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PARTICIPANT BIOGRAPHIES

Mark Armstrong

Mark Armstrong is a Professor of Economics and Fellow at the University of Oxford. He did his undergraduate work at Queen's College, Cambridge and his postgraduate work at St. John's College, Oxford. His research interests include contract theory, price discrimination, bounded rationality, industrial organization, regulation, consumer and competition policy, and telecommunications and media markets. His papers have been published in journals including, *Econometrica*, the *RAND Journal of Economics*, the *American Economic Review*, and the *Journal of Industrial Economics*. He is the co-author of two books: *Handbook of Industrial Organization* and *Regulatory Reform: Economic Analysis and British Experience*. He is a Fellow of the Econometric Society and of the British Academy.

John Asker

John Asker is an Associate Professor of Economics at the Stern Business School at New York University, where he teaches classes in empirical industrial organization, strategy research and microeconomics for managers. His research covers topics related to cartel behavior, vertical restraints, auction design, and the effects of industry subsidies. To address these issues he employs a mix of theoretical and empirical methods. His papers have been published in journals, including the *American Economic Review*, the *RAND Journal of Economics*, the *Journal of Public Economics* and the *Journal of Political Economy*. He is currently an Editor of the *Journal of Industrial Economics*.

John has held visiting positions at the Centre of the Study of Industrial Organization at Northwestern University, the Federal Reserve Bank of New York and Melbourne Business School. He is also a Faculty Research Fellow at the National Bureau of Economic Research and an affiliated faculty member of NYU Abu Dhabi. Outside of the academy he has worked as an economic consultant and expert witness. He holds a Ph.D. and an M.A. from Harvard University and a B.Ec(Hons) from the Australian National University.

Dan Becker

Dan Becker is a consumer protection economist in the FTC's Bureau of Economics. He has broad interests in applied microeconomics and econometrics. Dan's current projects include studies of consumer research under limited attention, methods to characterize social loss when fraudulent claims erode trust in the marketplace, and an FTC report about the debt collection industry. He received his PhD from the University of Virginia.

Itzhak Ben-David

Dr. Itzhak Ben-David is an Assistant Professor of Finance at the Fisher College of Business at the Ohio State University. His research focuses on household finance (real-estate, financial counseling) and limited arbitrage in financial markets. Dr. Ben-David holds a Bsc and MSc in Industrial Engineering (Tel-Aviv University), Ba in Accounting (Tel-Aviv University), MSc in Finance (London Business School), and MBA and PhD in Finance (University of Chicago).

Ron Borzekowski

Ron Borzekowski is a Section Chief in the Office of Research at the Consumer Financial Protection Bureau. His research examines consumer financial services; historical and recent developments in the payments industry (most notably the rapid rise of debit card use in the U.S); the adoption and impact of new technologies; and the strategic interactions among financial institutions. Prior to coming to the Bureau, Mr. Borzekowski was a Senior Economist at the Federal Reserve Board and served as Deputy Research Director for the Financial Crisis Inquiry Commission. He received an MPP from the John F. Kennedy School of Government at Harvard University and a PhD in economics from Stanford University.

Kenneth Brevoort

Kenneth Brevoort is a Senior Economist at the Federal Reserve Board of Governors. He received his B.A. in Political Science and his M.S. in Economics at the University of Delaware and his Ph.D. in Economics from The Ohio State University.

Cory Capps

Cory Capps is a partner at Bates White Economic Consulting. He specializes in industrial organization, empirical methods, and antitrust, with a focus on the healthcare industry. He has advised both private firms and government agencies on issues relating to hospital market power and competition, and he has experience analyzing joint ventures, group purchasing organizations, price-fixing and market allocation, and vertical foreclosure.

Prior to joining Bates White, Dr. Capps was a Staff Economist at the Antitrust Division of the Department of Justice where he concentrated on the analysis of competition in healthcare markets including merger and civil nonmerger investigations of hospitals, physicians, nurses, insurers, home health agencies, and ambulatory surgery centers. Dr. Capps' academic career includes professorships at the University of Illinois at Urbana-Champaign and at Northwestern University's Kellogg School of Management. He has published in journals including the *RAND Journal of Economics*, the *Journal of Economics and Management Strategy*, the *Journal of Health Economics*, the *Antitrust Bulletin*, *Health Affairs*, and *Health Economics, Policy and Law*.

