Second Federal Trade Commission
CONFERENCE ON MARKETING AND PUBLIC POLICY

Friday October 18, 2024, 8:00am – 6:00pm

Constitution Center
400 7th St SW, Washington, DC 20024

Biographies and Disclosures
in order of the conference agenda

General Disclosure: The views expressed in this conference are of each presenter's own and not necessarily those of the Federal Trade Commission or of any individual Commissioner.

ACADEMIC SESSION ONE: PRIVACY AND USER DATA

A. Yeşim Orhun (Ross School of Business, University of Michigan)
Scientific Committee, Chair for Academic Session One: Privacy and User Data

Yeşim Orhun is a multi-method quantitative marketing scholar who works in the fields of industrial organization and behavioral economics. In one stream of work, she studies belief formation and belief-based utility, and their consequences for decision-making. In another stream of work, she examines how public and managerial policies shape inequities in consumer access. Her research spans several industries, including health, transportation, retail, consumer packaged goods, online platforms, and education. She has received several competitive grants and awards for her research, including the 2019 Paul E. Green Award.

Yeşim Orhun is an Associate Professor of Marketing and Information and a Michael R. and Mary Kay Hallman Faculty Fellow at the University of Michigan. She earned her Ph.D. in Business Administration from University of California at Berkeley. She serves as an AE at Journal of Marketing Research and IJRM, and on the Editorial Board of Marketing Science. Yeşim Orhun also served for four years on the Board of Consumer Reports.

Disclosures: None

Garrett Johnson (Questrom School of Business, Boston University)
"COPPAcalypse? The YouTube Settlement's Impact on Kids Content"

Garrett Johnson researches digital marketing: measuring its effectiveness and examining its privacy issues. His ad effectiveness research uses large-scale experiments to measure how and how much ads work. His privacy research both examines the impact of Europe's GDPR and studies the economics of identity in online advertising. His work as appeared in top academic journals, such as *American Economic Journal: Economic Policy*, *Journal of Marketing Research*, *Management Science*, and *Marketing Science*. For his work, Prof. Johnson has been awarded the Paul Green Award, the Weitz-Winer-O'Dell Award, and the John D. C. Little Award, and has been a finalist for the John D. C. Little Award and Gary Lilien Marketing Science Practice Prize.

Guy Aridor (Kellogg School of Management, Northwestern University)
Discussant

Guy Aridor is an Assistant Professor of Marketing at Northwestern Kellogg School of Management and a research affiliate at CESifo. His research employs tools from economics and quantitative marketing to investigate policy and antitrust issues in the digital economy, as well as the effects of new technologies on consumer behavior. He has a particular interest in consumer privacy, recommendation systems, and social media platforms. He holds a PhD in economics from Columbia University and a BA in pure/applied mathematics, computer science, and economics from Boston University.

Alessandro Acquisti (Carnegie Mellon University)
"Behavioral Advertising and Consumer Welfare"

Alessandro Acquisti is the Trustees Professor of Information Technology and Public Policy at Carnegie Mellon University's Heinz College. His research combines economics, behavioral research, and data mining to investigate the role of privacy in a digital society. His studies have promoted the revival of the economics of privacy, advanced the application of behavioral economics to the understanding of consumer privacy valuations and decision-making, and spearheaded the investigation of privacy and disclosures in social media. He has been the recipient of the PET Award for Outstanding Research in Privacy Enhancing Technologies, the IBM Best Academic Privacy Faculty Award, the IEEE Cybersecurity Award for Innovation, the Heinz College School of Information's Teaching Excellence Award, and numerous Best Paper awards. He has testified before the U.S. Senate and House committees and has consulted on issues related to privacy policy and consumer behavior with numerous agencies and organizations, including the White House's Office of Science and Technology Policy (OSTP), the US Federal Trade Commission (FTC), and the European Commission. He has received a PhD from UC Berkeley and Master's degrees from UC Berkeley, the London School of Economics, and Trinity College Dublin.

