

Biographies of Participants

Alessandro Acquisti (Carnegie Mellon University)

Alessandro Acquisti is an Assistant Professor of Information Technology and Public Policy at the H. John Heinz III School of Public Policy and Management, Carnegie Mellon University, and a member of Carnegie Mellon Cylab. His work investigates the economic and social impact of IT, and in particular the interaction and interconnection of human and artificial agents in highly networked information economies. His current research focuses primarily on the economics of privacy and information security, but also on the economics of computers and AI, agents economics, computational economics, ecommerce, cryptography, anonymity, and electronic voting. His research in these areas has been disseminated through journals (including Marketing Science, IEEE Security & Privacy, and Rivista di Politica Economica); edited books ("Digital Privacy: Theory, Technologies, and Practices." Auerbach, 2007); book chapters; and leading international conferences. In 2000 he co-founded PGuardian Technologies, Inc., a provider of Internet security and privacy services, for which he designed two currently pending patents.

Alessandro has received national and international awards, including the 2005 PET Award for Outstanding Research in Privacy Enhancing Technologies and the 2005 IBM Best Academic Privacy Faculty Award. He is and has been member of the program committees of various international conferences and workshops, including ACM EC, PET, WEIS, ETRICS, WPES, LOCA, QoP, and the Ubicomp Privacy Workshop at Ubicomp. In 2007 he chaired the DIMACS Workshop on Information Security Economics and the WEIS Workshop on the Economics of Information Security. In the past, he has been a Research Fellow at the Institute for the Study of Labor (IZA) in Bonn, Germany.

Susan Athey (Harvard University)

Susan Athey is a Professor of Economics at Harvard University. She received her Bachelor of Science degree from Duke University and her Ph.D. in Economics from Stanford University's Graduate School of Business. After teaching at MIT for six years and Stanford for five years, she moved to Harvard in 2006. Her research focuses on auction theory, the design of auction-based markets, and the statistical analysis of auction data. She is an expert in a broad range of economic fields – including industrial organization, econometrics, and microeconomic theory – and has used game theory to examine firm strategy when firms have private information. She advises governments and businesses on the design of auction-based marketplaces, most recently consulting for Microsoft Corporation on its online advertising auctions.

In 2007, Professor Athey was named the first female recipient of the American Economic Association's prestigious John Bates Clark Medal, awarded every other year to the most accomplished American economist under the age of 40 adjudged to have made the most significant contribution to economic thought and knowledge. She is a fellow of the American Academy of Arts and Sciences and the Econometric Society, and she serves as an elected member of the Council of the Econometric Society and the Executive Committee of the American Economics Association.

Patrick Bajari (University of Minnesota)

Professor Patrick Bajari is currently a Professor of Economics at the University of Minnesota. He received his Ph.D. from Minnesota in 1997. Prior to his return to Minnesota, he held positions in the economics departments at Harvard, Stanford, Duke and Michigan. Bajari is the Managing Editor of the *International Journal of Industrial Organization*, and an Associate Editor for the *Journal of Business and Economic Statistics* and for *Quantitative Marketing and Economics*.

Bajari teaches in the areas of industrial organization and applied econometrics. He has published research in leading economics journals on collusion, differentiated product demand estimation, auctions and methods for the empirical analysis of strategic behavior.

Michael Baye (Federal Trade Commission)

Michael Baye is the Director of the Bureau of Economics at the Federal Trade Commission. He is on leave from the Kelley School of Business at Indiana University, where he has served as the Bert Elwert Professor of Business since 1997. He previously held academic positions at Penn State University, Texas A&M University, and the University of Kentucky, and visiting appointments at Cambridge and Oxford universities in England, Erasmus University in Rotterdam, The Netherlands, and the New Economic School in Moscow, Russia.

Prior to his current position as chief economist at the FTC, Mike served as an editor of *Advances in Applied Microeconomics*, as an associate editor of *Journal of Economics & Governance*, and on the editorial boards of *Economic Theory* and the *Journal of Public Policy and Marketing*.

