



Second Annual
Federal Trade Commission
& Northwestern University



Microeconomics Conference

Sponsored by:

FTC Bureau of Economics
Northwestern University Searle Center on Law, Regulation and Economic Growth
Northwestern University Center for the Study of Industrial Organization

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FTC Conference Center

601 New Jersey Ave., NW
Washington, D.C. 20001

Participant Biographies

Christopher Adams, Federal Trade Commission

Christopher Adams is a staff economist with the Federal Trade Commission. He has a Ph.D. in Economics from the University of Wisconsin. At the FTC, Chris has worked on mergers and antitrust cases in a number of industries including pharmaceuticals, real estate, software and retail. He has organized a number of conferences including FTC conferences on the pharmaceutical industry, online auctions, and the grocery industry. Recently, he was one of the local organizers for the 2008 International Industrial Organization Conference and a co-organizer of the annual FTC-NU Microeconomics Conference held in November.

Before joining in the FTC he taught at the University of Vermont. His publications include “Estimating the Cost of New Drug Development: Is it really \$800m?” in *Health Affairs*, “Estimating Demand from eBay Prices” in *International Journal of Industrial Organization* and “Optimal Team Incentives with CES Production” in *Economics Letters*. His current research interests include estimating incentives for pharmaceutical R&D, empirical industrial organization, estimating demand from online-auction data, information aggregation in predictions markets and decision making in sports.

Kyle Bagwell, Stanford University

Kyle Bagwell is the Donald L. Lucas Professor of Economics at Stanford University. He is also a Senior Fellow at the Stanford Institute for Economic Policy Research, a Senior Fellow at the Stanford Center for International Development, a Research Associate for the National Bureau of

Economic Research, and a Reporter for the American Law Institute project on Principles of Trade Law: The World Trade Organization. Prior to joining Stanford, he taught at Northwestern University and Columbia University. He received undergraduate degrees in Economics and Mathematics from Southern Methodist University in 1983, and he received his Ph.D. in Economics from Stanford University in 1986.

Kyle works in various fields of economics, including Industrial Organization, International Economics and Game Theory. He has published extensively in these fields, and he is a co-author, with Robert W. Staiger, of *The Economics of the World Trading System*. Current research interests include collusion, advertising and the design of the World Trade Organization. He is a former Editor of the *Rand Journal of Economics*, and he has served on numerous other editorial boards as well. He is a fellow of the Econometric Society.

David Balan, Federal Trade Commission

David Balan is an economist in the Bureau of Economics at the Federal Trade Commission. He received his PhD in Economics from the University of Illinois in 2000. Most of his recent casework has been on hospital merger matters, both retrospective and prospective. He worked on both the economic and the clinical quality aspects of these cases. His research interests include the economics of hospitals, the economics of the media, and other miscellaneous topics in applied microeconomics.

Heski Bar-Isaac, New York University

Heski Bar-Isaac is an Assistant Professor in the Department of Economics at the Stern School of Business and holds an affiliation with the Department of Economics at the Graduate School for Arts and Sciences at New York University. He has visited economics departments at Tel Aviv University and Harvard University and taught at the Kellogg School of Management, Università Bocconi and London School of Economics. He is currently an Associate Editor for the *Economic Journal* and the *International Journal of Industrial Economics*.

Bar-Isaac earned a B.A. in Mathematics from Oxford University and a Masters in Economics from the London School of Economics. Before returning to the London School of Economics for his Ph.D., he spent a couple of years as a consultant working on a range of anti-trust and regulatory issues. His research focuses on theoretical models of information and reputation, with applications to training, organizational structure and careers, criminal organizations and firm marketing policies. In particular, current work focuses on the interaction of consumers' information-gathering ahead of purchase and its interaction with firms' marketing and product design decisions.

Marianne Bertrand, University of Chicago – Booth

Marianne Bertrand is the Chris P. Dyalinas Professor of Economics at the University of Chicago Booth School of Business. She received her Bachelor's Degree in Economics from Belgium's

Université Libre de Bruxelles in 1991 followed by her Masters in Econometrics from the same institution the following year. She earned her Ph.D. in Economics at Harvard University in 1998. Bertrand taught at Princeton University for two years before joining Chicago Booth in 2000. She is also currently a research fellow at the NBER, the CEPR and IZA.