Li Jiang (George Washington University)
Discussant

Li Jiang is an assistant professor of marketing at the George Washington University School of Business (GWSB). She received her Ph.D. in Marketing from the Anderson School of Management at UCLA. Her research focuses on the social issues that arise from technological progress, and technology's impact on consumption patterns and privacy. She specializes in two primary areas: (1) information privacy, an interdisciplinary field emphasizing the ethical management of personal data, and (2) empowering consumers to navigate emotion-laden decisions. Li Jiang has published in the Journal of Marketing Research (UTD24, FT50, ABS4*), Management Science (UTD24, FT50, ABS4*), Journal of Consumer Research (UTD24, FT50, ABS4*), Journal of Service Research (ABS4), Personality and Social Psychology Bulletin (ABS4), and Journal of Experimental Psychology: Applied (ABS4). Her research has been covered by Time, Science Daily, Scientific American, Springer, Hearst, American Marketing Association, among others.

Disclosure: The author declares that (s)he has no relevant or material financial interests that relate to the research described in this paper.

Malika Korganbekova (University of Chicago)
"Balancing User Privacy and Personalization"

Malika Korganbekova is an Assistant Professor at the University of Chicago Booth School of Business. She got her PhD in Quantitative Marketing from Kellogg School of Management, Northwestern University. Professor Korganbekova's research applies tools from causal inference, empirical industrial organization, and machine learning to study the impact of technology on societal issues, with the focus on privacy, data regulation, and sustainability.

Professor Korganbekova's dissertation work has received MSI A.G. Clayton Best Dissertation Proposal, ISMS Sheth Foundation Dissertation award, and Shankar-Spiegel Best Dissertation Proposal awards.
She holds Master's degrees in Economics from Penn State and Central European University, and an undergraduate degree in Economics from Lomonosov Moscow State University.

Disclosure: None

Scott Shriver (University of Colorado Boulder)
Discussant

Scott Shriver is an Associate Professor of Marketing at the Leeds School of Business (University of Colorado, Boulder). He received his Ph.D. in quantitative marketing from the Graduate School of Business at Stanford University, where he also received an M.A. in Economics and an M.S. in Physics. He earned his MBA degree at UCLA's Anderson School of Management. Professor Shriver's research interests include consumer privacy, network effects, technology adoption, sustainability, empirical industrial organization and applied econometrics.

Disclosure: I declare that I have no relevant or material financial interests that relate to the research described in the paper I will discuss, "Balancing User Privacy and Personalization" by Korganbekova and Zuber.

Nellie Lew (Federal Trade Commission, Bureau of Economics)
Scientific Committee, Chair for Lightning Round One: Regulations in Consumer Protection

Nellie Lew is the Assistant Director for Consumer Protection in the Bureau of Economics at the Federal Trade Commission. In this role, she supervises the economic analysis for consumer protection investigations, enforcement actions, and rulemakings. Prior to joining the FTC, she held multiple leadership and management positions at the Federal Aviation Administration and the Food and Drug Administration, supervising and reviewing cost-benefit and other economic analysis of rulemakings and key policy initiatives. Nellie received her Ph.D. in Economics from the University of California, Santa Barbara.

Disclosure: Nellie Lew declares that she has no relevant or material financial interests that relate to the research presented in this conference.

Bernhard Ganglmair (University of Mannheim)
"Regulatory Compliance with Limited Enforceability: Evidence from Privacy Policies"

Bernhard Ganglmair is an associate professor of economics at the University of Mannheim, head of the junior research group Competition and Innovation at the ZEW - Leibniz Centre for European Economic Research, and board member of the Mannheim Centre for Competition and Innovation (MaCCI). His research covers a variety of topics related to technology standardization, innovation, contracts, and competition economics, with a particular focus on strategic disclosure of private information. His methodological toolkit contains both theory and empirics (including text-as-data methods). He has published his work (or forthcoming) in leading journals such as the American Economic Journal: Microeconomics, Research Policy, the RAND Journal of Economics, or the Journal of Law, Economics, and Organization. Before joining the University of Mannheim and ZEW Mannheim in 2019, Bernhard was an assistant professor of managerial economics at the University of Texas at Dallas. He holds a Ph.D. in economics from the University of Zurich (2011).

Disclosure: The authors declare that they have no relevant or material financial interests nor have they received any specific financial support for the research described in this paper.