Mike's research on mergers, auctions, patents and other contests has been published in such journals as the *American Economic Review*, the *Review of Economic Studies*, and the *Economic Journal*. His research on pricing strategies in online and other environments where consumers search for price information has been supported by the National Science Foundation, the Fulbright Commission, and other organizations, published in leading economics and marketing journals such as the *American Economic Review*, *Econometrica*, and the *Journal of Political Economy*, and featured in *The Wall Street Journal*, *Forbes*, and *The New York Times*.

Mike received a Ph.D. in Economics from Purdue University's Krannert School of Management in 1983, a master's degree from Purdue University in 1981, and an undergraduate degree from Texas A&M University in 1980.

Cary Deck (University of Arkansas)

Cary Deck is an associate professor of economics in the Sam M. Walton College of Business at the University of Arkansas. His research uses controlled laboratory techniques to investigate economic behavior. Dr. Deck's work focuses on economic system design including electronic markets and pricing strategies as well as individual behavior such as risk attitudes, arbitration, and strategic behavior in games. His research has been supported by grants from the National

Science Foundation, the National Institutes of Health, and the Federal Trade Commission and has been published in *American Economic Review*, *American Law and Economic Review*, *Economic Inquiry*, *Experimental Economics*, and *Journal of Law, Economics and Organization* among others. Dr. Deck also chairs the Behavioral Business Research Laboratories, a leading facility for conducting behavioral research housed in the Walton College. Since receiving his Ph.D. from the University of Arizona in 2001, Dr. Deck has also been a visiting professor at the University of Melbourne and at the Economic Science Institute at Chapman University.

Patrick DeGraba (Federal Trade Commission)

Patrick DeGraba is currently a Senior Economist in the Bureau of Economics at the Federal Trade Commission. He has worked on numerous mergers, anti-competitive practices investigations, and advocacy projects.

He moved to the FTC from Charles River Associates where he was a principal in their telecommunications practice. Prior to joining CRA, Patrick was Deputy Chief Economist at the Federal Communications Commission, where one of his major responsibilities was to develop policy recommendations necessary to implement the Telecommunications Act of 1996. Before his tenure at the FCC, Dr. DeGraba was member of the research faculty at Cornell University's Johnson Graduate School of Management, and the School of Hotel Administration.

Patrick's major area of publication is industrial organization. His writings span a variety of topics including buying frenzies, interconnection pricing among competing networks, multi-product pricing, and bundling and tying.

Jeremy Fox (University of Chicago)

Jeremy Fox is an assistant professor at the Department of Economics at the University of Chicago. He specializes in industrial organization and econometrics. His research has focused on estimating two-sided matching games of supplier-manufacturer relationships, measuring efficiency in an FCC spectrum auction, estimating flexible demand models in a computationally simple way, valuing the welfare gains from consolidation of the wireless phone industry, identification of distributions of heterogeneity in structural models, estimating repeated matching games, and measuring the role of input quality in the measured dispersion of productivity between firms. Fox holds a PhD from Stanford and a BA from Rice.

Ian Gale (Georgetown University)

Ian Gale is Professor of Economics at Georgetown University. His current research focuses on the optimal allocation of goods when buyers differ in the financial constraints they face. His other main research interests are in the areas of research contests, merger policy, and monopoly pricing.

Anindya Ghose (New York University)

Anindya Ghose is an Assistant Professor of Information, Operations, and Management Sciences at New York University's Leonard N. Stern School of Business. His primary research analyzes the monetization of online user-generated content, online social media and search advertising, and the impact of geography on electronic commerce. His research has been published in journals that include *Information Systems Research*, *Journal of Management Information Systems*, *Management Science*, *Marketing Letters*, *MIS Quarterly*, and *Statistical Science*. His research has won Best Paper nominations and Best Paper Awards in several top-tier conferences, and has been widely covered by press outlets such as *The New York Times* and *CNN*. In 2007, he received the “NSF Career Award” from the National Science Foundation for his research that quantifies the effect of user-generated and firm-produced content in Internet markets. He is also a winner of a 2005 ACM Doctoral Dissertation Award, a 2006 Microsoft Live Labs Award, a 2006 NYU Research Challenge Fund award and a 2007 Microsoft Virtual Earth Award, and several NET Institute awards. He is currently a faculty affiliate with the Marketing Science Institute and the Sloan Center for Internet Retailing at the University of California.