Bertrand's areas of interest include labor economics, corporate finance, and development economics. Her research in these areas has been published widely, including numerous research articles in *The Quarterly Journal of Economics*, *The Journal of Political Economy*, *The American Economic Review*, and *The Journal of Finance*, as well as several public policy articles. Bertrand received an Alfred P. Sloan Research Fellowship in 2003 and the Elaine Bennett Research Prize in 2005. Her current research interests focus on topics related to household finance, corruption and gender issues.

Besides teaching and publishing, Bertrand has also served as Co-Editor of the *Economic Journal* and as an Associate Editor of multiple journals.

Richard Brown, Federal Deposit Insurance Corporation

Richard A. Brown concurrently serves as the FDIC's Chief Economist and as Associate Director for Regional Operations in the FDIC's Division of Insurance and Research. As Chief Economist, he is responsible for developing and communicating the FDIC's perspective on a wide range of economic and risk management issues. Brown speaks often on the economy before bankers and trade groups, and has been frequently interviewed by the *Wall Street Journal*, *Fortune*, *Business Week*, CNBC, and numerous other media.

Prior to coming to the FDIC in 1990, Brown held research positions at the Resolution Trust Corporation, the Federal Savings and Loan Insurance Corporation, and the Federal Home Loan Bank Board. Brown completed a Ph.D. in economics at The George Washington University in 1994 and a B.A. in economics at the University of Cincinnati in 1984.

Ambarish Chandra, University of British Columbia

Ambarish Chandra is an Assistant Professor of Strategy and Business Economics at the Sauder School of Business, University of British Columbia. His research is in empirical Industrial Organization and Applied Microeconomics. His primary areas of interest are media industries, particularly advertising markets, and the energy sector. He has examined the importance of targeted advertising, studied price dispersion in gasoline markets, and evaluated the effect of government subsidies for hybrid vehicles. He received his PhD in Economics from Northwestern University in 2006.

Matthew Chesnes, Federal Trade Commission

Matthew Chesnes joined the Bureau of Economics of the Federal Trade Commission in August of 2009, after receiving his Ph.D. from the University of Maryland. His research interests include

industrial organization and applied econometrics. Recently, his research has focused on capacity and production in the US oil refining industry and the pass-through of wholesale gasoline price changes to retail customers. He also studies the supply and demand of medicinal drug information on internet search engines.

Federico Ciliberto, University of Virginia

Federico Ciliberto is an Assistant Professor of Economics at the University of Virginia. He earned a PhD in Economics from Northwestern University in 2001. His research focuses on empirical industrial organization and econometrics. His current research focuses primarily on the economics of comparative advertising, looking at the strategic interaction of pharmaceutical firms in the US OTC analgesics industry. He is also working on new methods to simultaneously estimate static entry games and discrete choice models of demand. His research has been published in journals that include *Econometrica*, *Journal of Law and Economics*, *Journal of Industrial Economics*, *Journal of Health Economics*.

Adam Copeland, Federal Reserve Bank of New York

Adam Copeland is an economist at the Federal Reserve Bank of New York. Before joining the Bank, he worked at the Board of Governors and the Bureau of Economic Analysis. Adam's research is in the area of applied microeconomics, with a focus on industrial organization. His current research focuses on durable goods, analyzing how firms price durable goods and manage their inventories, and consumers time their purchase of durable goods. His research has appeared in *Economic Theory*, the *Journal of Applied Econometrics*, and the *Review of Economic Studies*.

Paul Ellickson, University of Rochester

Paul Ellickson is an assistant professor of economics and marketing at the University of Rochester Simon Graduate School of Business. Professor Ellickson's research interests lie at the intersection between quantitative marketing and industrial organization, with a focus on using structural modeling to understand the forces that drive strategic interaction and optimal decision making. He is particularly interested in modeling the importance of dynamic and spatial competition in retail trade.