Qiyao Pu (Case Western Reserve University)
"Notice and Choice Framework for Fostering Marketer Trustworthiness and Ensuring Customer Engagement"

Ph.D Student, Weatherhead School of Management, Case Western Reserve University.
Research Interest: Customer-Technology Interface, Privacy and Personalization issues in Marketing.

Disclosure: This research is financially supported by the Weatherhead School of Management's inaugural research grant (#IG121420-01-REW99) from Case Western Reserve University. The presenter does not receive significant financial support from any interested party that could influence the research or its outcomes. The presenter does not hold paid or unpaid positions as an officer, director, or board member in relevant non-profit organizations or profit-making entities that could create a conflict of interest. This research has been reviewed and approved by the Case Western Reserve University Institutional Review Board (IRB).

Itay P. Fainmesser (Johns Hopkins University)
"Consumer Profiling via Information Design"

Itay Fainmesser is an associate professor of economics at the Johns Hopkins University Carey Business School. Fainmesser studies how social networks and social media affect and are affected by market activities and market rules. His current work studies the pricing of network goods, the role of intermediaries in markets, influencer marketing, and user privacy in online platforms. His work was published in top economics and management journals such as The Review of Economic Studies, Management Science, and The Journal of Economic Theory. He received his PhD in Business Economics from Harvard University and his BSc in Computer Science and Economics from the Tel Aviv University, Israel.

Disclosure: I have no conflict of interest to report.

Kenneth C. Wilbur (University of California, San Diego)
"Online Gambling Policy Effects on Tax Revenue and Irresponsible Gambling"

Kenneth C. Wilbur serves as a Professor of Marketing and Analytics and the Sheryl and Harvey White Chair in Management at the University of California, San Diego. His research on quantitative marketing and customer analytics draws rigorous, actionable insights out of large datasets for positive impact on markets. Most of his work analyzes data-driven phenomena in advertising and digital platform settings. He has also published contributions in economics, law, political science and psychology journals.

The field of quantitative marketing has three major annual research awards: best paper, best dissertation paper, and long-term impact for a paper published 5-10 years previously. Award winners and finalists are voted by the editorial boards of Marketing Science and Management Science Marketing Department. Professor Wilbur's research has won all three awards, including the long-term impact award twice.

Professor Wilbur serves as Associate Editor for the Journal of Marketing Research. He has co-organized the Workshop on Platform Analytics annually since 2022. In 2024 he submitted an expert rebuttal report and deposition testimony in U.S. v. Google (the ad tech case). His CV and all published papers are available at Http://Kennethcwilbur.com.

Disclosure: In the previous three years, Kenneth Wilbur has received significant financial support from the University of California, San Diego, and the US Department of Justice. I do not know my coauthors financial supporters, aside from their academic employers, but they informed me that none of their financial support relates to this research. No other party had the right to review our paper prior to its circulation

PANEL: FTC RESEARCH & POLICY ON CONSUMER PROTECTION

Devesh Raval (Federal Trade Commission, Bureau of Economics)
Scientific Committee, "What's New in Consumer Protection at the FTC?"

Dr. Devesh Raval is the Deputy Director overseeing the consumer protection mission of the Federal Trade Commission within the Bureau of Economics. Devesh completed his Ph.D. in economics at the University of Chicago. Before joining the FTC, he was a founding member of the Economics Team at Amazon.com, working directly under Chief Economist Pat Bajari, as an Economist and later as a Senior Economist. More recently, Devesh was the Victor Kramer Foundation Fellow at Harvard Law School. Devesh's research interests are in productivity, industrial organization, and marketing.

Disclosure: Devesh has no interests to disclose.

Micheal LeGower (Federal Trade Commission, Bureau of Economics)
"Economic Analysis of the CARS Rule"

Michael LeGower is a Deputy Assistant Director with the Federal Trade Commission's Bureau of Economics. In his 10 years with the Commission, he has worked on a wide variety of law enforcement matters both as a staff economist and a manager. Cases of interest include investigations of DeVry University, University of Phoenix, Equifax, Rhinelander Auto, and Asbury Auto. He also managed the BE rulemaking team for the recent Combating Auto Retail Scams (CARS) Rule, which was finalized in January 2024 but has been voluntarily stayed pending judicial review.

Disclosure: I received no external financial support for the project being presented.

