

# CATHERINE TUCKER

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100 Main St, E62-536  
Cambridge MA 02142

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cetucker@mit.edu  
<http://mitmgmtfaculty.mit.edu/cetucker/>

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## EDUCATION

Stanford University, Ph.D. in Economics (Advisor: Tim Bresnahan), 2005

Oxford University, BA in Politics, Philosophy and Economics, 1999

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## APPOINTMENTS

MIT Sloan, Sloan Distinguished Professor of Management Science, September 2015 –

MIT Sloan, Chair MIT Sloan PhD Program, July 2015 –

MIT Sloan, Professor of Management Science, July 2015 –

MIT, Co-Founder CryptoEconomics Lab, 2018 –

National Bureau of Economic Research (NBER), Research Associate, September 2012 –

MIT Sloan, Mark Hyman Jr. Career Development Professor (with tenure), July 2012 –  
September 2015

MIT Sloan, Associate Professor of Management Science, July 2011 – July 2015

National Bureau of Economic Research (NBER), Faculty Research Fellow, May 2011 –  
September 2012

MIT Sloan, Douglas Drane Career Development Chair in IT and Management, July 2006 –

MIT Sloan, Assistant Professor of Marketing, July 2005 – June 2011

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## HONORS AND AWARDS

|      |   |
|------|---|
| 2017 | Congressional Testimony on 'Algorithms: How Companies' Decisions About Data and Content Impact Consumers' |
| 2015 | Erin Anderson Award   |
| 2014 | Paul E. Green Award   |
| 2013 | Teacher of the Year Award, MIT Sloan  |
| 2013 | Jamieson Prize for Excellence in Teaching   |
| 2012 | Garfield Economic Impact Award for Best Paper in Health Economics   |
| 2012 | Nominated for Teacher of the Year award (Also in 2010 and 2009)   |
| 2011 | WHITE Award for best paper in the Economics of Healthcare IT  |
| 2011 | Public Utility Research Prize for the best paper in regulatory economics                                  |
| 2011 | NSF CAREER Award  |
| 2011 | MSI Young Scholar   |
| 2010 | Management Science Distinguished Service Award  |
| 2004 | Koret Foundation Scholar, Stanford Institute for Economic Policy Research Fellowship                      |
| 2004 | Fourth Annual Claire and Ralph Landau Student Working Paper prize   |

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## PUBLISHED/ACCEPTED PAPERS

1. 'Identifying Formal and Informal Influence in Technology Adoption with Network Externalities', *Management Science*, Vol. 55 No. 12, December 2008, pp. 2024-2039
2. 'Privacy Protection and Technology Diffusion: The Case of Electronic Medical Records' with Amalia Miller, *Management Science (Lead Article)*, Vol. 55 No. 7, July 2009, pp. 1077-1093
  - Republished as part of INFORMS 'Healthcare in the Age of Analytics' series
3. 'How Sales Taxes Affect Customer and Firm Behavior: The Role of Search on the Internet' with Eric Anderson, Nathan Fong and Duncan Simester, *Journal of Marketing Research*, Vol. 47 No. 2, April 2010, pp. 229-239
4. 'Growing Two-sided Networks by Advertising the User Base: A Field Experiment', with Juanjuan Zhang, *Marketing Science*, Vol. 29 No. 5, September-October 2010, pp. 805-814
5. 'Privacy Regulation and Online Advertising' with Avi Goldfarb, *Management Science*, Vol. 57 No. 1, January 2011, pp. 57-71

6. 'Search Engine Advertising: Channel Substitution when Pricing Ads to Context', with Avi Goldfarb, *Management Science*, Vol. 57 No 3, March 2011, pp. 458-470
7. 'Stuck in the Adoption Funnel: The Effect of Interruptions in the Adoption Process on Usage' with Anja Lambrecht and Katja Seim, *Marketing Science*, Vol. 30 No. 2, March-April 2011, pp. 355-36
8. 'Advertising Bans and the Substitutability of Online and Offline Advertising', with Avi Goldfarb, *Journal of Marketing Research (Lead Article)*, Vol. 48 No. 2, April 2011, pp. 207-227
9. 'Can Healthcare Information Technology Save Babies?' with Amalia Miller, *Journal of Political Economy*, Vol. 119 No. 2, April 2011, pp. 289-324
10. 'How Does Popularity Information Affect Choices? A Field Experiment' with Juanjuan Zhang, *Management Science*, Vol. 57 No. 5, May 2011, pp. 828-842
11. 'Online Display Advertising: Targeting and Obtrusiveness' with Avi Goldfarb, *Marketing Science (Lead Article and Discussion Paper)*, Vol. 30 No. 3, May-June 2011, pp. 389-404
  - 'Rejoinder - Implications of "Online Display Advertising: Targeting and Obtrusiveness' with Avi Goldfarb, *Marketing Science*, Vol. 30 No. 3, May-June 2011, pp. 413-415
  - Nominated for John D. C. Little Award
  - Nominated for Long Term Impact Award 2017
12. 'Encryption and Data Security' with Amalia Miller, *Journal of Policy Analysis and Management*, Vol. 30 No. 3, Summer 2011, pp. 534-556
13. 'Paying With Money or With Effort: Pricing When Customers Anticipate Hassle' with Anja Lambrecht, *Journal of Marketing Research*, Vol. 49 No. 1, February 2012, pp. 66-82.
14. 'Heterogeneity and the Dynamics of Technology Adoption' with Stephen Ryan, *Quantitative Marketing and Economics*, Vol 10 No. 1, March 2012, pp 63-109
15. 'Shifts in Privacy Concerns', *American Economic Review: Papers and Proceedings* with Avi Goldfarb, Vol. 102 No. 3, May 2012, pp. 349-53
16. 'How does the Use of Trademarks by Intermediaries Affect Online Search?' with Lesley Chiou. *Marketing Science*, Vol 31 No. 5, September 2012, pp 819-837