Jay Pil Choi

Jay Pil Choi is University Distinguished Professor at Michigan State University and Scientia Professor at University of New South Wales. Prior to his appointment at Michigan State University, he served on the faculties of Columbia University and Seoul National University. He is Co-Editor of *International Journal of Industrial Organization* and serves on the Editorial Board of *Information Economics and Policy*. He is also Editor of *Recent Developments in Antitrust: Theory and Evidence* that was published by the MIT Press.

He received his B.A. in economics at Seoul National University and his Ph.D. in economics from Harvard University. His research focuses on economic issues related to network effects, tying arrangements, and intellectual property rights.

Sean Chu

Sean Chu is an economist at the Federal Reserve Board of Governors specializing in financial markets and empirical industrial organization. His recent research has focused on two main areas. Firstly, on the demand-side of credit markets, where he looks at interactions between liquidity and dynamic incentives determining borrower behavior. In another line of research, he looks at the role of information in imperfectly competitive financial markets, the relationship between information asymmetries and firm incentives, and the effects on securitization markets. In addition, he has written papers on bundling strategies and non-price competition in consumer markets.

Sean is originally from Northern California and received his PhD in Economics from Stanford in 2007 before moving to Washington. At the Fed, he is currently contributing to various policy issues including securitization, regulation of systemically important institutions, and the determinants of risk-taking by financial firms.

Adam Clark

Adam Clark, Ph.D. is a scientist and policy advisor with a unique background in biomedical technologies, science and health policy, patient advocacy, and federal government relations with a focus on molecular diagnostics, personalized medicine, and patient-centric care. He has worked extensively with federal agencies, congressional staff, technology developers, and patient groups to accelerate medical progress and improving innovation, efficiency, and effectiveness of research and clinical care. Currently, Dr. Clark works as a consultant for disease research organizations through MedTran Health Strategies, a consulting company he started in 2011.

Dr. Clark has worked with numerous patient advocacy and disease research organizations including **LIVESTRONG**, where he served as the Director of Science and Health Policy directing the scientific agendas and policy positions of the foundation. Preceding his work with non-profit organizations, he served as a technology development specialist at the National Cancer Institute (NCI) administering programs in cancer biomarker detection technologies. While at the NCI, he also performed policy assignments in the White House Office of Science and Technology Policy and the Office of the Secretary of Health and Human Services (HHS).

Dr. Clark's speaking engagements focus on medical innovation to improve patient health. He has contributed to several Institute of Medicine workgroups, served on the Cancer Biomarkers Consortium at the Foundation for the NIH, and currently sits on several committees and advisory boards, including the Federal Advisory Committee for Health Information Technology Policy at HHS and the Director's Consumer Liaison Group at the NCI. He earned his Ph.D. from the University of Cincinnati College of Medicine and was trained in science and health policy through the Emerging Leaders Program at HHS.

David Dranove

David Dranove is the Walter McNerney Distinguished Professor of Health Industry Management at Northwestern University's Kellogg Graduate School of Management, where he is also Professor of Management and Strategy and Director of the Health Enterprise Management Program. He has a Ph.D. in Economics from Stanford University.

Professor Dranove's research focuses on problems in industrial organization and business strategy with an emphasis on the health care industry. He has published over 75 research articles and book chapters and written five books, including *The Economic Evolution of American*

Healthcare and Code Red. His textbook, *The Economics of Strategy*, is used by leading business schools around the world.

Professor Dranove has won numerous prizes for his research and teaching. In addition to being a prolific scholar, Professor Dranove regularly consults with leading public and private sector organizations about issues in strategic management, competition, and antitrust. He has also held board positions with several organizations in the health care and professional services industries.

Joseph Farrell

Joseph Farrell became the Director of the Federal Trade Commission's Bureau of Economics in 2009. He was educated at Oxford University, where he received his D.Phil. in 1981. His research centers on competition policy, compatibility standards, and innovation.

