



# The Fifteenth Annual Federal Trade Commission Microeconomics Conference

November 3-4 2022

Washington, D.C.

## PARTICIPANT BIOGRAPHIES

### INTRODUCTORY REMARKS

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#### **Steven Berry**

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Dr. Berry is the David Swensen Professor in the Economics Department at Yale University, specializing in the empirical analysis of markets in equilibrium. He is a winner of the Frisch Medal of the Econometric Society, was elected to be a member of the American Academy of Arts and Sciences in 2014, and was named the 2017 Distinguished Fellow of the Industrial Organization Society. At Yale, he has served as Department Chair, as Director of Division of Social Sciences and as inaugural Director of the Tobin Center at Yale, a research center focusing on domestic economic policy. He has served as a consultant for governments, policy institutes and the private sector, focusing on questions of antitrust as well as environmental and trade policy. Berry is also affiliated with the Cowles Foundation at Yale and is a Research Fellow at the NBER.

#### **Mike Vita**

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Dr. Vita is the Deputy Director for Research & Management in the FTC's Bureau of Economics. Previously he has served as Assistant Director for Antitrust; Deputy Assistant Director for Economic Policy Analysis; and Economic Adviser to Commissioner Roscoe Starek. Over the course of his FTC career, Dr. Vita 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; "any willing provider" regulations for health insurers; and vertical restraints enforcement policy.

## SCIENTIFIC COMMITTEE

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### Dirk Bergemann

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Dr. Dirk Bergemann is Douglass and Marion Campbell Professor of Economics at Yale University. He has secondary appointments as Professor of Computer Science in the School of Engineering and Professor of Finance in the School of Management. He is a fellow of the American Academy of Arts and Sciences and of the Econometric Society. He is currently a Co-Editor of *American Economic Review: Insights*, a Member of the Executive Committee of the Econometric Society and a Scholar at Amazon.

### Julie Holland Mortimer

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Julie Holland Mortimer is the Kenneth G. Elzinga Professor in Economics and the Law at the University of Virginia. She received a Ph.D. from UCLA and B.A. from Carleton College. Before joining the University of Virginia, she worked at Boston College (2011-2022) and Harvard University (2001-2011). Julie is also a Research Associate of the NBER and a co-editor at the *Journal of Law and Economics*. Julie's research interests lie in the field of empirical industrial organization. Among other things, she has examined vertical contracts in the video rental industry, copyright infringement and enforcement in the market for digital images, and vertical rebates in the confections industry. Her work has been published in top journals, including the *Journal of Political Economy*, *American Economic Review*, the *Quarterly Journal of Economics*, and the *Review of Economic Studies*.

### Catherine Tucker

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Dr. Catherine Tucker is the Sloan Distinguished Professor of Management at MIT. She received her PhD in Economics from Stanford and studies the economics of digital data. Her full disclosure is available at

[https://mitsloan-php.s3.amazonaws.com/wp-faculty/sites/54/2022/10/16215941/disclosure\\_ofpotentialconflicts.pdf](https://mitsloan-php.s3.amazonaws.com/wp-faculty/sites/54/2022/10/16215941/disclosure_ofpotentialconflicts.pdf)

### Alessandro Bonatti (Presenting in place of Dirk Bergemann)

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Dr. Alessandro Bonatti is the John Norris Maguire (1960) Professor of Applied Economics at the MIT Sloan School of Management. His research studies the impact of information technology on firms' online advertising and pricing strategies, as well as on consumer welfare. His most recent work explores the role of data intermediaries with market power (e.g., large digital platforms): how they collect, mine, and monetize information. He has also studied the optimal provision of incentives in research-intensive and creative industries, and the resolution of conflict inside standard-setting organizations. In addition to teaching, Dr. Bonatti serves as Editor of the *Rand Journal of Economics*, and Associate Editor of the *American Economic Journal: Microeconomics*. Dr. Bonatti holds a Ph.D. in Economics from Yale University.