He serves as an Associate Editor of *Information Systems Research*. He has worked in GlaxoSmithKline, HCL-Hewlett Packard, and IBM. He has a B. Tech in Engineering from the REC, Jalandhar, and an M.B.A from the Indian Institute of Management, Calcutta. He received his M.S. and Ph.D. from Carnegie Mellon University's Tepper School of Business.

Sue Glueck (Microsoft Corporation)

Sue Glueck is a Senior Attorney at Microsoft Corporation. She leads the legal team that provides privacy advice to all of Microsoft's business groups that create software products and online services. Sue is a Certified Information Privacy Professional (CIPP) and one of the authors of the Privacy Guidelines for Developing Software Products and Services released in 2006. Early in her career at Microsoft, she was a transactional lawyer supporting product development for Windows Media technologies.

Before joining Microsoft in 1999, Sue headed up the software licensing group at Elsag Bailey Process Automation, a \$1.6 billion publicly traded company. She is a graduate of Stanford University, with a B.S. in Industrial Engineering and a B.A. in Psychology and has a J.D. from Northwestern University School of Law. Prior to attending law school, Sue worked as a computer programmer for IBM Corporation.

Joseph Harrington (Johns Hopkins University)

Joseph E. Harrington, Jr. is Professor of Economics at Johns Hopkins University. He has served on various editorial boards which includes stints as editor at the *RAND Journal of Economics* and the *International Journal of Industrial Organization*. He is perhaps best well-known for his research on cartels which includes exploration of the impact on collusive pricing of cyclical demand, imperfect monitoring, and detection by the antitrust authorities. Professor Harrington has presented his work before the competition authorities of Japan, the Netherlands, Norway, Portugal, and the United States, and has given several keynote lectures including one at the European Association for Research in Industrial Economics. He is a co-author of *Economics of Regulation and Antitrust*, which is in its 4th edition.

James Hilger (Federal Trade Commission)

James Hilger is an economist at the Federal Trade Commission, where he works in the areas of consumer labeling pertaining to energy efficiency, environmental marketing claims, and advertising for alcohol and tobacco products. He has written on the consumer welfare impact of changes in environmental amenities and the role of information on consumer choice. His research is focused on discrete choice models, demand systems, and modeling heterogeneity. His research has been supported by grants from the Giannini Foundation and the National Oceanic and Atmospheric Administration. Dr. Hilger holds a Ph.D. from the University of California at Berkeley, a M.S. from the University of Nevada at Reno, and a B.A. from Reed College.

Günter Hitsch (University of Chicago)

Günter J. Hitsch is Associate Professor of Marketing at the Graduate School of Business, University of Chicago. He holds a B.A. from the University of Vienna and a Ph.D. in economics from Yale University. Much of his research is concerned with dynamic decision problems and dynamic competition in marketing and industrial organization. His recent and ongoing work addresses optimal product launches, advertising scheduling over time, dynamic pricing and price competition under brand loyalty and switching costs, and pricing in markets with indirect network effects. His work has been published in *Marketing Science*, *Quantitative Marketing and Economics*, and the *Journal of Marketing Research*. He is the winner of the 2007 Frank M. Bass Dissertation Paper Award for his dissertation paper "An Empirical Model of Optimal Dynamic Product Launch and Exit under Demand Uncertainty," *Marketing Science*, 25(1), 2006.

Dean Karlan (Yale University)

Dean Karlan is a Professor of Economics at Yale University. Karlan is also President of Innovations for Poverty Action (IPA), co-director of the Financial Access Initiative, a consortium created with funding from the Bill and Melissa Gates Foundation, a research fellow of the M.I.T. Jameel Poverty Action Lab, and co-Founder and President of StickK.com. In 2007, he received a Presidential Early Career Award for Scientists and Engineers. In 2008, he received an Alfred P. Sloan Research Fellowship. His research focuses on microeconomic issues of financial decision-making, specifically employing experimental methodologies to examine what works, what does not, and why in interventions in microfinance and health. Internationally, he focuses on microfinance, and domestically, he focuses on voting, charitable giving, and commitment contracts. In microfinance, he has studied interest rate policy, credit evaluation and scoring policies, entrepreneurship training, group versus individual liability, savings product design, credit with education, and impact from increased access to credit. His work on savings and health typically uses insights from psychology and behavioral economics to design and test commitment products. He has consulted for the World Bank, the Asian Development Bank, FINCA International, Oxfam-USA and the Guatemalan government. Karlan received a Ph.D. in Economics from M.I.T., an M.B.A. and an M.P.P. from the University of Chicago, and a B.A. in International Affairs from the University of Virginia.