Eric Spurlino (Federal Trade Commission, Bureau of Economics)
"Clear Disclosures"

Eric Spurlino is an Economist and the Federal Trade Commission, working in the Department of Consumer Protection within the Bureau of Economics. He received his PhD in economics in 2023 from New York University. His research uses theory and experiments to study how limited cognition and psychological motives influence economic behavior across strategic and non-strategic settings.

Disclosure: The author declares that he has no relevant or material financial interests that relate to the research described in this paper. The views expressed in this presentation are my own and not necessarily those of the Federal Trade Commission or of any individual Commissioner.

Shotaro Nakamura (Federal Trade Commission, Bureau of Economics)
"Spillovers and Adjustments under Information and Search Frictions in a Developing Online Marketplace"

Shotaro Nakamura is an Economist at the Bureau of Economics, U.S. Federal Trade Commission (FTC). He received my Ph.D. in Economics at the University of California, Davis. His research is on topics in development and environmental economics with cross-cutting themes in labor and public economics and industrial organization.

Disclosure: The paper has gone through a check by PakWheels' employees to ensure the confidentiality of their data and other proprietary information, but not on the empirical findings and views expressed in the paper. The authors report no conflict of interest. The endline survey for this study was funded by the Faculty Initiative Fund at the Lahore University of Management Sciences. This study has been pre-registered in the AEA RCT Registry (ID: AEARCTR-0007537) and approved by IRBs in Pakistan (LUMS-IRB/06042021/AT-FWA-00019408) and the US (UC Davis IRB-1647279-1).

Daniel Hosken (Federal Trade Commission, Bureau of Economics)
"How Does Consumer Voice Respond to Antitrust Policy? Evidence from Supermarket Divestitures"

Daniel S. Hosken is the Deputy Assistant Director for the Office of Applied Research and Outreach in the FTC's Bureau of Economics. His research has focused on the empirical analysis of competition issues including retail pricing in food and gasoline markets and the measurement of price effects resulting from consummated mergers.

Disclosure: I am an employee of the FTC. My manager reviewed my presentation slides.

Ben Casner (Federal Trade Commission, Bureau of Economics)
"Lowering the Garden Wall: Marketplace Leakage and Quality Curation"

Ben Casner is an Economist at the Federal Trade Commission. Ben received his PhD from The Ohio State University in 2020 and his main research interests pertain to digital economics with a particular focus on platform governance and business model choice and consumer search behavior. His published works include both applied theory and experimental work. He is co-organizer of the Bureau of Economics seminar series and his notable casework includes Surescripts LLC and Amazon.com, Inc. (Both for the FTC).

Disclosure: The research in this article has not benefitted from outside financial support.

ACADEMIC SESSION TWO: ADVERTISING AND INFORMATION

K. Sudhir (Yale School of Management)
Scientific Committee, Chair for Academic Session Two: Advertising and Information

K. Sudhir is James Frank Professor of Marketing, Private Enterprise and Management and Founder-Director of the China India Insights Program at the Yale School of Management. He was Editor-in-Chief of Marketing Science from 2016-21and a Visiting Fellow at Microsoft Research in 2020. As a pioneer of structural econometric models in marketing, Sudhir has published foundational and award-winning models in marketing channels, sales force management, organizational buying and issues around marketing of customer data. He also has an active research agenda around the use AI and machine learning methods. His current substantive interests include customer and sales management, privacy and AI.

Disclosure: K. Sudhir declares that he has no relevant or material financial interests that relate to the research presented in this conference.

Sylvia Hristakeva (Cornell University)
"Bad-drug Ads or Killer Ads: The Effects of Drug Injury Advertising on Viewers' Health Outcomes"

Sylvia Hristakeva is an Assistant Professor of Marketing at Cornell's SC Johnson College of Business. Her research spans quantitative marketing and empirical industrial organization, focusing on how vertical contracts, competition, and advertising shape firm strategies and consumer outcomes in both retail and healthcare markets. She has investigated vertical contracts in retail and broadcast TV advertising and examined how firms adjust markups and differentiate in response to competition. On the healthcare side, her work includes analyzing the impact of government-mandated pharmaceutical price caps, the effects of drug injury advertising, and the influence of Ozempic's adoption on grocery shopping behaviors.