17. 'Active Social Media Management: The Case of Health Care' with Amalia Miller. *Information Systems Research* Vol. 24, No. 1, March 2013, pp. 52-70
  - Republished as part of Informs 'Healthcare in the Age of Analytics' series
18. 'Paywalls and the Demand for News' with Lesley Chiou. *Information Economics and Policy* Volume 25 No. 2, June 2013, pp. 61-69
19. 'Days on Market and Home Sales' with Juanjuan Zhang and Ting Zhu. *RAND Journal of Economics* Volume 44 No. 2, pages 337-360, Summer 2013
20. 'When Does Retargeting Work? Timing Information Specificity' with Anja Lambrecht. *Journal of Marketing Research (Lead Article)* Vol. 50 No. 5, October 2013, pp. 561-576
  - Paul E. Green Award for the 'Best article in the Journal of Marketing Research that demonstrates the greatest potential to contribute significantly to the practice of marketing research.'
21. 'Health Information Exchange, System Size and Information Silos' with Amalia Miller. *Journal of Health Economics*, Vol. 33 No. 2, January 2014: pp. 28-42
22. 'Electronic Discovery and the Adoption of Information Technology' with Amalia Miller. *Journal of Law, Economics, & Organization (Lead Article)*, Vol. 30. No. 2, May 2014, pp. 217-243
23. 'Social Networks, Personalized Advertising, and Privacy Controls.', *Journal of Marketing Research*, Vol. 51, No. 5, October 2014, pp. 546-562.
  - Citation of Excellence Award Emerald Publishing
24. 'Trademarks, Triggers, and Online Search' with Stefan Bechtold. *Journal of Empirical Legal Studies* Vol. 11 No. 4, December 2014
25. 'The Reach and Persuasiveness of Viral Video Ads' *Marketing Science* Vol. 34, No. 2 2015 pp. 281-296
26. 'Privacy Regulation and Market Structure' with James Campbell and Avi Goldfarb. *Journal of Economics & Management Strategy* Vol 24, No. 1, Spring 2015, pp 47-73
27. 'Standardization and the Effectiveness of Online Advertising' with Avi Goldfarb. *Management Science* Vol 61, No. 11, 2015, pp 2707-2719
28. 'Harbingers of Failure' with Eric Anderson, Song Lin and Duncan Simester. *Journal of Marketing Research (Lead Article)* Oct 2015, Vol. 52, No. 5, pp. 580-592.

29. 'The Effect of Patent Litigation and Patent Assertion Entities on Entrepreneurial Activity' with Stephen Kiebzaka. and Greg Rafert. *Research Policy* Vol 45, No. 1, February 2016, Pages 218-231
  30. 'When early adopters don't adopt' with Christian Catalini. *Science* Vol. 357, Issue 6347, 2017 pp. 135-136
  31. 'Network Stability, Network Externalities, and Technology Adoption' in *Advances in Strategic Management*, Volume 37, pp.151 - 175
  32. 'Digital Content Aggregation Platforms: The Case of the News Media.' with Lesley Chiou - Forthcoming at *Journal of Economics & Management Strategy*
  33. 'Should You Target Early Trend Propagators? Evidence from Twitter' with Anja Lambrecht and Caroline Wiertz. Forthcoming at *Marketing Science*
  34. 'Privacy Protection, Personalized Medicine and Genetic Testing' with Amalia Miller. Forthcoming at *Management Science*
  35. 'Digital Economics' with Avi Goldfarb. Forthcoming at *Journal of Economic Literature*
  36. 'Algorithmic Bias? An Empirical Study into Apparent Gender-Based Discrimination in the Display of STEM Career Ads ' with Anja Lambrecht. Forthcoming at *Management Science*
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#### CHAPTERS IN EDITED VOLUMES AND SUMMARY PIECES

37. 'Modeling Social Interactions: Identification, Empirical Methods and Policy Implications' with Wes Hartmann, Puneet Manchanda, Harikesh Nair, Matt Bothner, Peter Dodds, David Godes and Karthik Hosanagar, *Marketing Letters*, Vol. 19 No. 3, December 2008, pp. 287-304
38. 'Search Engine Advertising - Examining a profitable side of the long tail of advertising that is not possible under the traditional broadcast advertising model' with Avi Goldfarb, *Communications of the ACM*, Vol. 51 No. 11, November 2008, pp. 22-24
39. 'Online Advertising', with Avi Goldfarb, *Advances in Computers*, Vol. 81, March 2011, Marvin Zelkowitz (Ed), Elsevier
40. 'Substitution between Online and Offline Advertising Markets', with Avi Goldfarb, *Journal of Competition Law and Economics*, Vol. 7 No. 1, March 2011, pp. 37-44