William Kovacic (Federal Trade Commission)

William E. Kovacic was designated to serve as Chairman of the Federal Trade Commission on March 30, 2008, by President George W. Bush. Kovacic was previously sworn in as a Commissioner in January 2006, following his nomination by the President and confirmation by the U.S. Senate.

Prior to his appointment as FTC Commissioner, Kovacic was the E.K. Gubin Professor of Government Contracts Law at George Washington University Law School, where he began to teach in 1999. He was the FTC's General Counsel from 2001 through the end of 2004. Kovacic earlier worked at the Commission from 1979 to 1983, first with the Bureau of Competition's Planning Office and later as an attorney advisor to former Commissioner George W. Douglas. After leaving the FTC in 1983, Kovacic was an associate with the Washington, DC, office of Bryan Cave, where he practiced in the firm's antitrust and government contracts departments, until joining the George Mason University School of Law in 1986. Earlier in his career, he spent one year on the majority staff of the Subcommittee on Antitrust and Monopoly of the U.S. Senate Committee on the Judiciary, which was chaired by Senator Philip A. Hart.

Since 1992, Kovacic has served as an adviser on antitrust and consumer protection issues to the governments of Armenia, Benin, Egypt, El Salvador, Georgia, Guyana, Indonesia, Kazakhstan, Mongolia, Morocco, Nepal, Panama, Russia, Ukraine, Vietnam, and Zimbabwe.

Kovacic graduated with a bachelor's degree from Princeton University in 1974, and received his J.D. from Columbia University in 1978. He lives in Virginia, with his wife, Kathryn Fenton.

Robin Lee (Yahoo! Research)

Robin S. Lee has recently joined Yahoo! Research in New York as a Senior Research Scientist, where he will spend a year before joining the Stern School of Business at NYU as an Assistant Professor of Economics in July 2009. His fields are industrial organization and applied microeconomic theory. Although his research has primarily focused on the competition between platform intermediaries in two-sided markets (in particular, on the use of exclusive contracts and integration between platforms and oligopolistic firms), it also includes work on bilateral contracting and network formation games and in matching theory. He received his BA in Economics and PhD in Business Economics from Harvard University.

Robert Letzler (Federal Trade Commission)

Robert Letzler is an FTC economist with interests in consumer behavior and electricity policy. He got his PhD in Public Policy from UC Berkeley in 2007 where he wrote a dissertation about increasing sign up rates for improved electricity pricing by presenting them in a way that is compatible with consumer thinking.

John List (University of Chicago)

John List is a Professor in Economics and the College and Co-Director of Graduate Admissions (at Chicago since 2005). His research focuses on questions in microeconomics, with a particular emphasis on the use of experimental methods to address both positive and normative issues. Much of his time has been spent developing experimental methods in the field to explore economic aspects of environmental regulations, incentives, preferences, values, and institutions. He also is a Research Associate at the National Bureau of Economic Research, a University Fellow at the Resources for the Future, a Research Fellow at IZA (Institute for the Study of Labor), and an Extramural Fellow at the Department of Economics, Tilburg.

Professor List received a B.A. in Economics from the University of Wisconsin-Stevens Point in 1993, and his Ph.D. in Economics from the University of Wyoming in 1996. He was previously employed at the University of Central Florida (1996-2000), the University of Arizona (2000-01), and the University of Maryland (2001-2004). He is on the Editorial Board of the *American Economic Review* (Associate Editor), the *Journal of Economic Literature* (Associate Editor), The *B.E. Journals in Economic Analysis & Policy*, and *Experimental Economics*. He also serves as a co-editor of the *Journal of Environmental Economics and Management*, *Environmental and Resource Economics*, and the *Journal of Regional Science*. He also serves on the EPA Science Advisory Board.