Ellickson's research has been published in various academic journals including the *RAND Journal of Economics*, *Marketing Science*, *Marketing Letters* and the *International Journal of Industrial Organization*.

Before joining the Simon School in 2009, Ellickson was an assistant professor of economics at Duke University. He received his Ph.D. in economics from the Massachusetts Institute of Technology.

Ying Fan, University of Michigan

Ying Fan joined the faculty of the Department of Economics at the University of Michigan, Ann Arbor in 2009 as an assistant professor after graduating from Yale University. She specializes in Industrial Organization. In her current research projects, she studies the effect of ownership consolidation in the U.S. daily newspaper market, taking into account both the price adjustment and the quality adjustment.

Joseph Farrell, Federal Trade Commission

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.

Christos Genakos, Cambridge University

Christos Genakos is a Fellow and Director of Studies in Economics at Selwyn College, Cambridge University. He is also a research economist at the Centre for Economic Performance in the London School of Economics. He received his PhD from the London Business School, after completing his MSc at the University College London. His research focuses on Industrial Organization and Applied Microeconomics. His recent work includes the welfare analysis of mergers in the PC industry, examining foreclosure incentives in the PC and server operating systems market, estimation of the "waterbed" effect in mobile telephony, analyzing risk taking and performance behavior in tournaments and the evaluation of international management practices.

Jacob Gramlich, Georgetown University

Jacob Gramlich is an Assistant Professor of Economics at Georgetown University (McDonough School of Business). He holds a BA in Mathematics from the University of Virginia, and a PhD in Economics from Yale University (expected in December). His research is in industrial organization and applied econometrics. His dissertation was on structural, empirical models of firms' decision-making in the automobile industry.

Pauline Ippolito, Federal Trade Commission

Pauline M. Ippolito is currently Deputy Director in the Bureau of Economics. She has held a variety of management and staff positions since joining the FTC staff. Her research and policy

interests include the economics of risk and information in consumer good markets and the design of public policy for advertising and labeling. In recent years, she has focused on the role of advertising and information in food markets and has been active in the debates about the best policies towards health-related claims for food products. She has also been involved in the agency's fraud and ID theft surveys, studies of marketing to children, and efforts to improve consumer disclosures in mortgage markets. She has also done research on resale price maintenance. She has a PhD from Northwestern University.

Jayani Jayawardhana, Medical University of South Carolina

Jayani Jayawardhana is an Assistant Professor at the Department of Health Sciences and Research at Medical University of South Carolina. She received her Ph.D. in Economics from University of Virginia in 2008. Her research interests are in the area of applied microeconomics, primarily in the fields of health economics and industrial organization. Her current research focuses on the effects of pharmaceutical advertising and information on consumer and physician behavior, the impact of nursing-related process improvements in hospitals on patient safety outcomes, and the effects of Master Settlement Agreement and consumer demographics on tobacco control and smoking related health outcomes.

Jon Leibowitz, Federal Trade Commission

Jon Leibowitz was designated to serve as Chairman of the Federal Trade Commission on March 2, 2009, by President Barack H. Obama. Leibowitz was previously sworn in as a Commissioner in September 3, 2004, following his nomination by the President and confirmation by the U.S. Senate.

In joining the Commission, Leibowitz resumed a long career of public service. He was the Democratic chief counsel and staff director for the U.S. Senate Antitrust Subcommittee from 1997 to 2000, where he focused on competition policy and telecommunications matters. He served as chief counsel and staff director for the Senate Subcommittee on Terrorism and Technology from 1995 to 1996 and the Senate Subcommittee on Juvenile Justice from 1991 to 1994. In addition, he served as chief counsel to Senator Herb Kohl from 1989 to 2000. Leibowitz worked for Senator Paul Simon from 1986 to 1987. In the private sector, Leibowitz served most recently as vice president for congressional affairs for the Motion Picture Association of America – from 2000 to 2004 – and worked as an attorney in private practice in Washington from 1984 to 1986.