41. 'Online Advertising, Behavioral Targeting, and Privacy', with Avi Goldfarb, *Communications of the ACM*, Vol. 54 No. 5, May 2011, 25-27
42. 'Privacy and Innovation', *Innovation Policy and the Economy*, Vol. 11, 2012, Josh Lerner and Scott Stern (Eds), NBER
43. 'The Economics of Advertising and Privacy', *International Journal of Industrial Organization*, Vol. 30 No. 3, May 2012, pp. 326-329
44. 'Empirical Research on the Economic Effects of Privacy Regulation'. *Journal on Telecommunications and High Technology Law*, Vol. 10 No. 2, Summer 2012, pp. 265-272
45. 'Social Networks, Advertising and Antitrust', with Alex Marthews, *George Mason Law Review*, 2012, Vol 19 No 5., pp. 1211-1227.
46. 'Why Managing Customer Privacy Can Be an Opportunity' with Avi Goldfarb, *Spring 2013, Sloan Management Review*
47. 'The Implications of Improved Attribution and Measurability for Antitrust and Privacy in Online Advertising Markets', *George Mason Law Review*, Vol. 2 No. 2, pp. 1025-1054 (2013).
48. 'Privacy and the Internet' Chapter 11, *Handbook of Media Economics*, 2016 , Edited by Simon Anderson and Joel Waldfogel
49. Frontiers of Health Policy: Digital Data and Personalized Medicine, *Innovation Policy and the Economy*, Vol. 15, 2016, Josh Lerner and Scott Stern (Eds), NBER
50. 'Impacts of Surveillance on Behavior' with Alex Marthews, in Gray, David C. and Henderson, Stephen (Editors), 'The Cambridge Handbook of Surveillance Law' (2017).
51. 'Field Experiments in Marketing,' with Anja Lambrecht, *Handbook of Marketing Analytics*, Forthcoming
52. 'Can Big Data Protect a Firm from Competition?', CPI Chronicle, January, 2017 with Anja Lambrecht
53. Network Effects and Market Power: What Have We Learned in the Last Decade? *Antitrust* Vol. 32 No 2., Spring 2018
54. 'Inequality, Privacy and Digital Market Design', Forthcoming chapter in 'Fair by Design' edited by Scott Kominers and Alex Teytelboym.

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55. BOOKS EDITED

56. *Economic Analysis of the Digital Economy*, University of Chicago Press, 2015, with Avi Goldfarb and Shane Greenstein
57. *The Economics of Digitization*, Edward Elgar Publishing, 2013., with Avi Goldfarb and Shane Greenstein

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POLICY WRITING

58. OECD Roundtable on Privacy, Report on the ‘Economic Value of Online Information’, December 2010
59. Written Congressional Testimony on ‘Internet Privacy: The Impact and Burden of European Regulation,’ U.S. House Energy and Commerce Committee, September 2011
60. Written Congressional Testimony on ‘Algorithms: How Companies’ Decisions About Data and Content Impact Consumers,’ U.S. House Energy and Commerce Committee, November 2017

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PAPERS UNDER REVIEW

61. ‘Social Advertising’. Revise and resubmit at *Management Science*
62. ‘How Do Restrictions on Advertising Affect Consumer Search?’ with Lesley Chiou. Revise and resubmit at *Management Science*
63. ‘Patent Trolls and Technology Diffusion: The Case of Medical Imaging’ Revise and resubmit at *RAND Journal of Economics*
64. ‘Third-Party Certification: The Case of Medical Devices’ with Cristina Nistor Revise and resubmit at *Management Science*
65. ‘Guns, Privacy and Crime’ with Alessandro Acquisti Revise and resubmit at *Information Systems Research*
66. The Surprising Breadth of ‘Harbingers of Failure’ with Duncan Simester and Clair Yang. Revise and resubmit at *Journal of Marketing Research*

67. 'A New Method of Measuring Online Media Advertising Effectiveness: Prospective Meta-Analysis in Marketing' with Gui Liberali, Glen L. Urban, Benedict G. Dellaert, Yakov C. Bart, and S. Stremersch.
  68. Health IT and Ambulatory Care Quality with Carole R. Gresenz, Scott Laughery, and Amalia R. Miller
  69. 'Personalizing mental fit for online shopping applications - How the success of recommendations depends on mental categorization and mental budgeting' with Oliver Emrich and Thomas Rudolph
  70. 'The Digital Privacy Paradox: Small Money, Small Costs, Small Talk' with Susan Athey and Christian Catalini
  71. 'Information Shocks and Internet Silos: Evidence from Creationist Friendly Curriculum' with Ananya Sen
  72. 'Tensile Promotions in Displays Advertising' with Anja Lambrecht
  73. 'Government Surveillance and Internet Search Behavior' with Alex Marthews
  74. 'Does IT Lead to More Equal or More Unequal Treatment? An Empirical Study of the Effect of Smartphone Use on Social Inequality in Employee-Customer interactions' with Shuyi Yu
  75. 'Antitrust and Costless Verification: An optimistic and a pessimistic view of the implications of blockchain technology' invited at 'Antitrust Law Journal: Innovative Antitrust with Christian Catalini
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## WORK IN PROGRESS