Disclosure: The author (Sylvia Hristakeva) declares that she has no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Sarah Moshary (University of California, Berkeley)
Discussant

Sarah Moshary is an Assistant Professor at the Haas School of Business, UC Berkeley. She holds a PhD in Economics from MIT. Her research interests include Quantitative Marketing, Industrial Organization, and Political Economy. Her work studies pricing, TV and digital advertising, and regulation.

Disclosure: I have nothing to disclose related to the research described in this paper.

Mingduo Zhao (University of California, Berkeley)
"Unmasking the Deception: The Interplay between Fake Reviews, Ratings Discrepancy, and Consumer Demand"

I am a Ph.D. candidate in Economics at the University of California, Berkeley. During my Ph.D. studies, I also completed a M.Sc. in Computer Science and a M.A. in Statistics at UC Berkeley. Prior to joining Berkeley, I earned a B.Sc. in three disciplines with honors in Mathematics, Statistics, and Economics from the University of Michigan.

My research explores the intersection of marketing, economics, computer science, and statistics, with a focus on how technological advancements profoundly transform society, both economically and politically. With my background in machine learning, causal inference, and empirical industrial organization, I aim to develop managerial and policy solutions that harness the full potential of emerging technologies while addressing and mitigating their possible risks.

Mike Luca (Johns Hopkins University)
Discussant

Michael Luca is a professor and the director of the Technology and Society Initiative at the Johns Hopkins University, Carey Business School, and a faculty research fellow at the NBER.

Diego Aparicio (IESE Business School)
"Concealing Prices: Can Delayed Price Disclosure Influence Consumer Purchase Decisions?"

Diego Aparicio is an Assistant Professor of Marketing at IESE Business School in Spain, Barcelona. His areas of research include digitization, empirical industrial organization, and pricing and assortment decisions. Diego holds a PhD in Economics from MIT.

Vicki Morwitz (Columbia University)
Discussant

Vicki Morwitz is the Bruce Greenwald Professor of Business and Professor of Marketing at Columbia University's Business School. Before joining Columbia, she was on the faculty at the Stern School at NYU for 28 years. She received a B.S. in computer science and applied mathematics from Rutgers University, an M.S. in operations research from Polytechnic University (now NYU's Tandon School), and an M.A. in statistics and a Ph.D. in marketing from the Wharton School, University of Pennsylvania. Her research interests include how consumers process price information, the impact of self-predictions, and the effectiveness of public health communication. Her research has appeared in many academic journals including American Journal of Public Health, Harvard Business Review, International Journal of Forecasting, Journal of the Association for Consumer Research, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Marketing Research, Management Science, and Marketing Science. She is a Fellow of the Society for Consumer Psychology (SCP) and served as SCP's President and as an executive board member. She currently serves as Editor-in-Chief for the Journal of the Association for Consumer Research and formerly was Co-Editor of the Journal of Consumer Research. She has spoken at an FTC conference on the Economics of Drip Pricing, at a White House conference on the Economic Case for the President's Initiative on Junk Fees, and at a Senate Subcommittee hearing on Protecting Consumers from Junk Fees.

Disclosure: Interested parties for whom I have received significant financial support in the past 3 years: Competition Bureau, Canada.

LIGHTNING ROUND TWO: NEW FINDINGS IN CONSUMER BEHAVIOR

Dan Wood (Federal Trade Commission, Bureau of Economics)
Chair for Lightning Round Two: New Findings in Consumer Behavior

Daniel H. Wood is a Deputy Assistant Director in the FTC's Division of Consumer Protection in the Bureau of Economics. He has published articles on topics in behavioral economics and evolutionary game theory. Dan came to the FTC in 2016 from Clemson University, where he taught microeconomic theory, game theory, and behavioral economics. He holds a BA from Swarthmore College and a PhD from Harvard University.

Disclosure: Dan Wood declares that he has no relevant or material financial interests that relate to the research presented in this conference.

Mimansa Bairathi (University College London)
"Social Media, Music Consumption and Cross-Platform Spillover Effects"

Mimansa Bairathi is an Assistant Professor of Marketing at UCL School of Management. She received a Ph.D. from London Business School. Her research focuses on digital platforms and online advertising. In her research, she combines elements of field experiments, causal inference, and machine learning to understand the impact of marketing interventions on consumer behavior and firm revenues. She also studies the regulatory implications of marketing interventions.