A Phi Beta Kappa graduate of the University of Wisconsin with a B.A. in American History (1980), Leibowitz graduated from the New York University School of Law in 1984. He is a member of the District of Columbia Bar, and has co-authored amicus briefs before the U.S. Supreme Court on issues ranging from gun control to the census.

Greg Lewis, Harvard University

Greg Lewis is assistant professor of economics at Harvard University, and faculty research fellow at the National Bureau of Economic Research. His main research interests lie in industrial organization and market design, with a particular focus on auction theory and estimation. He received his bachelor's degree in economics and statistics from the University of the Witwatersrand in South Africa, and his MA and PhD both from the University of Michigan.

Robert Litan, Brookings Institution

Robert E. Litan is the Vice President for Research and Policy at the Kauffman Foundation in Kansas City and a Senior Fellow in Economic Studies at the Brookings Institution. At Kauffman, Dr. Litan oversees a multi-million budget for academic research relating to entrepreneurship. At Brookings, Litan pursues a wide-ranging research agenda, which includes topics in regulation, financial institutions, telecommunications, and general economic policy.

During his career, Dr. Litan has authored or co-authored over 25 books, edited another 14, and authored or co-authored over 200 articles in journals, magazines and newspapers on a broad range of public policy issues. His latest books are *Good Capitalism, Bad Capitalism, Economic Growth and Prosperity* (with William Baumol and Carl Schramm, Yale University Press, 2007) and *Competitive Equity: Developing a Lower Cost Alternative for Mutual Funds* (with Peter J. Wallison, AEI Press, 2007). In 2008 and 2009 Dr. Litan has written a number of monographs on the financial crisis, all available on the Brookings website, www.brookings.edu.

Dr. Litan has been a lecturer in banking law at the Yale Law School, consulted for numerous organizations, (public and private), and testified as an expert witness in a variety of legal and regulatory proceedings involving domestic (banking, antitrust) and international (primarily trade) issues. He also consulted for private sector firms and the Department of Justice on antitrust matters. Dr. Litan has previously served in several capacities in the federal government, including Associate Director of the Office of Management and Budget and Deputy Attorney General at the Department of Justice.

Dr. Litan received his B.S. in Economics (summa cum laude) from the Wharton School of Finance at the University of Pennsylvania; his J.D. from Yale Law School; and both his M. Phil. and Ph.D. in Economics from Yale University.

Patrick McAlvanah, Federal Trade Commission

Patrick McAlvanah is an economist at the Federal Trade Commission. He holds a B.S. from Tulane University and a Ph.D. in Economics from Washington University in St. Louis. His fields are Behavioral Economics and Experimental Economics. His prior research involved experimental elicitations of time and risk preferences. His current research projects are on fraud susceptibility, anchoring mistakes in horse track betting, and obesity and time preferences.

Mark McArdle, U.S. Department of Treasury

Mark McArdle is Senior Policy Analyst working with the Making Home Affordable program at the Department of Treasury. Prior to working with Treasury, he was a Senior Analyst working on housing and economic issues for the National Urban League. He began his career overseeing a fair lending testing program in a Chicago civil rights organization, and has worked on housing related issues for nonprofits in Chicago, New York and as a policy analyst with the Government Accountability Office (GAO). Mr. McArdle has a Masters in Urban Planning and Public Policy from the University of Wisconsin.

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 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 economic journals. His work 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 as 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*.

Mitsukuni Nishida, Johns Hopkins University

Mitsukuni Nishida joined the faculty of the Department of Economics at Johns Hopkins University as a visiting assistant professor after receiving his Ph.D. from the University of Chicago in 2009. His primary field of research is empirical industrial organization. His work has focused on estimating a game of strategic network choice in retail markets and measuring the plant-level and aggregate productivity. His research has been supported by the NET Institute.

Marco Ottaviani, Northwestern University – Kellogg

Marco Ottaviani is Professor of Management and Strategy at the Kellogg School of Management at Northwestern University. Before joining Kellogg, he taught at the London Business School and University College London.