### *Manuscripts*

76. 'Conducting Research with Quasi-Experiments: A Guide for Marketers' with Avi Goldfarb.
77. 'Testimonial Advertising on Social Networks to Existing Customers and New Customers' with Shuyi Yu

### *Data Analysis*

78. 'Data Privacy and Children: An Empirical Study of Mobile Applications' with Tim Bresnahan and Pai-Ling Yin



79. 'Big Bad Data: The Case of For-Profit College Advertising' with Avinash Gannamaneni and Avi Goldfarb
80. 'Government Surveillance and the Inequality of Outcomes: The case of the Aadhaar initiative' with Avi Goldfarb and Anuj Kapoor
81. 'Policing and Social Media: How police response times vary with YouTube postings' with Arvind Karunakaran
82. 'The Circularity of Marketing Communications in the Marketing Funnel: Evidence from a Field Experiment' with Anja Lambrecht
83. 'Nationalism, Xenophobia, Globalization and Global Brand Reach' with Willem Smit
84. 'Sexism, Ageism and Social Media Usage' with Willem Smit
85. 'Spillovers from Product Failure' with Amalia Miller
86. 'Digitization and Inequality: Evidence from Aadhaar' with Avi Goldfarb and Anuj Kapoor

*Data Collection*

87. 'Mergers and Big Data: Evidence from Healthcare' with Amalia Miller
88. 'The Lack of Appeal of Cross-Partisan Appeals: Evidence from an Experiment on Facebook' with Christina Tucker
89. 'The Shifters and Virality of Hate Speech Online' with Uttara Ananthakrishnan
90. 'Can the way someone interacts with a new technology predict their future career?' with Christian Catalini

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INVITED SEMINARS

*Universities*

1. November 2018, UCL - Cass Business School, London, UK
2. February 2019, IS/OM Group, New York University, NY
3. November 2017, Marketing Group, Rochester University, NY
4. October 2017, Marketing Group, Maryland University, MD
5. May 2017, Marketing Group, Old Dominion University
6. April 2017, Marketing Group, University of Southern California
7. March 2017, Marketing Group, Arison School of Business, IDC, Israel

8. January 2017, Distinguished Speakers Series, McGill University, Canada
9. September 2016, Technology Group, Harvard Business School, MA
10. August 2016, Southern Jiatong University, Sichuan, China
11. May 2016, Chapman University, Marketing Group
12. April 2016, Carnegie Mellon University, Public Policy Group
13. April 2016, Harvard Business School, Entrepreneurial Management Group
14. March 2016, INSEAD, Marketing Group
15. March 2016, University of Paris-Sud, Privacy Research Group
16. March 2016, Vienna University of Economics and Business, Marketing Group
17. September 2015 University of Maryland, IS Group
18. June 2015, Marketing Group, University of Cambridge, UK
19. May 2015, Marketing Group, University of Texas at Dallas, TX
20. March 2015, Health Policy Group, Georgia State University, GA
21. March 2015, Marketing Group, University of Colorado, CO
22. February 2015, Strategy Group, University of North Carolina, NC
23. January 2015, Marketing Group, Emory University, GA
24. December 2014, OPIM, Wharton School of Management, PA
25. October 2014, Economics Department, Yale University, CT
26. September 2014, Marketing Group, Boston University, MA
27. March 2014, Technology Group, University of California at Berkeley, CA
28. January 2014, Marketing Department at Texas A&M
29. November 2013, Marketing Group, University of California at Berkeley, CA
30. October 2013, Marketing Group, Tulane University, LA
31. October 2013, Marketing Group, University of Houston, TX
32. May 2013, Tuck School of Management, Dartmouth University, NH
33. March 2013, Economics Department, University of Toulouse
34. March 2013, Marketing Group, Rotterdam University
35. March 2013, Economics Department, University of Zurich
36. March 2013, Marketing group, Georgia Tech
37. January 2013, Anderson School, UCLA
38. January 2013, Marketing Group, CMU
39. October 2012, Marketing Group, Stanford University
40. October 2012, Marketing Group, Columbia University
41. October 2012, Marketing Group, University of Texas at Austin
42. September 2012, Marketing Group, Harvard Business School
43. June 2012, Strategy Group, London Business School
44. March 2012, Marketing Group, Cornell
45. February 2012, IS Group, Indian School of Business
46. February 2012, Marketing Group, Wharton
47. January 2012, Marketing Group, UCLA
48. November 2011, Marketing Group, University of Rochester
49. October 2011, Marketing Group, University of Zurich
50. October 2011, Department of Law and Economics, Swiss Federal Institute of Technology, Zurich
51. May 2011, Marketing Group, National University of Singapore