Stephan Meier (Columbia University)

Stephan Meier is an assistant professor at Columbia Business School and a visiting scholar at the Center for Behavioral Economics and Decision-Making at the Federal Reserve Bank of Boston. He holds a PhD in economics from the University of Zurich and was previously a senior economist at the Federal Reserve Bank of Boston. His research interest focuses on behavioral economics aspects of human decision-making and its implications for public policy and firms' strategy.

Amalia Miller (University of Virginia)

Amalia Miller is an Assistant Professor of Economics at the University of Virginia. She earned a Bachelor of Science degree in Economics from MIT and a PhD in Economics from Stanford University in 2004. Her research focus is in empirical applied microeconomics, and she is particularly interested in health policy issues that affect women and children. Her paper on the impact of midwifery-promoting insurance regulation was awarded the 2007 Arrow Prize for Junior Economists by the Berkeley Electronic Press.

In joint work with Catherine Tucker of MIT Sloan School, Professor Miller has studied the determinants of electronic medical records (EMR) technology adoption, with a particular focus on the role of state privacy laws. They find that privacy rules inhibit hospital adoption of EMR by as much as 25%, by reducing the network benefits that would otherwise flow from the transfer of information between healthcare providers. Building on this finding, they then quantify the impact of healthcare IT adoption, which standardizes treatment options and improves patient monitoring, on infant health outcomes. Using privacy laws and adoption of health IT in nearby areas as sources of exogenous variation in IT adoption, they estimate that adoption of healthcare IT by one additional hospital in a county reduces infant mortality in that county by 13 deaths per

100,000 live births. Rough cost-effectiveness calculations suggest healthcare IT is associated with a \$450,140 cost per infant saved.

Denis Nekipelov (University of California, Berkeley)

Denis Nekipelov joined the faculty of the Economics department at the University of California, Berkeley in 2008 as an assistant professor after receiving his PhD from Duke. In the summer of 2008 he was invited to the Review of Economics Studies European tour. Dr. Nekipelov received his B.Sc. and M.Sc. with distinctions in Applied Physics and Mathematics from the Moscow Institute of Physics and Technology. In his current research projects Nekipelov studies structural estimation of static and dynamic games and analyzes efficient semi-parametric estimators for cross-sectional data.

Aviv Nevo (Northwestern University)

Aviv Nevo is a professor of Economics at the Department of Economics at Northwestern University. He is also a Research Associate at the National Bureau of Economic Research and Professor in the Kellogg School of Business. He received his BS from Tel Aviv University, and AM and PhD from Harvard University. He taught at UC Berkeley from 1997 to 2004, and has been at Northwestern since 2004. Professor Nevo has published widely in economics journals. His works focuses on empirical industrial organization and econometrics. Much of his work has been on estimating demand for consumer packaged goods and its implications for price competition, mergers and marketing. He has also done work looking at the real estate brokerage industry.

Professor Nevo was awarded a NSF Career grant, a Sloan Foundation Research Fellowship and was awarded the Compass prize. He currently serves on the editorial boards of the *Review of Economics Studies*, the *RAND Journal of Economics*, the *Journal of Industrial Economics*, *Quantitative Marketing and Economics*, and *Marketing Science*.

Minjung Park (University of Minnesota)

Assistant Professor Minjung Park received her Ph.D. from Stanford in 2007. Professor Park's research is in industrial organization and financial economics.

Marie Connolly Pray (Cornerstone Research)

Marie Connolly Pray (Ph.D. Princeton University, 2007) is an associate at the economic consulting firm Cornerstone Research in New York City where she works on various antitrust matters and cases involving financial institutions. Her most recent work looks at the secondary market for concert tickets in the United States. This follows the music-industry survey she co-authored with Alan Krueger titled *Rockonomics: the Economics of Popular Music*. Her doctoral dissertation focused on labor economics and featured articles studying intertemporal labor supply, the U.S. welfare reform, and subjective well-being using time-use data. She has published in the *Journal of Labor Economics*, *L'Actualité Économique*, and the *Handbook of the Economics of Art and Culture*, and enjoys refereeing manuscripts for the *American Economic*

Review, the Canadian Journal of Economics, the American Economic Journal: Applied Economics, Economic Letters, and others.