Farrell has previously been a Professor of Economics at the University of California, Berkeley, where he has been Chair of the Competition Policy Center and an Affiliated Professor in the Haas School of Business. He also has served as Deputy Assistant Attorney General and Chief Economist for the Antitrust Division of the U.S. Department of Justice, and as Chief Economist for the Federal Communications Commission. He is a Fellow of the Econometric Society.

Joshua Gans

Joshua Gans is a Professor of Strategic Management and holder of the Jeffrey S. Skoll Chair of Technical Innovation and Entrepreneurship at the Rotman School of Management, University of Toronto. Prior to 2011, he was the foundation Professor of Management (Information Economics) at the Melbourne Business School, University of Melbourne and prior to that he was at the School of Economics, University of New South Wales. In 2011, Joshua was a visiting researcher at Microsoft Research (New England). Joshua holds a Ph.D. from Stanford University and an honors degree in economics from the University of Queensland.

While Joshua's research interests are varied he has developed specialties in the nature of technological competition and innovation, economic growth, publishing economics, industrial organization and regulatory economics. This has culminated in publications in the *American Economic Review*, *Journal of Political Economy*, *RAND Journal of Economics*, *Journal of Economic Perspectives*, *Journal of Public Economics*, and the *Journal of Regulatory Economics*. Joshua serves as an associate editor of *Management Science* and the *Journal of Industrial Economics* and is on the editorial boards of several journals.

Christopher Garmon

Christopher Garmon is an Economist with the Federal Trade Commission where he currently specializes in the economic analysis of hospital mergers and biologic pharmaceuticals. He also teaches *Economics of Industry and Public Policy* in Johns Hopkins University's Applied Economics program. He received his Ph.D. in economics from the University of Florida in 1997.

Charlie Gibbons

Charlie Gibbons is an economics Ph.D. student at the University of California, Berkeley. His dissertation covers topics related to competition policy for online advertising markets and issues in applied econometrics. Charlie is completing a Masters in statistics from Berkeley as well. He attended Cornell University as an undergraduate and spent summers working for a think tank, a federal agency, and an economic consulting group. Charlie's advisor is Suzanne Scotchmer and he is currently entering the job market.

Matthew Grennan

Matthew Grennan is an Assistant Professor at the Rotman School of Management, University of Toronto, where he teaches courses in entrepreneurship and statistics, and does research in competitive strategy and industrial organization. He specializes in the areas of healthcare and innovation.

Jean-François Houde

Jean-François Houde is an Assistance Professor of Economics at the University of Wisconsin at Madison. He received his PhD in Economics from Queen's University of Kingston, Ontario in 2006.

Sonia Jaffe

Sonia Jaffe is a Ph.D. candidate in Economics at Harvard University. She is interested in questions of applied microtheory. She has worked on projects in industrial organization, law and economics, and public finance. She was awarded a Harvard University Presidential Scholar Fellowship and a National Science Foundation Graduate Research Fellowship. She completed her B.A. with honors in Economics at the University of Chicago in 2008. She worked at the Bureau of Economics at the Federal Trade Commission during the summer of 2010.

Thomas Jeitschko

Thomas D. Jeitschko is a research economist at the Antitrust Division of the U.S. Department of Justice, where he analyzes mergers and potentially anticompetitive behaviors. He has previously held faculty positions at Michigan State University, Royal Holloway College, University of London, and Texas A&M University. His research interests are in applied economic theory and information economics with a specialization in industrial organization. He has published in a wide variety of journals, including the *American Economic Review*, *Games and Economic Behavior*, *Economic Theory*, and *Economic Inquiry*; and he is an associate editor of the *International Journal of Industrial Organization*. He holds a Ph.D. from the University of Virginia (1995) and an undergraduate degree from the University of Münster in Germany (1991).