52. May 2011, IS Group, National University of Singapore
53. May 2011, Strategy Group, LMU Munich
54. May 2011, Marketing Group, New York University
55. March 2011, Marketing Group, Florida University
56. February 2011, IS Group, New York University
57. November 2010, European School of Management and Technology
58. October 2010, Marketing Group, Yale University
59. October 2010, Networked Business Group, Harvard Business School
60. September 2010, TIES Group, MIT Sloan
61. July 2010, Department of Economics, University of Mannheim
62. March 2010, Marketing Group, Wharton School, University of Pennsylvania
63. January 2010, Marketing Group, University of Michigan
64. November 2009, Marketing Group, University of California at Berkeley
65. October 2009, Digital Business Seminar, MIT Sloan
66. December 2008, Marketing Group, MIT Sloan
67. November 2008, Marketing Group, Rady School of Business, UCSD
68. September 2008, Strategy Group, MIT Sloan
69. May 2008, Digital Strategy Group, Tuck School of Business, Dartmouth University
70. April 2008, Kellogg Management and Strategy Group, Northwestern University
71. March 2008, Marketing Group, Duke University
72. March 2008, Strategy Group, Chicago GSB
73. July 2007, Marketing Group, London Business School, London, UK
74. April 2007, Marketing Group, Chicago GSB
75. March 2007, Marketing Group, Rotman School, University of Toronto
76. November 2005, Economics Department, Harvard University
77. October 2004-February 2005 (Job Market): NYU Stern, University of Michigan, University of Arizona, University of British Columbia, Federal Reserve Board, Federal Reserve Bank of New York, Harvard Business School, Kellogg, MIT Sloan, Federal Reserve Bank of Chicago, Stanford Economics Department

*Other*

78. January 2018, IMF
79. December 2017, Technology Policy Institute
80. October 2016, Federal Communications Commission
81. April 2015, Federal Communications Commission
82. November 2014, Office of Research at the Consumer Financial Protection Bureau
83. April 2014, Big Data Working Group, The White House.
84. February 2014, Main Street Patent Coalition, Panel hosted at the Senate by Senator Orrin Hatch
85. July 2013, Federal Communications Commission
86. August 2012, DG Competition, European Commission, Brussels
87. August 2012, Technology Policy Institute Conference, Aspen
88. December 2011, Havas Digital, New York
89. June 2011, Eneca
90. September 2010, Federal Trade Commission

91. September 2010, Google European Public Policy Unit, Paris
  92. July 2009, Information Technology and Innovation Foundation, Washington DC
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## PRESENTATIONS OF RESEARCH AT CONFERENCES

1. June 2018, Marketing Science
2. May 2018, Boston College Digital Innovation Workshop
3. December 2017, Mobile Marketing and Big Data Conference, NYU
4. September 2017, NBER Economics of AI Conference
5. July 2017, BU Platforms Conference
6. July 2017, NBER Digitization Meetings
7. June 2017, Marketing Science
8. June 2017, Regulation of Algorithms, Berlin
9. May 2017, Boston College Digital Innovation Workshop
10. November 2016, ICANN Public Meetings
11. October 2016, Conference on Digital Experimentation, Cambridge, MA
12. September 2016, FTC Consumer Protection Conference, Washington, DC
13. September 2016, George Washington roundtable on Platforms, Washington DC
14. May 2016, Competing with Big Data, Brugel, Brussels, Belgium
15. April 2016, NBER Innovation and Policy, Washington DC
16. April 2016, Financial Services Roundtable, NYC
17. March 2016, Digitization Tutorial, NBER
18. January 2016, PrivacyCon, FTC Conference, Washington, DC
19. July 2015, NBER Law and Economics (co-author presented), Cambridge, MA
20. July 2015, NBER Economics of Digitization, Cambridge, MA
21. June 2015, 'The Future of Research in the Digital Society', French Ministry of Culture and Communication - Toulouse School of Economics, Paris, France
22. June 2015, Marketing Science, Baltimore, MD
23. June 2015, Doctoral Consortium, Baltimore, MD
24. March 2015, IP Leadership Conference, Washington, DC
25. February 2015, Patents in Theory and Practice, Washington, DC
26. June 2014, Marketing Science, Atlanta, GA
27. May 2014, Boston College Social Media Workshop, Boston, MA
28. January 2014, American Economic Association Meetings
29. July 2013, Marketing Science, Istanbul, Turkey
30. June 2013, Searle Center Conference on Internet Search and Innovation, Chicago, IL
31. April 2013, Brown University Mini-Networks Conference
32. February 2013, WSDM 2013 Conference (Keynote Speaker), Rome, Italy
33. January 2013, American Economic Association Meetings, San Diego, CA (Co-author presented)
34. December 2012, New York Computer Science and Economics Day
35. November 2012, Search and Competition Conference, Melbourne Australia
36. October 2012, Economics of Personal Data, (Keynote Speaker), Amsterdam