Professor Ottaviani's research focuses on information aggregation in markets and organizations. He is currently working on the provision of incentives for information intermediaries, the

development of prediction markets to improve corporate and public decision-making, and the rationale for government policies intended at mandating information disclosure and protecting consumers.

He is an editorial board member at the *Review of Economic Studies* and the *Journal of Prediction Markets*, and co-editor of the *B.E. Journal in Theoretical Economics*. He received his PhD from the Massachusetts Institute of Technology.

Janis Pappalardo, Federal Trade Commission

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*, and *Antitrust Law Journal*. 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 Federal Reserve Board Hearings in Atlanta, Georgia. She served as a presenting faculty member at the University of Southern California’s Risk Research Workshop, and on the Association for Consumer Research Board. Jan 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.

Alessandro Pavan, Northwestern University

Alessandro Pavan is Associate Professor of Economics at Northwestern University. He has previously been Visiting Scholar in the Department of Economics at the Massachusetts Institute of Technology and Visiting Assistant Professor at New York University and the University of Chicago.

Pavan's research focuses on economic theory and in particular on information economics. His research interests include static and dynamic mechanism design, (global) coordination games with endogenous information structures, common agency, optimal privacy in sequential contracting, monopoly with resale, optimal managerial compensation, and auctions with endogenous supply.

He is an associate editor of *Journal of Economic Theory* and *Journal of the European Economic Association*. He received his Ph.D. in Economics from the University of Toulouse in 2001.

Thomas Peterson, National Science Foundation

Thomas W. Peterson is Assistant Director of the National Science Foundation, for the Engineering Directorate. Prior to joining NSF, he was Dean of the College of Engineering at the University of Arizona. He received his B.S. degree from Tufts University, M.S. from the University of Arizona, and Ph.D. from the California Institute of Technology, all in Chemical Engineering. He has served on the faculty of the University of Arizona since 1977, as head of the Chemical and Environmental Engineering department from 1990-1998, and as Dean from 1998 until January 2009.

During his service as Dean, Dr. Peterson was a member of the Executive Board for the Engineering Deans Council of ASEE, and was Vice-Chair of EDC from 2007-2008. He has served on the Board of Directors of the Council for Chemical Research, and on the Engineering Accreditation Commission (EAC) of the Accreditation Board for Engineering and Technology (ABET). He was one of the founding members of the Global Engineering Deans Council, and at Arizona made global education experiences a high priority for his engineering students. He is a Fellow of the American Institute of Chemical Engineers and a recipient of the Kenneth T. Whitby Award from the American Association for Aerosol Research.

Paul Rothstein, Federal Trade Commission

Paul Rothstein is a staff economist with the Federal Trade Commission, working in the Division of Consumer Protection in the Bureau of Economics. Paul works primarily with the Division of Privacy and Identity Protection and the Division of Financial Practices on reports to Congress, rulemakings, and law enforcement matters. His current research examines the theory and measurement of compensation to consumers for deception and the law and economics of consumer redress. Prior to joining the FTC, Paul was a professor of economics at Washington University in St. Louis specializing in public policy and public finance. He has been a visiting professor at the University of Rochester, Carnegie-Mellon, and Duke University and published in a range of journals including the *Journal of Public Economics*, the *National Tax Journal*, and the *American Journal of Political Science*. He has a Ph.D. in Economics from the University of California at Berkeley.

Howard Shelanski, Federal Trade Commission

Howard Shelanski is the Deputy Director for Antitrust of the Bureau of Economics at the Federal Trade Commission. Since 1997 he has been a law professor at the University of California at Berkeley, where he co-directed the Berkeley Center for Law and Technology and was an affiliated professor at the Haas School of Business. He recently joined the Georgetown University Law Center faculty.

Shelanski has served as chief economist for the Federal Communications Commission and as a senior economist for the President's Council of Economic Advisers. Shelanski has a J.D. and a Ph.D. in Economics from the University of California at Berkeley, and graduated Phi Beta Kappa from Haverford College. He served as a law clerk for U.S. Supreme Court Justice Antonin Scalia, U.S. District Court Judge Louis H. Pollak, and D.C. Circuit Court of Appeals Judge Stephen F. Williams. His research focuses on antitrust, regulation, and telecommunications.