Ginger Jin

Professor Ginger Zhe Jin received her PhD from the University of California Los Angeles in 2000. Her primary fields of research are industrial organization, health economics, and the economics of family. Most of her research focuses on information asymmetry among economic agents and how to provide information to overcome the information problem. The applications she has studied include restaurant hygiene report cards in Los Angeles, rating of health care organizations, advertising and learning of prescription drugs, online trading, and the intra-familial interaction between parents and children. Her research has been published in the *Quarterly Journal of Economics*, *Review of Economic Studies*, *Economic Journal*, *RAND Journal of Economics*, the *Journal of Health Economics* and *Quantitative Marketing and Economics*. Currently, she is working on peer-to-peer lending, research misconduct, inspector behavior in regulatory enforcement, and several projects related to China's economic development, health insurance, and air quality. She has been faculty research fellow of NBER since 2005 and co-editor of *Journal of Economics & Management Strategy* and *International Journal of Industrial Organization* since 2008. She teaches in empirical industrial organization and applied econometrics.

Jesse Leary

Jesse Leary is a Senior Economist in the Office of Research at the Consumer Financial Protection Bureau. He joined the CFPB in April after spending just over a decade at the Federal Trade Commission. At the FTC he worked on a wide range of consumer protection matters, including credit reporting and scoring, deceptive lending, lending discrimination, and deceptive advertising. He also held several management positions in the FTC's Bureau of Economics, including supervising the Division of Consumer Protection, the group of economists who work on all aspects of the Commission's consumer protection mission. Mr. Leary has a Ph.D. in Labor Economics from Cornell University.

Mara Lederman

Mara Lederman is an Associate Professor at the Rotman School of Management at the University of Toronto. She works in the areas of industrial organizational and organizational economics. She has published papers on topics including frequent flyer programs, two-sided markets, vertical integration and quality disclosure. Mara obtained her PhD in Economics from MIT in 2003.

Eugenio Miravete

Eugenio Miravete is an Associate Professor of Economics at the University of Texas at Austin and a Research Affiliate of the Centre for Economic Policy Research in London. He previously held positions at the University of Pennsylvania, New York University, and INSEAD.

His research focuses on the estimation of models of nonlinear pricing, tariff design, and tariff choice with applications to telecommunications, health and public monopolies; models of innovation with complementarities; and demand for automobiles and fuel efficiency. Professor Miravete's work has been published in the *American Economic Review*, *Econometrica*, and the *Review of Economic Studies*, among others. He received his PhD from Northwestern University in 1996.

Clark Nardinelli

Clark Nardinelli serves as Food and Drug Administration Chief Economist. Before joining the FDA in 1995, he spent many years teaching undergraduate and graduate economics at various universities, including the University of Virginia, Tulane University, Clemson University, and the University of Maryland Baltimore County. During his university career he specialized in teaching intermediate microeconomics, economic history, and economic development. He currently directs the work of the Economics Staff in the Office of the Commissioner, where his responsibilities include supervising and reviewing cost-benefit and cost-effectiveness analyses of FDA regulations and other public health policies.

Clark Nardinelli's recent research interests include work on best practices for FDA benefit-cost analysis, integrating uncertainty into the economic analysis of public health policies, and evaluating the economics of policies to deal with addiction.

Aviv Nevo

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 Bsc 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*.

Matthew Osborne

Matthew Osborne is a research economist at the Bureau of Economic Analysis. Prior to working at the BEA, he visited the economics department at the University of Minnesota and worked as an economist in the Antitrust Division at the US Department of Justice. Matthew holds a B.A. in mathematics from the University of Western Ontario and received his Ph.D. in economics from Stanford University in 2006.

Matthew's research focuses primarily on estimation of models of dynamic demand and modeling firm pricing in differentiated products markets. His past and current research has led to papers that model consumer learning and switching costs in packaged goods markets, consumer stockpiling behavior, and consumer tariff choice in wireless markets. He also works on research involving the estimation of models of spatial price discrimination.

Janis Pappalardo

Janis K. Pappalardo is an Assistant Director for Consumer Protection in the Bureau of Economics at the Federal Trade Commission. She has studied the role of consumer information and regulation in many markets, including food, drug, household appliance, and mortgage markets. Her research focuses on the regulation of information for risky products, and has been published in *Journal of Public Policy & Marketing (JPP&M)*, *Review of Industrial Organization*, *Antitrust Law Journal*, and *American Economic Review (Papers and Proceedings)*. During her first decade at the FTC Jan specialized in health claim regulatory

policy. Two articles co-authored by Jan on this topic received *JPP&M's* outstanding article award. More recently, Jan has been focusing on financial information. She co-authored two FTC reports on mortgage disclosures with Dr. James Lacko: "The Effect of Mortgage Broker Compensation Disclosures on Consumers and Competition: A Controlled Experiment" and "Improving Mortgage Disclosures: An Empirical Assessment of Current and Prototype Disclosure Forms." She organized a conference at the FTC in 2008, which brought together experts on real estate markets, mortgage markets, and consumer behavior to examine the effect of information regulation on mortgage choice and mortgage outcomes.