37. August 2012, Amsterdam Symposium on Behavioral and Experimental Economics
38. July 2012, Fudan University Marketing Research Symposium, China
39. June 2012, Searle Center Conference on Internet Search and Innovation, Chicago, IL
40. June 2012, Innovation, Intellectual Property and Competition Policy Conference, Tilburg, Netherlands
41. June 2012, Marketing Science, Boston, MA
42. June 2012, Social Media and Business Transformation, Baltimore, MD
43. May 2012, The Law and Economics of Search Engines and Online Advertising, George Mason University, Arlington, VA
44. February 2012, NBER Economics of Digitization (co-author presented), Cambridge, MA
45. January 2012, Symposium on Antitrust and High-Tech Industries, George Mason University, VA
46. January 2012, Patents, Standards and Innovation, Tucson, AZ
47. January 2012, Econometric Society Meetings, Chicago, IL
48. January 2012, AEA Meetings (2 papers), Chicago, IL
49. December 2011, Economics of Privacy Workshop, Boulder, CO
50. November 2011, Economics and Computation Day, Cambridge, MA
51. November 2011, HBS Strategy Research Conference, Boston, MA
52. November 2011, The Law and Economics of Internet Search and Online Advertising Roundtable, George Mason University, Arlington, VA
53. November 2011, Patents Statistics for Decision Makers, Alexandria, VA
54. October 2011, Workshop on Health IT and Economics, Washington, DC
55. October 2011, Innovation, Organizations and Society, University of Chicago, IL
56. October 2011, Direct Marketing Research Summit, Boston, MA
57. September 2011, Invited Session 'Economics and Marketing', EARIE, Stockholm, Sweden.
58. July 2011, NBER Economics of Digitization, Cambridge, MA
59. July 2011, SICS, Berkeley, CA
60. June 2011, The Law and Economics of Search Engines and Online Advertising, George Mason University, Arlington, VA
61. June 2011, Workshop on the Economics on Information Security, Washington, DC
62. June 2011, Marketing Science (3 papers), Houston, TX
63. June 2011, Searle Center Conference on Internet Search and Innovation, Chicago, IL
64. May 2011, Boston College Social Media Workshop, Boston, MA
65. May 2011, Technology Pricing Forum, Boston, MA
66. April 2011, NBER Innovation Policy and the Economy, Washington, DC
67. April 2011, International Industrial Organization Conference (3 papers), Boston, MA
68. March 2011, Technology Policy Institute, Washington, DC
69. February 2011, NBER Economics of Digitization (co-author presented), Palo Alto, CA
70. January 2011, Sixth bi-annual Conference on The Economics of Intellectual Property, Software and the Internet (2 papers, plenary speaker), Toulouse, France
71. January 2011, MSI Young Scholars Conference, Park City, UT
72. December 2010, Workshop on Information Systems and Economics, Washington University of St. Louis (co-author presented), St. Louis, MO
73. December 2010, OECD Economics of Privacy Roundtable, Paris, France
74. November 2010, Net Institute Conference, New York, NY

75. October 2010, Workshop on Media Economics and Public Policy (co-author presented), New York, NY
76. October 2010, Workshop on Health IT and Economics, Washington, DC
77. September 2010, ITIF and CAGW Privacy Working Group Meetings, Washington, DC
78. September 2010, Medical Malpractice Conference, Mohegan, CT
79. September 2010, Search and Web Advertising Strategies and Their Impacts on Consumer Workshop, Paris, France
80. July 2010, NBER Meetings (IT), Cambridge, MA
81. July 2010, NBER Meetings (Healthcare and IT), Cambridge, MA
82. July 2010, SICS, Berkeley, CA
83. July 2010, Keynote Speaker, 8th ZEW Conference on the Economics of Information and Communication Technologies, Mannheim, Germany
84. June 2010, American Society of Health Economists Conference, Cornell, NY
85. June 2010, Marketing Science (2 papers), Koeln, Germany
86. June 2010, Workshop on the Economics of Information Security (2 papers), Harvard, MA
87. January 2010, AEA Meetings, Atlanta, GA
88. December 2009, Workshop on Information Systems and Economics, Scottsdale, AZ
89. November 2009, WPP/Google Marketing Awards, Cambridge, MA
90. July 2009, NBER meetings (IT), Cambridge, MA
91. June 2009, IHIF Debate on Privacy, Washington, DC
92. June 2009, Marketing Science, Ann Arbor, MI
93. April 2009, International Industrial Organization Conference, Boston, MA
94. January 2009, Information Security Best Practices Conference, Philadelphia, PA
95. January 2009, Modeling Social Network Data Conference, Philadelphia, PA
96. July 2008, NBER Meetings (Productivity), Cambridge, MA
97. July 2008, SICS, Berkeley, CA
98. July 2008, Fourth Workshop on Ad Auctions, Chicago, MA
99. June 2008, Marketing Science, Vancouver, BC
100. May 2008, International Industrial Organization Conference, Richmond, VA
101. April 2008, Net Institute Conference, New York, NY
102. November 2007, NBER Health Meetings (Co-author presented), Boston, MA
103. July 2007, SICS, Berkeley, CA
104. June 2007, Workshop on the Economics of Information Security, Pittsburgh
105. June 2007, Choice Symposium, Philadelphia, PA
106. May 2007, eCommerce Research Symposium, Stamford, CT
107. April 2007, Net Institute Conference, New York, NY
108. April 2007, International Industrial Organization Conference, Savannah, GA
109. March 2007, Health Economics Conference, Tucson, AZ
110. February 2007, NBER Winter Meetings, Palo Alto, CA
111. January 2007, Economics of the Software and Internet Industries (2 Papers), Toulouse, France
112. October 2006, QME Conference, Stanford University, CA
113. June 2006, Marketing Science, Pittsburgh, PA
114. April 2006, International Industrial Organization Conference, Boston, MA
115. October 2005, NEMC Conference, Boston, MA

