media Economics conference (October 9-10)
University of Amsterdam (Nov 7)
Search conference, Bad Homberg (Nov 8-9)
Ratings and Rankings conference, Paris (Dec 18-20)

Recent Visits

(2013) Jan Melbourne University, Australia
May ENS-Cachan, Paris
June-Aug Mannheim, Cergy.

(2014) Mar Mannheim
May ENS-Cachan, Paris
June-Aug Mannheim, Paris-Dauphine, Berlin.

Recent Ph. D. students supervised:

Jura Liaukonyte (June 2009); Sunit Shah (April 2011); Shuna Wang (2nd reader, May 2011);
Yiyi Zhou (April 2012); Kang Jian (May 2012); Stephen Bruestle (Sept 2013); Charlie Murry
(April 2014); Haiyan Liu (June 2014)

Others in progress:

To defend 2015 Marianne Corbishley,
Dissertation Proposed: Zhou Zhang, Alicia Baik, Matthew Shi
IO Reading Group 2013-14: Alicia Baik, Ce Shi, Li Zhang, Zhou Zhang, Andrew Barr, Siying,
Ben Leyden, Fang Guo

Recent NSF grants

GA10704-129937 “Advertising Themes” 2008-2013
“Search, Targeting, and Media” 2014-2017