PARTICIPANT BIOGRAPHIES

John Asker

John Asker is a Professor of Economics at UCLA. His research investigates topics related to antitrust policy, cartel behavior, vertical restraints, auction design, firm-level productivity, and the effects of industry subsidies. To investigate these issues he employs a mix of theoretical and empirical methods. His papers have been publishe [(a)4(nd a)-6( )]TJ   -0.004 Tc 0.244 Tw -36.83 -1.15 Td [(
ved as the Director of the Bureau of Economics at the U.S. Federal Trade

Steve Berry

Steven T. Berry is the James Burrows Moffatt Professor of Economics at the Yale School of Management, a Research Associate at the National Bureau of Economic Research, and a Fellow of the American Academy of Arts and Sciences. He specializes in econometrics and industrial organization. He is a fellow of the Econometric Society and a winner of the Frisch Medal.

Berry has previously served as the Chair of the Economics Department and the Director of the Division of Social Sciences at Yale University. He received his B.A. from Northwestern University and his Ph.D. from the University of Wisconsin–Madison in 1989.

David Byrne

David Byrne is a Senior Lecturer of Economics at the University of Melbourne. He is also the Deputy Director of Research at the Centre for Market Design, a faculty affiliate of the Melbourne Energy Institute, and a founding member of the Asia-Pacific Industrial Organisation

Daniel Garcia

Daniel Garcia is an Assistant Professor in the Department of Economics at the University of Vienna. His work focuses on applied theory with special interest to consumer search, pricing and information economics. He received his Ph.D. from Universitad Carlos III.

Martin Hackmann

Martin Hackmann is an Assistant Professor of Economics at the University of California Los Angeles, a faculty research fellow at the National Bureau of Economic Research, a CESifo research network member, and a faculty affiliate of the California Center for Population Research at UCLA. Professor Hackmann's research specializes in topics in industrial organization and health economics. Professor Hackmann holds a Ph.D. in Economics from Yale

Jin is a Professor of Economics at the University of Maryland and a Research Associate at the

Mara Lederman

Mara Lederman is an Associate Professor of Strategic Management and the Director of Research Resources and Centres at the Rotman School of Management, University of Toronto. She earned

Assistant Professor of Economics at the University of Pennsylvania in 2001. In 2006, he returned to Oxford as a Tutorial Fellow at Jesus College and as a Reader in the Department of Economics. He subsequently became the Professor of Industrial Economics at the University of Oxford and a Senior Research Fellow at Jesus College, Oxford.

Professor Nocke has broad research interests within the fields of Industrial Organization and International Trade. Much of his recent work has been concerned with mergers, both in an IO and trade context, and with competition policy. He has published in leading academic journals such as the *American Economic Review*, *Journal of Political Economy*, *Review of Economic Studies*, *Journal of the European Economic Association*, *RAND Journal of Economics*, *Journal of International Economics*, and *Journal of Economic Theory*.

Álvaro Parra

Álvaro Parra is an Assistant Professor of Strategy and Business Economics at the Sauder School of Business at the University of British Columbia (UBC). His research lies at the intersection of Microeconomic Theory and Industrial Organization, with a special interest in Competition Policy. In his latest work, he has studied the role of product market competition on the welfare outcomes of mergers in innovative industries, the role of patent policy in determining industry dynamics in the context of sequential innovation, and firms' entry decisions into concentrated industries. Álvaro received his Ph.D. in Economics from Northwestern University in 2013.

David Rahman

David Rahman is an Associate Professor in the Department of Economics at the University of Minnesota. His research focuses on contract theory, mechanism design, and general equilibrium. He received his Ph.D. from UCLA.

Anita Rao

Anita Rao is an Associate Professor of Marketing at the University of Chicago Booth School of Business. She studies quantitative marketing and empirical industrial organization with specific interests in online content, digital distribution, advertising claims and research intensive industries.

Her recent papers include "Online Content Pricing: Purchase and Rental Markets," published in Marketing Science, and "Quality vs. Variety: Trading Larger Screens for More Shows in the Era of Digital Cinema," published in Quantitative Marketing and Economics. In her current work she analyzes how false claims in advertising influence consumers' purchase decisions. Another

stream of research analyzes the impact of competition and FDA regulation on R&D investment decisions by firms in the pharmaceutical industry.

Rao holds a Ph.D. in marketing from Stanford University and a MS in transportation engineering from Massachusetts Institute of Technology. She earned a Bachelor of Technology in civil engineering from Indian Institute of Technology (IIT), in Madras, India.

Prior to her doctoral studies, she worked in the Customer and Brand Science practice at Mercer Management Consulting.

Devesh Raval

Devesh Raval is an economist at the Federal Trade Commission. His fields are industrial

Chad Syverson

Chad Syverson is the J. Baum Harris Professor of Economics; University of Chicago Booth School of Business. His research spans several topics, with a particular focus on the interactions of firm structure, market structure, and productivity. His research has been published in several top journals and has earned multiple National Science Foundation Awards. He also coauthored (with Austan Goolsbee and Steve Levitt) an intermediate-level text, *Microeconomics*.

Syverson serves as an editor of the *RAND Journal of Economics* and is on the editorial board of several other journals. He is a research associate of the National Bureau of Economic Research and has recently served on National Academies committees and as the chair of the Chicago Census Research Data Center Board. Prior to his appointment at the University of Chicago, Syverson was a mechanical engineer co-op for Loral Defense Systems and Unisys Corporation.

He earned two bachelor's degrees in 1996 from the University of Nortsususran er0.074 Tw 0.32 0 T

Mo Xiao

Mo Xiao is an Associate Professor of Economics at the University of Arizona Eller College of Management. Professor Xiao's research applies microeconomic theory and econometrics to analyze various issues concerning firm behavior and market operation. She has worked on topics concerning firms' strategic provision of information and the impact of public policies on firms' entry, exit and quality choices. Her most recent research is on entry and competition in the U.S. telecommunication market. She holds a Ph.D. from UCLA.

Florian Zettelmeyer

Florian Zettelmeyer is the Nancy L. Ertle Professor of Marketing at the Kellogg School of Management at Northwestern University. He also directs the Program on Data Analytics at Kellogg, the school's Big Data and Analytics initiative. Prior to his appointment at Kellogg he was an Associate Professor of Marketing and chair of the marketing group at the Haas School of Business, University of California at Berkeley. Before his Ph.D., he briefly worked in consulting at McKinsey and Company's German office.

Professor Zettelmeyer specializes in evaluating the effects of information technology and big data on firms. More generally, his work addresses how the information consumers have about firms and the information firms have about consumers affect firm behavior. Professor Zettelmeyer has extensively studied the auto industry as a laboratory to understand the effects of customer informa

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