116. October 2005, TPRC Conference, Washington, DC
  117. June 2005, CRES Industrial Organization Conference, Washington University in St. Louis, MO
  118. July 2002, Payment Systems Conference, IDEI, Toulouse, France
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## PROFESSIONAL SERVICE

- **Associate Editor:** Management Science, Marketing Science, Journal of Marketing Research, International Journal of Research in Marketing
- **Associate Editor:** Information Systems Research, Special Issue on Social Media and Business Transformation
- **Departmental Editor:** Quantitative Marketing and Economics
- **Editor:** The Economics of the Internet, Palgrave Dictionary of Economics
- **Co-Editor:** NBER: The Economics of Digitization - An Agenda
- **Co-Editor:** Information Economics and Policy, Special Issue on Economics of Digital Media Markets
- **Editorial Review Board:** Journal of Marketing, Journal of Marketing Research, ISR Special Issue on Managing Digital Vulnerabilities, Journal of Economic Literature
  
- **Conference Program Committees**
  - 2017 Scientific Committee: IP Statistics for Decision Makers
  - 2017 Scientific Committee: ZEW Conference on the Economics of Information and Communication Technologies
  - 2017 Program Committee: Workshop on the Economics of Information Security
  - 2016 Program Committee: Workshop on the Economics of Information Security
  - 2016 Scientific Committee: ZEW Conference on the Economics of Information and Communication Technologies
  - 2015 Scientific Committee: Competition, Standardization and Innovation
  - 2015 Scientific Committee: Intellectual Property Statistics for Decision Makers
  - 2015 Associate Editor: ICIS 2015, Healthcare track
  - 2015 Scientific Committee: European Association for Research in Industrial Economics
  - 2015 Program Committee: ACM Conference on Economics and Computation
  - 2015 Program Committee: Workshop on the Economics of Information Security
  - 2015 Chief-Organizer: Quantitative Marketing and Economics Conference
  - 2015 Scientific Committee: ZEW Conference on the Economics of Information and Communication Technologies
  - 2014 Scientific Committee: European Association for Research in Industrial Economics
  - 2014 Scientific Committee: Conference on the Economics of Information and Communication Technologies
  - 2014 Program Committee: International Conference on Big Data and Analytics in Healthcare
  - 2013 Program Committee: Quantitative Marketing and Economics
  - 2013 Scientific Committee: European Association for Research in Industrial Economics Conference

- 2013 Scientific Committee: Conference on the Economics of Information and Communication Technologies
- 2013 Program Committee: Workshop on the Economics of Information Security
- 2013 Associate Editor of Personal Data Markets Track: ECIS 2013
- 2012 Program Committee: European Association for Research in Industrial Economics Conference
- 2012 Program Committee (Conference Organizer) NBER: The Economics of Digitization Pre-Conference, June 2012
- 2012 Scientific Committee: Conference on the Economics of Information and Communication Technologies
- 2012 Senior Program Committee: 13th ACM Conference on Electronic Commerce
- 2012 Program Committee: Workshop on the Economics of Information Security
- 2011 Scientific Committee: European Association for Research in Industrial Economics Conference
- 2011 Scientific Committee: Conference on the Economics of Information and Communication Technologies
- 2011 Program Committee: Ad Auctions Workshop
- 2011 Program Committee: Workshop on the Economics of Information Security
- 2010 Program Committee: Workshop on IT and Economic Growth
- 2010 Program Committee: Conference on Health IT and Economics
- 2010 Program Committee: Workshop on the Economics of Information Security
- 2009 Program Committee: Workshop on the Economics of Information Security
- 2008 Program Committee: Workshop on the Economics of Information Security
- 2008 Program Committee: Ad Auctions Workshop

### **External Affiliations**

- **Affiliate:** CESifo Research Network
- **Advisory Board:** Future of Privacy Forum

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### MIT SERVICE

- 2015- Faculty Chair, PhD program
  - 2015- EMBA Committee
  - 2015- ASB Committee
  - 2014- MIT Sloan Gender Equity Committee
  - 2013-2014 Group Head, Marketing Group
  - 2013-2014 Chair, Marketing Faculty Search Committee
  - 2013-2014 MIT Committee on Undergraduate Admissions and Financial Aid
  - 2011 North East Marketing Conference Coordinator
  - 2011 MIT Sloan Marketing Conference, Panel Moderator
  - 2011 Sloan Women in Management Conference, Panel Moderator
  - 2005, 2008, 2012 Marketing Faculty Search Committee
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## ADVISING

- 2019: Shuyi Yu, PhD Thesis supervisor
- 2017: Anuj Kapoor (University of Utah), PhD Thesis supervisor
- 2016: Abhishek Nagaraj, PhD Thesis advisor
- 2012: Cristina Nistor, PhD Thesis advisor
- 2010: Katherine Molina, Masters Thesis
- 2008: Dinesh Shenoy, Masters Thesis
- 2007: James Kelm, Masters Thesis