Scott Stern, Northwestern University – Kellogg

Scott Stern is Professor of Management and Strategy at the Kellogg School of Management at Northwestern University and is currently a Visiting Professor at the Sloan School at MIT. Stern is the co-organizer of the NBER Innovation Policy and the Economy Working Group and a Senior Fellow of the Searle Center on Law, Regulation and Economic Growth. He is an Associate Editor of *Management Science*, the *Journal of Industrial Economics*, the *International Journal of Industrial Organization*, serves on the Board of Management of the International Schumpeter Society, and has served on the editorial boards of the *Antitrust Law Journal* and the *Journal of Business and Economics Statistics*. In 2005, Stern was awarded the first Ewing Marion Kauffman Prize Medal for Distinguished Research in Entrepreneurship.

Stern explores how innovation - the production and distribution of "ideas" - differs from more traditional economic goods, and the implications of these differences for business and public policy. Often focusing on life sciences industries, this research is at the intersection between industrial organization and the economics of technical change. Recent studies examine the determinants of R&D productivity, the role of incentives and organizational design on the process of innovation, and the drivers of commercialization strategy for technology entrepreneurs.

Laura Sullivan, Federal Trade Commission

Laura M. Sullivan is an attorney in the Federal Trade Commission's Division of Financial Practices, where she works on consumer protection issues related to financial products. Presently, she is leading the FTC's ongoing lawsuit, *FTC v. Federal Loan Modification Law Center*, challenging deceptive claims made for mortgage loan modification services advertised nationwide, and the pending FTC Rulemaking to address the marketing of these types of services. Before joining the Division of Financial Practices, Ms. Sullivan served as an attorney advisor to Chairman Deborah Platt Majoras, advising her on consumer protection issues,

including advertising, food and health, malware, spam, new technologies and telemarketing. Ms. Sullivan began her career at the FTC as a staff attorney in the Division of Advertising Practices where she litigated cases involving malware, dietary supplements, and technology-related products, and also previously served as Counsel to the Director in the Bureau of Consumer Protection. Ms. Sullivan received her B.A. from Columbia University and her law degree from William and Mary School of Law.

Justin Sydnor, Case Western Reserve University

Justin Sydnor is an assistant professor in the economics department at Case Western Reserve University. Professor Sydnor earned his Ph.D. from the University of California, Berkeley in 2006 with concentrations in behavioral economics and industrial organization. His research focuses primarily on understanding the ways in which insights from behavioral economics about individual behavior and preferences can be used to understand behavior in market settings. His work has covered a wide range of topics, including insurance choices, discrimination in credit markets, the effects of consumer inattention in the used-car market, and incentives for overcoming self-control problems related to exercise behavior.

Johannes Van Biesebroeck, Katholieke Universiteit Leuven, Belgium

Johannes Van Biesebroeck is an Associate Professor of Economics at the K.U.Leuven (Belgium), a research affiliate of the NBER and CEPR, and specializes in the areas of industrial organization and international trade. He obtained his Ph.D. in economics from Stanford University in 2001 and worked for the next 8 years at the University of Toronto. His work on the automotive industry includes studies on the adoption of flexible technology, the automotive value chain, interaction between innovation and market structure, strategic trade liberalization, and outsourcing to low-wage countries. His work on international trade is increasingly focused on the Chinese economy and the impact of trade liberalization, quality upgrading by exporters, and the nature of export processing trade. His work has been published in leading journals like *the Review of Economic Studies*, *the Review of Economics and Statistics*, *the Journal of International Economics*, and *the Journal of Industrial Economics*. He serves as an associate editor for the *Canadian Journal of Economics*, the *Journal of Productivity Analysis*, and as guest editor for *Canadian Public Policy*. In 2009 he was awarded an ERC grant from the European Commission.