Disclosure: I declare that I have no relevant or material financial interests that relate to the research described in this paper.

Hema Yoganarasimhan (University of Washington)
"The Value of Silence: The Effect of UMG's Licensing Dispute with TikTok on Music Demand"

Dr. Hema Yoganarasimhan is a Professor of Marketing at the Foster School of Business, University of Washington. She also holds affiliate appointments in Computer Science and Engineering, Department of Economics, and Center for Statistics in the Social Sciences. Hema serves as a co-editor at Quantitative Marketing and Economics and as an Associate Editor at Marketing Science and Management Science.

She is recognized as one of the leading experts in quantitative marketing. Hema's research brings together large-scale marketing data, economic theory, and econometric and machine learning tools to help firms optimize and automate their marketing decisions.

Disclosure: The authors gratefully acknowledges financial support from Harvard Business School and declare that they have no other relevant or material financial interests that relate to the research described in the paper ("The Value of Silence: The Effect of UMG's Licensing Dispute with TikTok on Music Demand").

Youngeun Lee (Boston College)
"Shrinkflation: Evidence on Product Downsizing and Consumer Response"

Youngeun Lee is an Assistant Professor of Marketing at Boston College. Her main areas of research are in empirical industrial organization and quantitative marketing. Her current work seeks to improve firm and consumer decision-making in topics of product differentiation and pricing. Lee holds a Ph.D. in marketing from Kellogg School of Management at Northwestern University, and a BA and MA in Statistics from Yonsei University.

Disclosure: Youngeun Lee has not received any financial support. Nielsen IQ has the right to review the paper prior to its circulation.

Avinash Collis (Carnegie Mellon University)
"The Consumer Welfare Effects of Online Ads: Evidence from a 9-Year Experiment"

Avinash (Avi) Collis is an Assistant Professor at the Heinz College of Information Systems and Public Policy at Carnegie Mellon University. He holds a Ph.D. in Management Science from MIT Sloan School of Management. His research interests include the economics of digitization, focusing on measuring the welfare gains from digital goods. His research has been covered in major media outlets and policy reports, including the New York Times, Wall Street Journal, Washington Post, the Economist, CNN, BBC, Financial Times, Bloomberg, and NPR, and reports by the US White House, Federal Reserve, Senate, and UK treasury. He is a member of the Federal Economic Statistics Advisory Committee (FESAC), which advises the Department of Commerce, BEA, BLS, and the U.S. Census.

Disclosure: In the past five years, I have received grants and research awards (>$10,000) from the Program on Economics & Privacy, Antonin Scalia Law School, George Mason University; the University of Texas Blockchain Initiative research grant; the McCombs Research Excellence grant, McCombs School of Business, University of Texas at Austin; Meta; and the Center for Technology, Innovation and Competition, University of Pennsylvania. Co-authors Asad Liaqat, Daley Kutzman, Haritz Garro, and Daniel Deisenroth are employees of Meta Platforms and hold a financial interest in Meta. Nils Wernerfelt was an employee of Meta while this research was conducted, although he no longer holds a financial interest in the company. Erik Brynjolfsson and Avinash Collis declare no competing interests, although they have been awarded grants from Meta in the past for other work.

Ginger Zhe Jin (University of Maryland, College Park)
Scientific Committee, Chair for Academic Session Three: Advertising and Information

Ginger Zhe Jin is currently Neil Moskowitz Professor of Economics at the University of Maryland, College Park. In 2015-2017, she was on leave at the Federal Trade Commission, serving as the Director of the FTC Bureau of Economics from January 2016 to July 2017. From January 2019 to May 2020, she was on leave at Amazon.com as Amazon Scholar and Senior Principal Economist. Most of her research focuses on information asymmetry among economic agents and how to provide information to overcome the information problem. The applications she has studied include retail food safety, health insurance, prescription drugs, e-commerce, regulatory inspection, scientific innovation, air quality, blood donation, vaccination, intrafamilial interaction, data regulation, and consumer protection. Her research has been published in leading economics, management, and marketing journals, with support from the National Science Foundation, the Net Institute, the Alfred P. Sloan Foundation, and the Washington Center for Equitable Growth. She is currently a managing editor of the International Journal of Industrial Organization, advisory council member of Journal of Industrial Economics, and board member of Industrial Organization Society. She has been Research Associate of NBER since 2012, and has provided consulting services to Alibaba, Amazon and a few other companies. In October 2014, she co-founded Hazel Analytics, an analytics company that promotes the use of open government data. She received her PhD of Economics from UCLA in 2000.