Active in the consumer and competition policy community, Dr. Pappalardo has presented her research at many venues, including the OECD Consumer Protection Roundtable in Paris, France; the Bank of England; the CESifo Summer Institute in San Servolo, Italy; the Federal Reserve Bank of Cleveland; and the Federal Reserve Bank of New York. She served as a presenting faculty member at several doctoral consortiums, including workshops chaired by University of Southern California, Colorado State University, and Villanova University. Jan served on the Association for Consumer Research Board and currently serves on the *JPP&M* Editorial Board, and Villanova University's Center for Public Policy Research Advisory Board. She co-chaired the 2009 Marketing and Public Policy Conference. Jan received her Ph.D. from Cornell University, with a major field in consumer economics and secondary fields in statistics and industrial organization.

Karen Pence

Karen Pence is the Chief of the Household and Real Estate Finance section in the Division of Research and Statistics at the Federal Reserve Board in Washington, DC. Her research on consumer finance has been published in the *Review of Economic Statistics*, the *Brookings Papers on Economic Activity*, the *Journal of Urban Economics*, the *Journal of Economic Perspectives*, and the *National Tax Journal*. She has a PhD in Economics from the University of Wisconsin and a bachelor's degree from Swarthmore College.

Jeffrey Prince

Jeff Prince is an Associate professor at the Kelley School of Business, Indiana University. He is an accomplished researcher on various topics in the broad categories of industrial organization and applied econometrics. His primary focus is on technology markets, having published works on dynamic demand for computers, Internet adoption and usage, and the inception of online/offline product competition. His research also encompasses topics such as household-level risk aversion, airline quality competition, and regulation in healthcare and real estate markets. His works have appeared in top general interest journals such as the *American Economic Review*, the *Academy of Management Journal*, and the *International Economic Review*, as well as top journals in industrial organization, including the *Journal of Economics*

and *Management Strategy* and the *International Journal of Industrial Organization*. He is currently on the board of editors at *Information Economics and Policy*.

Nancy Rose

Nancy L. Rose is Professor of Economics at MIT and Director of the National Bureau of Economic Research program in Industrial Organization. Professor Rose's research focuses on the empirical analysis of firm behavior and the economics of regulation. Professor Rose received her A.B. magna cum laude in Economics and Government from Harvard University and her Ph.D. in Economics from the Massachusetts Institute of Technology. Professor Rose was a Guggenheim Fellow in 2004-2005, a George and Karen McCown Distinguished Visiting Scholar at the Hoover Institution in 2000- 2001, and fellow at the Center for Advanced Study in Behavioral Sciences in 1993-94. She is the recipient of a Faculty Award for Women Scientists and Engineers from the National Science Foundation as well as faculty fellowships from the John M. Olin Foundation and Alfred P. Sloan Foundation. She has served on the Board of Editors of the *American Economic Review* and the *Journal of Industrial Economics* and as associate editor for several journals.

Henry Schneider

Henry Schneider is an assistant professor in the Johnson Graduate School of Management at Cornell University. His research interests are in empirical work in applied microeconomics. Henry earned a B.S. in physics from Wesleyan University and Ph.D. in economics from Yale University. Before going to graduate school, he worked at the economic consulting firm NERA and in the domestic research department of the Federal Reserve Bank of New York.

Minjae Song

Minjae Song is an Assistant Professor of Economics and Marketing at Simon Graduate School of Business at the University of Rochester. Song's research is in the area of industrial organization and applied econometrics, covering such topics as: social value of innovation; cooperative R&D in high tech industries; post-merger product repositioning; pharmaceutical pricing; and the economics of media advertising. He has published articles at the *RAND Journal of Economics*, the *Journal of Business and Economics Statistics*, the *International Economic Review*, and the *International Journal of Industrial Organization*.