Jayachandran Variyam, U.S. Department of Agriculture

Jay Variyam is Chief of the Diet, Safety, and Health Economics branch, Food Economics Division, Economic Research Service, USDA. His research interests include nutrition, diet quality, and obesity, with a focus on the roles of information, nutrition knowledge, and educational attainment. He leads ERS's effort to use behavioral economics to understand dietary choices and to evaluate potential solutions for promoting healthful diets and energy balance, particularly among low-income individuals, food assistance program participants, and other vulnerable groups. Other recent projects include developing a supplemental consumer behavior

module for the National Health and Nutrition Examination Survey (NHANES). Jay holds a Ph.D. in agricultural economics from the University of Georgia.

Sofia Villas-Boas, University of California, Berkeley

Sofia Berto Villas-Boas is an associate professor in the Department of Agricultural and Resource Economics at U C Berkeley. Born in Portugal in 1971 she received her Ph.D. in Economics from U. C. Berkeley in May 2002. Her research interests include industrial organization, consumer behavior, food policy, and environmental regulation. Her recent empirical work has focused on the economics behind wholesale price discrimination banning legislation, contractual relationships along a vertical supply chain, and identifying the role of those contracts in explaining pass-through of cost shocks along the supply chain into retail prices that consumers face. She has published in the top economics and field journals such as *Review of Economic Studies*, *Rand Journal of Economics*, *Journal of Environmental Economics and Management* and *Management Science*. Sofia has also received three Masters from Berkeley: Master Vasco, Master Diogo and Master José Maria. Sofia and Miguel (Professor of Marketing at the Haas School of Business) live walking distance to the Cal campus.

Liad Wagman, Illinois Institute of Technology

Liad Wagman is an Assistant Professor of Economics at the IIT Stuart School of Business in downtown Chicago. Wagman received his Ph.D. in Economics from Duke University. He works on topics in the areas of Information Policy and Industrial Organization, studying issues of privacy and anonymity in electronic commerce. Wagman holds master degrees in computer science, from Stanford University, and in economics, from Duke University. He was a research fellow at the Duke University Computer Science Department, a recipient of the Program for Advanced Study in the Social Sciences Fellowship, and is a fellow at the Duke University Social Sciences Research Institute.

Brett Wendling, Federal Trade Commission

Brett Wendling is a staff economist at the Federal Trade Commission. His primary responsibility is conducting economic analysis of antitrust issues, e.g., mergers, vertical and horizontal restraints, to aid the FTC's decision making process. Brett was one of the main authors in the recently distributed FTC Report: "Authorized Generics: An Interim Report". He has also been involved in several of the FTC's recent hospital and retailing merger investigations. He received his Ph.D. in economics from the University of Texas at Austin.

Paul Willen, Federal Reserve Bank of Boston

Paul Willen is a Senior Economist and Policy Advisor in the Research Department at the Federal Reserve Bank at Boston. Paul does research on household financial management and, more recently, he has spent much of his time studying mortgage markets. His research has appeared(or

will appear shortly) in the *Review of Economics and Statistics*, *Economic Theory*, the *Journal of Finance*, the *Journal of Public Economics*, the *Journal of Urban Economics*, the *NBER Macro Annual*, the *Brookings Papers on Economic Activity* and elsewhere. Paul's research on the sub-prime crisis has appeared and has garnered wide attention both among researchers and in the wider public. In particular, his recent paper "Why don't lenders renegotiate more home mortgages?" has been the subject of front page stories in major newspapers including *The Boston Globe* and *The Washington Post*, has been featured in articles in numerous outlets including *The Economist*, *The New Yorker* and *Business Week* and has led to invitations to testify before three different congressional committees. Paul was on the faculty at Princeton and the University of Chicago prior to joining the Fed and has been a visiting member of the faculty at MIT. Paul did his undergraduate work at Williams College and got his PhD from Yale University.

Pai-Ling Yin, Massachusetts Institute of Technology – Sloan

Pai-Ling Yin is an Assistant Professor of Technological Innovation, Entrepreneurship and Strategic Management at the Sloan School of Management at the Massachusetts Institute of Technology. Her PhD in economics is from Stanford University. She was 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, SAP).