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## GRANTS AND SUPPORT

### *Academic Research Grants*

|      |   |           |
|------|---|-----------|
| 2017 | Net Institute Grant   | \$3,000   |
| 2016 | Net Institute Grant   | \$6,000   |
| 2013 | MSI research Grant 4-1840   | \$10,200  |
| 2011 | Tilburg Law and Economics Center (TILEC) IIPC grant               | \$21,000  |
| 2011 | Google Grant  | \$50,000  |
| 2011 | Junior Faculty Research Assistance Program                        | \$30,000  |
| 2011 | Net Institute Grant   | \$6,000   |
| 2011 | NBER Digitization Grant   | \$20,000  |
| 2011 | NSF CAREER Award  | \$502,000 |
| 2010 | Time-Warner Research Program on Digital Communications            | \$20,000  |
| 2010 | Net Institute Grant   | \$6,000   |
| 2009 | Net Institute Grant   | \$6,000   |
| 2009 | The James H. Ferry, Jr. Fund for Innovation in Research Education | \$50,000  |
| 2009 | Google/WPP Grant  | \$55,000  |
| 2008 | Net Institute Grant   | \$15,000  |
| 2007 | Net Institute Grant   | \$8,000   |
| 2006 | Net Institute Grant   | \$8,000   |

### *Industry Research Grants*

|      |   |           |
|------|---|-----------|
| 2015 | CCIA Research: Research into Sustainable Competitive Advantage and Big Data | \$60,000  |
| 2015 | E-Logic: Research into Vertical Mergers and Patent Litigation               | \$60,000  |
| 2014 | CCIA Research: Research into Patent Litigation and Entrepreneurship         | \$100,000 |
| 2012 | Google Australia: Research into Measurement and Attribution                 | \$50,000  |

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## EXPERT TESTIMONY

- In Re Appraisal of AOL Inc: Consolidated C.A. No. 11204-VCG. Chancery Court of Delaware
  - Expert Report, Deposition and Trial Testimony (2017)
- Michael Edenborough v. ADT, LLC, d/b/a ADT Security Services, Inc. Case No: 3:16-cv-02233-JST United States District Court, Northern District of California, San Francisco Division
  - Declaration (2017).
- YETI Coolers, LLC, v. RTIC Coolers, LLC, et al. Civil Action No. 1:15-cv- 00597-RP United States District Court Western District of Texas Austin Division.
  - Expert Report and Deposition Testimony (2016).
- Red Online Marketing Group LP, d/b/a 50onRED v. Revizer Ltd., d/b/a Ad Force Technologies, Ltd., and Revizer Technologies, Ltd. United States District Court, Eastern District of Pennsylvania Civil Action No. 14-1353
  - Expert Report and Deposition Testimony (2016).
- Matthew Campbell and Michael Hurley et al. v. Facebook, Inc. Case No. C 13-05996 PJH. United States District Court Northern District of California
  - Expert Report and Deposition Testimony (2016).
- GO Computer, Inc. et al. v. Microsoft Corporation Case No. CGC-05- 442684 Superior Court of the State Of California for the City and County of San Francisco
  - Expert Report and Deposition Testimony (2015).
- Queen’s University at Kingston and PARTEQ Research and Development Innovations, v. Samsung Electronics Co., Ltd., et al. Civil Action No. 2:14-cv- 53-JRG- RSP.
  - Expert Report and Deposition Testimony (2015).
- Yahchaaroah Lightbourne, on behalf of himself and all other similarly situated, Plaintiff, v. Printroom.com, Inc., Professional Photo Storefronts, Inc., Brand Affinity Technologies, Inc. and CBS Interactive Inc. E-2 Case No. SACV13-00876 JLS (RNBx) United States District Court, Central District of California.
  - Expert Report (2015)
- In re: Chapter 11, Nortel Networks, Inc., et al., Debtors, U.S. Bankruptcy Court, District of Delaware, Case No. 09-10138(KG) (Jointly Administered), Re Dkt No. 13208. Deposition and Trial Testimony (2014)
  - Expert Report, Deposition and Trial Testimony (2014).
- Angel Fraley, et al., Plaintiffs, v. Facebook, Inc., a corporation; and DOES 1-100, Defendants, U.S. District Court, Northern District of California, Case No. 5:11-cv-01726-LHK. Deposition Testimony (2012)
  - Expert Report and Deposition Testimony (2012).

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## TEACHING

- 15.818, Pricing (MBA Elective) 2006-
- 15.732, Marketing Management for Senior Executives 2012-
- 15.726, Pricing (EMBA Elective) 2012-
- 15.838, Doctoral Seminar, Spring 2006, Fall 2007, Fall 2013

- Marketing Management, Asian School of Business, 2016
- Guest Lecturer: HST.936: Health information systems to improve quality of care in resource-poor settings, 2014
- Executive Education: Marketing Innovation, 2016-
- Executive Education: Pricing 4dX, 2016-
- Executive Education: Strategic Marketing for the Technical Executive, 2012-2015
- Executive Education: Systematic Innovation of Products, Processes, and Services, 2013-
- Executive Education: Platform Strategy: Building and Thriving in a Vibrant Ecosystem, 2014-
- Executive Education: Global Executive Academy (multi-language), 2013, 2014
- Executive Education: Entrepreneurship Development Program, 2012-
- Faculty Coach, Takeda Leadership Academy, 2016-17