## SELECTED PAPERS' PRESENTERS

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### Mert Demirer

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Mert Demirer is an Assistant Professor of Applied Economics at the MIT Sloan School of Management. Demirer's main area of research is industrial organization, with a particular focus on developing new methods to analyze firm behavior, productivity, and market power. He also conducts research on machine learning for causal inference. Prior to joining MIT Sloan, Demirer was a Postdoctoral Researcher at Microsoft Research. He holds a Master's degree in economics from Koc University and a Ph.D. in economics from MIT.

### Daniel Goetz

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Daniel Goetz is an Assistant Professor of Marketing at the University of Toronto Mississauga and Rotman School of Management, and a research fellow at the Sandra Rotman Centre for Health Sector Strategy. His work focuses on competition and digital transformation, and uses reduced form and structural analysis applied to novel data sources.

### Yunan Ji

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Dr. Yunan Ji is an Assistant Professor at the Georgetown University McDonough School of Business and a Research Associate at the Institute for Fiscal Studies. Her research focuses on the design and regulation of health care markets. She received her Ph.D. in Health Policy and Economics from Harvard University in 2022 and her B.A. in Mathematics and Economics from Brown University in 2014.

### Zhenling Jiang

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Zhenling Jiang is an Assistant Professor of Marketing at the Wharton School, University of Pennsylvania. Her current research investigates how new technology and regulation impact consumer financial decision making and market design with a particular focus on consumer protection. Zhenling utilizes various empirical methods, including structural models, machine learning and causal inference, in her research. Her research appeared in leading marketing journals including Marketing Science, Journal of Marketing Research, and Management Science. She is on the Editorial Board of Marketing Science and Journal of Marketing Research.

### Zi Yang Kang

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Zi Yang Kang is a fifth-year Ph.D. candidate at the Stanford Graduate School of Business. His research examines how economic policies should be designed and evaluated, often through the combined lenses of microeconomic theory, market design, and industrial organization. His dissertation examines how and when a public option can promote redistribution. Zi Yang completed his Bachelor of Science and Master of Science degrees in Mathematics at Stanford University.

## John D. Kepler

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John D. Kepler is an Assistant Professor of Accounting at the Stanford Graduate School of Business. His research studies the interrelated role that firms' explicit and implicit contracts play in shaping firms' financial reporting and corporate governance practices. His recent work examines how companies use financial disclosures to strategically circumvent competition regulations and how disclosure regulations in the healthcare sector drive competitive behavior among firms.

## Michael Richards

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Michael R. Richards, MD PhD MPH, is a faculty member within the Department of Economics and Hankamer School of Business at Baylor University. He also has a secondary faculty appointment at the Baylor College of Medicine in Houston. He joined Baylor from the Vanderbilt University Department of Health Policy where he was a faculty member from 2015-2018. His previous academic training included a University of Pennsylvania postdoctoral research position within the Leonard Davis Institute of Health Economics and Wharton School from 2013-2015. Prior to joining LDI, Professor Richards completed his PhD in health economics and health policy at Yale University and earned his BS, MD, and MPH degrees from the University of Illinois in Chicago before his time at Yale.

Financial Disclosures: Chris Whaley (co-author) reports funding from the National Institute of Aging K01AG061274

## Kevin Williams

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Kevin Williams is an Associate Professor of Economics at the Yale School of Management.

## SELECTED PAPERS' DISCUSSANTS

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### Christopher Adams

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Christopher Adams is a principal analyst at the US Congressional Budget Office. At CBO he mostly works on pharmaceutical pricing and innovation. He spent 17 years at the US Federal Trade Commission working on antitrust and merger cases in a broad range of industries. He has published in the *Econometrics Journal*, *Health Affairs*, *Health Economics*, *Marketing Science* and *Quantitative Marketing and Economics* among others. In 2021 CRC Press published *Learning Microeconometrics with R*.

### Guarab Aryal

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Gaurab Aryal is an Associate Professor of Economics at Washington University in St. Louis. His research interest is the empirical industrial organization that focuses on understanding real-world decisions by firms (e.g., pricing, collusion, wage-setting, bidding in auctions) and consumers (e.g., product choices, schooling) in strategic environments with informational frictions.