Steve Puller (Texas A&M University)

Steve Puller is an Associate Professor in the Department of Economics at Texas A&M University. He received a BA degree in economics from the University of Chicago and a PhD in economics from UC Berkeley. He has served as a visiting research associate at the University of California Energy Institute and an advisor to the Public Utility Commission of Texas. His primary field of research is empirical industrial organization, with an emphasis on the competitiveness of pricing behavior. His research includes studies of electricity pricing during the California electricity crisis, the optimality of bidding behavior in electricity auctions, the efficiency of market design in treasury auctions, and pricing in the airlines industry.

David Reiley (University of Arizona)

David Reiley is a pioneer in the use of field experiments in economics, generating data to improve measurements and causal inference. He has used field experiments to test theories of auction bidding, charitable fundraising, and online advertising. He also achieved recognition as the first academic expert on the economics of online auctions, having been interested in this topic since before eBay was founded. In more recent research, David has investigated the effects of bus-driver incentives in Santiago, and the strategic play of professional soccer and poker players. He is currently a Research Scientist at Yahoo! Research in California, while on leave from his position as the Arizona Public Service Professor of Economics at the University of Arizona. Having previously taught at Vanderbilt University and the Kellogg School of Management at Northwestern University, David is also a Faculty Research Fellow at the National Bureau of Economic Research. David is the Co-Editor for Field Experiments at *Economic Inquiry*, and he also serves on the editorial boards of *Experimental Economics* and the BE Press Journals of *Economic Analysis and Policy*.

Christian Rojas (University of Massachusetts – Amherst)

Christian Rojas is an Assistant Professor in the Department of Resource Economics at the University of Massachusetts – Amherst. His research focuses on empirical industrial organization issues; recent interests include the application of demand for differentiated products to horizontal issues (price and advertising competition) as well as vertical themes (exclusive contracts and vertical integration). He is also interested in the use of experimental economics as a tool for analyzing a variety of market issues such as collusion and price discrimination.

Nancy Rose (Massachusetts Institute of Technology)

Nancy L. Rose is Professor of Economics at MIT and has served as Director of the National Bureau of Economic Research program in Industrial Organization since its inception in 1991. Professor Rose has received numerous professional honors and recognitions, including fellowships from the John M. Olin, Alfred P. Sloan, and Guggenheim Foundations and the Center for Advanced Study in Behavioral Sciences and Hoover Institution, and the National Science Foundation Faculty Award for Women Scientists and Engineers. Her research focuses

on the empirical analysis of firm behavior and the economics of regulation. Her best-known work in regulatory economics includes studies of the efficiency effects of regulation in the electric utility industry, the scope of labor rent-sharing and impact of deregulation in the U.S. trucking industry, and political constraints on top executive compensation in regulated industries. Her research on firm behavior includes analyses of airline competition, pricing, and safety and of the determinants of CEO compensation.

Katja Seim (University of Pennsylvania)

Katja Seim is Assistant Professor of Economics at the Wharton School at the University of Pennsylvania. Her research focuses on the effects of competition and regulation on the pricing, product positioning, and entry decisions of firms. She has examined firms' decisions to place new products relative to their competition, studied the effect of entry and competition in nonlinear prices on consumer welfare, and evaluated programs that encourage participation in government procurement.

Carl Shapiro (University of California, Berkeley)

Carl Shapiro is the Transamerica Professor of Business Strategy at the Haas School of Business at the University of California at Berkeley. He also is Director of the Institute of Business and Economic Research, and Professor of Economics in the Economics Department, at UC Berkeley. He earned his Ph.D. in Economics at M.I.T. in 1981, taught at Princeton University during the 1980s, and has been at Berkeley since 1990. He has been Editor of the *Journal of Economic Perspectives* and a Fellow at the Center for Advanced Study in the Behavioral Sciences, among other honors.

Professor Shapiro has published extensively in the areas of industrial organization, competition policy, patents, the economics of innovation, and competitive strategy. His current research interests include antitrust economics, intellectual property and licensing, patent policy, product standards and compatibility, and the economics of networks and interconnection. Professor Shapiro served as Deputy Assistant Attorney General for Economics in the Antitrust Division of the U.S. Department of Justice during 1995-1996. He founded the Tilden Group, and is now a Senior Consultant with CRA International, an economic consulting company. He has consulted extensively for a wide range of private clients as well as for the U.S. Department of Justice and the Federal Trade Commission.