Song received his BA in economics from Seoul National University and his MA and PhD in economics from Harvard University.

Jeremy Tobacman

Jeremy Tobacman is an Assistant Professor at the Wharton School of the University of Pennsylvania in the Department of Business and Public Policy. He studies behavioral economics and household finance, with a focus on low-income households. In a series of papers, Jeremy has found that psychologically-informed models of intertemporal choice help to explain patterns of simultaneous mid-life wealth accumulation and credit card borrowing in the United States. One line of ongoing work investigates why people borrow on payday loans and measures the individual-level effects of access to payday loan credit. A second major continuing project analyzes the design, adoption, and consequences of a retail rainfall insurance product in India. Jeremy is an NBER Faculty Research Fellow, and previously he was a Postdoctoral Research Fellow at the Department of Economics and Nuffield College, University of Oxford. He earned his Ph.D. in Economics from Harvard University.

Bob Town

Robert J. Town is an Associate Professor of Health Care Management at The Wharton School and is the James A. Hamilton Professor of Health Economics and Associate Professor in the Division of Health Policy and Management at the University of Minnesota. His research focuses upon health economics, industrial organization and applied econometrics. His work focuses on intersection of government policy and provider and insurer competition in the health care marketplace. Dr. Town has studied the role of network formation in hospital competition, the role of competition in determining hospital quality, the policy impact of the Medicare HMOs, the measurement of hospital quality, healthcare market dynamics and the appropriate competition policy in health care and health insurance markets. He has advised several state and federal antitrust authorities on healthcare competition issues. He is also Research Associate at the National Bureau of Economic Research in Cambridge, MA. He has previously been an associate professor and the director, MS-HSRP&A Program at the University of Minnesota, an assistant professor in the Graduate School of Management at the University of California—Irvine, and a staff economist in the Antitrust Division at the U.S. Department of Justice.

Mark Trusheim

Mark Trusheim is a Visiting Scientist and Executive-In-Residence at the MIT Sloan School of Management. He has been a Special Government Employee for the FDA's Office of the Commissioner and is the Founder and President of Co-Bio Consulting, LLC. He holds degrees in Chemistry from Stanford University and Management from MIT. Mark's research focuses on the economics of stratified (personalized) medicines, particularly the integrated quantitative modeling of stratified medicine development and commercialization, to inform public policy, corporate strategy and individual product development programs.

Together with the FDA and industry, Mark led a multi-disciplinary consortium to examine the economic challenges of co-development of companion diagnostics and therapeutics whose work was covered by Nature Review Drug Discovery. In addition, Mark has been a frequent invited speaker on stratified medicine at international conferences and conducts confidential workshops and analyses for biopharmaceutical and diagnostic firms. Prior to his work in stratified medicine, Mark was a Board Member and Interim President of the Massachusetts Biotechnology Council.

As an entrepreneur, Mark founded and was the first President and CEO of Cantata Laboratories which developed and marketed biochemical profiling clinical diagnostics and pharmaceutical biomarker services.

Prior to Cantata, Mark worked at Monsanto/Pharmacia. Mark spent the first half of his career in the high tech industry working at both Wang Laboratories in computer hardware and the start-up Kenan Systems Corporation which focused on developing quantitative models and artificial intelligence based applications for large corporations and government agencies.

E. Glen Weyl

Eric (E.) Glen Weyl is an assistant professor in the Department of Economics and in the College, as well as an Affiliate of the Center for Latin American Studies and a Member of the Chicago Center for Jewish Studies, all at the University of Chicago. He is also a Fellow at the Toulouse School of Economics. His primary area of research is price theory, especially its applications to industrial economics and market design, and the intersection between economics and related fields such as evolutionary biology, history and philosophy. He has advised the governments of Colombia, Perú, the United Kingdom and the United States on policy issues including horizontal merger policy.

Jidong Zhou

Jidong Zhou is an assistant professor of economics at NYU Stern School of Business. His main research fields are applied microeconomic theory, industrial organization, and behavioral economics