### Vivek Bhattacharya

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Vivek Bhattacharya is an assistant professor of economics at Northwestern University. His research interests lie within industrial organization, with focuses on procurement, financial regulation, and antitrust. He received his PhD from MIT in 2017.

### Sophie Calder-Wang

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Sophie Calder-Wang is Assistant Professor at the Wharton School. Her research interest lie at the intersection of industrial organization, urban economics, and the economics of digitization. Her recent article uses detailed data on Airbnb usage to characterize the welfare and distributional impact of the home-sharing platform on renters. Her current research examines how technological innovations may reduce or exacerbate pre-existing socio-economic disparities. She obtained her PhD degree in economics from Harvard University.

### Leemore Dafny

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Leemore Dafny is the Bruce V. Rauner Professor of Business Administration and the Mary Ellen Jay and Jeffrey Jay Fellow at the Harvard Business School and the Harvard Kennedy School, where she teaches courses on healthcare strategy and policy. She is a Research Associate of the National Bureau of Economic Research and serves on the Panel of Health Advisers to the Congressional Budget Office. Dafny is an applied microeconomist whose research focuses on competition and consolidation in healthcare markets. She has served as Deputy Director for Health Care and Antitrust at the Federal Trade Commission, testified on competition issues to both houses

of Congress and in federal court, and is a Partner in the Antitrust and Competition and Healthcare Practices at Bates White.

Financial Disclosure: Dr. Dafny has worked as an economic consultant in the past three years for Bates White Economic Consulting, Analysis Group, Cornerstone Research, and Intermountain Healthcare. She has also worked and continue to work on behalf of private parties, state, and/or federal agencies on various matters in the healthcare industry.

## Daisy Dai

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(Daisy) Weijia Dai is an assistant professor of marketing at Purdue University Krannert School of Management. Her research interests focus on problems related to information economics and market intermediaries. Topics she works on include online trust and reputation, information disclosure, and advertising. Dai received a PhD in economics from the University of Maryland.

## Pranav Jindal

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Pranav Jindal is an Assistant Professor of Marketing at Kenan-Flagler Business School at UNC-Chapel Hill, and a Visiting Research Scholar at Fuqua School of Business at Duke University. He does research in the field of quantitative marketing and empirical industrial organization with a focus on pricing, price negotiations, product insurance, consumer beliefs and inter-temporal preferences. Pranav's research has been published in top marketing journals such as Marketing Science, Journal of Marketing Research, Journal of Marketing, Management Science, and Quantitative Marketing and Economics. He was selected as a 2021 MSI Young Scholar by the Marketing Science Institute, and serves on the editorial review boards of Marketing Science and Journal of Marketing Research.

## Juan Ortner

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Dr. Juan Ortner is an Associate Professor at the Department of Economics at Boston University. His research interests include microeconomic theory and industrial organization. He has done work on collusion, bargaining, and dynamic contracting. A fraction of his recent research focuses on developing statistical screens to detect non-competitive behavior in markets, and on designing mechanisms that limit the effects of collusion. He is currently a member of the editorial board at the American Economic Review. He received his PhD in Economics from Princeton University.

## F T C O R G A N I Z E R S

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### **Thomas Koch**

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Dr. Thomas Koch is an economist at the Bureau of Economics, specializing in antitrust and health care. Dr. Koch has vast experience in merger evaluation and antitrust litigation and has published on topics such as health economics, industrial organization, and economic policy. He received his Ph.D. in Economics from The University of Texas at Austin. Prior to joining the Federal Trade Commission, he taught economics courses at the University of California, Santa Barbara.

### **Will Violette**

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Dr. Violette is the FTC Microeconomics Conference organizer alongside Dr. Thomas Koch. Dr. Violette is an economist at the Division of Consumer Protection in the FTC's Bureau of Economics, where he works on cases protecting American consumers from unfair and deceptive business practices. His research focuses on the intersection of development economics, consumer protection, and industrial organization. He received his Ph.D. in Economics from Brown University.