Professor Shapiro is the co-author, with Hal R. Varian, of *Information Rules: a Strategic Guide to the Network Economy*, published by the Harvard Business School Press. *Information Rules* has received critical acclaim for its application of economic principles to the Information Economy and has been widely read by managers and adopted for classroom use.

Gail Slater (Federal Trade Commission)

Gail Slater is a staff attorney in the Federal Trade Commission Mergers II division. She has been at the FTC since 2004. Prior to that, she worked for Freshfields Bruckhaus Deringer. At the FTC, she has worked on a variety of merger and non-merger cases in the high-tech, industrial, grocery,

and pharmaceutical sectors. She is currently working on the Whole Foods and Cephalon cases. She holds degrees from University College, Dublin, Wuerzburg University, and Oxford University.

Loren Smith (Federal Trade Commission)

Loren K. Smith has been a staff economist at the Federal Trade Commission since the fall of 2005. He received his Ph.D. from the University of Virginia in August of the same year. His research interests are in industrial organization and applied econometrics. In his dissertation, he developed and estimated a structural model of the market for new and used commercial aircraft. In his more recent research, he has studied entry and pricing in markets for generic pharmaceuticals and pricing dynamics in retail markets.

Minjae Song (University of Rochester)

Minjae Song is an assistant professor of economics and marketing at Simon Graduate School of Business at the University of Rochester. Before joining Simon School in 2007, he was an assistant professor of economics at Georgia Institute of Technology in Atlanta, GA, and a visiting assistant professor at Kellogg School of Management at Northwestern University. Minjae graduated summa cum laude from Seoul National University with a BA in Economics, and received his PhD in economics from Harvard in 2003.

Minjae's research focuses on empirical industrial organization and applied econometrics. His work considers measuring consumer benefit from innovation, modeling/analyzing cooperative R&D in high tech industries, and developing an empirical model for consumer demand. His articles have appeared at the *RAND Journal of Economics*, the *Journal of Business and Economics Statistics*, and the *International Journal of Industrial Organization*.

Alan Sorensen (Stanford University)

Alan Sorensen is an Associate Professor of Economics at the Stanford Graduate School of Business, and a Research Fellow of the National Bureau of Economic Research. He works in the area of applied microeconomics, primarily in the field of industrial organization. His research has focused on the role of information in markets: the processes by which consumers obtain information about products and prices; the ways in which that information gets communicated; and the implications of these information flows for firms' incentives and market outcomes. Recent papers have explored the role of social learning in health plan choice; the impact of publicized quality ratings on individuals' choices of employer-sponsored health plans; the effects of bestseller lists on sales and on product variety in book publishing; and the sources of skewed returns in the market for recorded music.

At Stanford, Alan has taught the Data & Decisions and Strategic Insight courses in the MBA core curriculum, and the second-quarter Econometrics course in the PhD program. Prior to joining the GSB faculty in 2002, Alan taught for three years in the Economics Department at UC San Diego. He also visited the Hoover Institution as a National Fellow in 2002. He received a

PhD from the Massachusetts Institute of Technology in 1999, and a BS from Brigham Young University in 1995. Alan lives in Palo Alto, CA with his wife and two children.

Andrew Sweeting (Duke University)

Andrew Sweeting is the Kathleen Kaylor and G. Richard Wagoner Jr. Assistant Professor of Economics at Duke University and a Faculty Research Fellow of the National Bureau of Economic Research. He received B.A. and M.A. degrees from the University of Oxford and a Ph.D. in Economics from the Massachusetts Institute of Technology, and previously worked as an economic consultant in London and Brussels. His research has covered various topics including firm's strategic choices of which products to offer and product repositioning, dynamic pricing decisions and the exercise of market power in electricity markets.

Wei Tan (State University of New York at Stony Brook)

Dr. Tan obtained a Ph.D. in economics from Johns Hopkins University in 2005. He is an assistant professor of economics at State University of New York at Stony Brook. His research areas are industrial organization and applied econometrics. He has done research in many areas, including pharmaceutical, credit card, tobacco, and credit rating markets. His work was published at peer reviewed journals such as *Review of Industrial Organization*.