Hangchen Zhao (University of Pennsylvania)
"Algorithmic Collusion of Pricing and Advertising on E-commerce Platforms"

Hangcheng Zhao is a Ph.D. candidate in quantitative marketing at the Wharton School of the University of Pennsylvania. She works on empirical analysis of pricing and algorithmic decision-making. Her research goal is to understand how firms can leverage various machine learning or artificial intelligence tools to increase their profits, and assess the impacts on pricing and information in the market.

Disclosure: This research was supported by the Dean's Research Fund of the Wharton School and the Mack Institute of the University of Pennsylvania. The authors have no other conflicts or funding sources to report

Kanishka Misra (Boston College)
Discussant

Kanishka Misra is a Professor of Marketing at the Boston College Carroll School of Management. Misra's research examines policy as it relates to marketing questions and has been published in Marketing Science, the Journal of Econometrics, the American Economic Journal: Macroeconomics, and Psychological Science, among other journals. His research has also been cited by the President's Council of Economic Advisers and referenced in leading media outlets, including The Wall Street Journal, The Washington Post, Yahoo News, Slate, and The Atlantic.

Disclosure: None

Shrabastee Banerjee (Tilburg University)

"The Impact of "From" prices on the Purchase Funnel: Insights from Field Experiments at an Online Travel Marketplace"

Shrabastee Banerjee is Assistant Professor of Marketing at the Tilburg School of Economics and Management. She is broadly interested in online marketplaces and e-commerce. Particularly, she looks at how consumers make use of various cues in an e-commerce setting, and how these cues might have an impact on decision making. Examples include user-generated content such as reviews/ratings, non-focal prices advertised by a platform on their product page, and recommender systems. The primary methodologies she uses are causal inference, experiments/quasi experiments and applied machine learning. She is also part of a growing team of researchers at Tilburg University trying to advance replicability/open source tools and use them in empirical projects. For more and to contribute, check out https://tilburgsciencehub.com/about/

Disclosure: There are no competing or financial interests to disclose.

Navdeep Sahni (Stanford)

Discussant

Navdeep Sahni is an associate professor of marketing at Stanford Graduate School of Business. His research delves into consumer and seller behavior in digital marketplaces, utilizing various methodologies such as econometric analysis and large-scale experimentation to draw insights. His work investigates the impact of different digital marketing channels. In recent years, Sahni has focused on how platform policies can benefit all marketplace participants. His research has been featured in premier marketing and economics journals, and his contributions to the field have been honored with prestigious awards, including the American Marketing Association's Paul Green Award and the Weitz-Winer-O'Dell Award. In 2022, he was named to the Marketing Science Institute's list of Scholars.

Disclosure: I declare that I have no relevant or material financial interests that relate to the research described in the paper I am discussing.

Chuan Yu (Harvard Business School)

"The Welfare Effects of Sponsored Product Advertising"

Chuan Yu is a Postdoctoral Fellow at Harvard Business School and will join the University of North Carolina at Chapel Hill as an Assistant Professor in 2025. His research centers on industrial organization, with a focus on the digital economy. He holds bachelor's degrees in Economics and Mathematics from Tsinghua University and earned his Ph.D. in Economics from Stanford University in 2024.

Disclosure: This research is supported by the SIEPR Program in Regulatory Policy and Leonard W. Ely and Shirley R. Ely Graduate Student Fellowship through a grant to the Stanford Institute for Economic Policy Research. One dataset used in this paper was provided by Forum Brands. The company has no right to review the paper prior to its circulation or publication.

Leon Musolff (University of Pennsylvania)

Discussant

He is an assistant professor in Wharton's Business Economics and Public Policy group, where he specializes in empirical industrial organization, e-commerce, and multi-sided markets.

Disclosure: Leon has no relevant conflicts to declare.