Michael Vita (Federal Trade Commission)

Michael Vita is Assistant Director for Antitrust in the U.S. Federal Trade Commission's Bureau of Economics. His previous positions at the FTC include Deputy Assistant Director for Economic Policy Analysis, and economic adviser to Commissioner Roscoe Starek. He received his Ph.D. from the University of Wisconsin. Over the course of his FTC career, he has published articles on a variety of subjects, including: ex post evaluations of consummated hospital mergers; "must-carry" regulations for cable television systems; "divorcement" regulations in petroleum refining and retailing; and "any willing provider" regulations for health insurers. His most recent publication is "Vertical Antitrust Policy as a Problem of Inference," *International Journal of Industrial Organization* (2005) (with James Cooper, Luke Froeb, and Dan O'Brien).

Michael Waldman (Cornell University)

Michael Waldman received a Bachelor of Science in Economics from MIT in 1977 and a Ph.D. from the Economics Department at the University of Pennsylvania in 1982. Professor Waldman's main research area is applied microeconomic theory, where his main fields of interest are industrial organization and organizational economics. In these areas he is best known for his work on learning and signaling in labor markets, the operation of durable goods markets, and the strategic use of tying and bundling in product markets. In addition to his work in these two main areas, Professor Waldman has also conducted research on a diverse set of topics including the role of expectational shocks in business cycle fluctuations, the role of tied transfers in family and government decision making, how the theory of natural selection can explain systematic errors in decision making, and the ramifications of limitedly rational behavior for market outcomes.

Professor Waldman has published in many of the top journals in economics including the *American Economic Review*, *Journal of Political Economy*, *Quarterly Journal of Economics*, *Review of Economic Studies*, *Economic Journal*, *RAND Journal of Economics*, *Journal of Law and Economics*, *Journal of Economic Perspectives*, and *Journal of Labor Economics*. He is listed in both the 3rd and 4th editions of *Who's Who in Economics* and in various editions of Marquis *Who's Who in America*, *Marquis Who's Who in the World*, and *Marquis Who's Who in Science and Engineering*. Professor Waldman is currently an Associate Editor at the *Quarterly Journal of Economics* and previously served as a Co-Editor at the *Journal of Economic Perspectives*. In 2003 he was the recipient of the Johnson School's Faculty Research Award and in 2008 he, along with coauthors Dennis W. Carlton and Joshua Gans, won the Robert F. Lanzillotti Prize for the Best Paper in Antitrust Economics presented at the 2008 International Industrial Organization Conference.

Matthew Weinberg (University of Georgia)

Matthew C. Weinberg is an Assistant Professor of Economics at the University of Georgia. He received his PhD in Economics from Princeton University in 2007 and is currently a visiting scholar at the Federal Trade Commission. His research interests are in industrial organization, applied micro-econometrics and public finance. His current research focuses on antitrust and household consumption behavior.

Pai-Ling Yin (Massachusetts Institute of Technology)

Pai-Ling Yin is an Assistant Professor of Strategy at the Sloan School of Management at the Massachusetts Institute of Technology. She graduated summa cum laude from Indiana University-Bloomington with a BA in French, a BS in economics, and a BS in math. She was the Resident Scholar for the Harry S. Truman Scholarship Foundation in Washington, DC. She obtained an MS at The London School of Economics and Political Science in regulation. Her PhD in economics is from Stanford University. She then became an Assistant Professor of Strategy at Harvard Business School, where she taught the core strategy course and the strategy and technology elective course.

Pai-Ling's research focuses on how firms compete in the presence of network effects. She has studied the roles that demand side drivers (in particular, uncertainty) and supply side actions such as control of distribution affect industry evolution. Her demand side work includes a study of information aggregation and dispersion in eBay online auction markets for computers. Recent work examines how second-movers can tip markets characterized by network effects in their favor, with specific application to the browser wars and derivatives exchange competition. The use of survey data is a methodological theme underlying her work. She has also written cases on technology and strategy (TiVo, PalmSource, Qualcomm, and SAP).