

Paul B. Ellickson

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Personal Information

Date of Birth: April 11, 1971
Citizenship: United States
Married, two children

Education

Massachusetts Institute of Technology, Ph.D. Economics, February 2000
Dissertation: "Vertical Product Differentiation and Competition in the Supermarket Industry"
Thesis Committee: Susan Athey, Scott Stern, and Richard Schmalensee

University of California at Berkeley, A.B. in Mathematics and Economics, May 1993

Employment

Michael and Diane Jones Professor of Business Administration, Simon School of Business,
University of Rochester, November 2016 to present
Professor, Simon School of Business, University of Rochester, 11/2014 – 12/2016
Associate Professor, Simon School of Business, University of Rochester, 7/2012 – 10/2014
Assistant Professor, Department of Economics, Duke University, 9/2002 – 8/2009
Assistant Professor, Simon School of Business, University of Rochester, 7/99 – 6/02, 7/09-6/12

Publications

1. "Patient Welfare and Patient Compliance: An Empirical Framework for Measuring the Benefits from Pharmaceutical Innovation," (with Scott Stern and Manuel Trajtenberg), In *Medical Care Output and Productivity*, Edited by E. Berndt and D. Cutler, University of Chicago Press, pp. 539-560, 2001.

2. "Quality Competition in Retailing: A Structural Analysis," *International Journal of Industrial Organization*, 24(3), pp. 521-540, 2006.
3. "Does Sutton Apply to Supermarkets?," *Rand Journal of Economics*, 38(1), pp. 43-59, 2007.
4. "Supermarket Pricing Strategies," (with Sanjog Misra), *Marketing Science*, 27(1), pp. 811-828, 2008.
 - Finalist for 2016 INFORMS Society for Marketing Science Long Term Impact Award
5. "Discrete Choice Models of Firms' Strategic Decisions," (with V. Aguirregabiria, P. Bajari, M. Draganska, L. Einav, D. Horsky, S. Misra, S. Narayanan, Y. Orhun, P. Reiss, K. Seim, V. Singh, R. Thomadsen, T. Zhu), *Marketing Letters*, 19(3-4), pp. 399-416, 2008.
6. "Dynamic Asset Pricing in a System of Local Housing Markets," (with Patrick Bayer and Bryan Ellickson), *American Economic Review: Papers and Proceedings*, 100(2), pp. 368-372, 2010.
7. "Estimating Discrete Games," (with Sanjog Misra), *Marketing Science*, 30(6), pp. 997-1010, 2011 (invited paper).
8. "Practical Methods for Estimation of Dynamic Discrete Choice Models," (with Peter Arcidiacono), In *Annual Review of Economics, Volume 3*, Edited by K. Arrow and T. Bresnahan, Annual Reviews: Palo Alto, pp. 363-394, 2011.
9. "Enriching Interactions: Incorporating Outcome Data into Static Discrete Games," (with Sanjog Misra), *Quantitative Marketing and Economics*, 10(1), pp. 1-26, 2012 (lead article).
 - 2013 QME Dick Wittink Best Article Prize
10. "Repositioning Dynamics and Pricing Strategy," (with Sanjog Misra and Harikesh Nair), *Journal of Marketing Research*, 49(6), pp. 750-772, 2012 (lead article).
11. "Supermarkets as a Natural Oligopoly," *Economic Inquiry*, 51(2), pp. 1142-1154, 2013.
12. "Wal-Mart and the Geography of Grocery Retailing" (with Paul Grieco) *Journal of Urban Economics*, 75, pp. 1-14, 2013.
13. "Estimating Network Economies in Retail Chains: A Revealed Preference Approach" (with Stephanie Houghton and Christopher Timmins) *Rand Journal of Economics*, 44(2), pp. 169-193, 2013 (lead article).
14. "Pharmaceutical Followers" (with Peter Arcidiacono, Peter Landry and David Ridley) *International Journal of Industrial Organization*, 31(5), pp. 538-553, 2013.
 - 2014 Paul Geroski Best Paper Award

15. "Multiplicity of Equilibria and Information Structures in Empirical Games: Challenges and Prospects" (with Ron Borkovsky, Brett Gordon, Victor Aguirregabiria, Pedro Gardete, Paul Grieco, Todd Gureckis, Teck-Hua Ho, Laurent Mathevet and Andrew Sweeting) *Marketing Letters*, 25(4), pp. 115-125, 2014.
16. "Market Structure and Performance," in James D. Wright (Ed.), *International Encyclopedia of the Social and Behavioral Sciences*, 2nd Edition, Vol. 14, Oxford: Elsevier, pp. 9211-9216, 2015.
17. "Adolescence and the Path to Maturity in Global Retail" (with Bart Bronnenberg), *Journal of Economic Perspectives*, pp. 113-134, 29(4), 2015.
18. "The Evolution of the Supermarket Industry: From A&P to Wal-Mart", in Emek Basker (Ed.), *Handbook on the Economics of Retail and Distribution*, Chapter 15, Edward Elgar Publishing, Cheltenham, pp. 368-391, 2016.
19. "Estimation of Dynamic Discrete Choice Models in Continuous-Time with an Application to Retail Competition" (with Peter Arcidiacono, Jason Blevins and Patrick Bayer), *Review of Economic Studies*, 83(3), pp. 889-931, 2016.
20. "Implications of Parent Brand Inertia for Multiproduct Pricing" (with Polykarpos Pavlidis (lead author)) *Quantitative Marketing and Economics*, 15(4), pp. 369-407, 2017.
21. "Product Launches with New Attributes: A Hybrid Conjoint-Loyalty Card Technique for Estimating Demand" (with Mitch Lovett and Bhoomija Ranjan) *Journal of Marketing Research*, 56(5), pp. 709-731, 2019.
22. "Measuring Competition in Spatial Retail" (with Paul L.E. Grieco and Oleksii Khvastunov) *Rand Journal of Economics*, 51(1), pp. 189-232, 2020.
23. "The Competitive Effects of Entry: Evidence from Supercenter Expansion" (with Peter Arcidiacono, Carl Mela and John Singleton) *American Economic Journal: Applied Economics*, 12(3), 2020.

Papers Under Review or Revision

1. The Negativity News Cycle: The Empirical Relationship Between News Media and Political Advertising (with Mitch Lovett and Ron Shachar) R&R at *Journal of Marketing Research*
2. Learning to Set Prices in the Deregulated Washington Liquor Market (with Yufeng Huang and Mitch Lovett) under review at *Journal of Marketing Research*

3. The Dynamics of Retail Oligopoly (with Arie Beresteanu, James Reeder and Sanjog Misra)

Working Papers

Private Labels and Retailer Profitability: Bilateral Bargaining in the Grocery Channel (with Mitch Lovett and Pianpian Kong)

Machine Learning Marketing Component Effects: Applying Causal Random Forests to Targeted Email Promotions (with Wreetabrata Kar and James Reeder)

Effect of Location and Assortment on Category Consideration, Learning and Choice (with Bhoomija Ranjan (lead author) and Mitch Lovett)

Putting the Horses Before the Cart: Harnessing the Power of Partner Brands (with Pianpian Kong (lead author) and Mitch Lovett)

Research Projects

Understanding the Impact of Alternative Retail Formats on Consumer Shopping Behavior (with Xavi Vidal-Berastain and Mitch Lovett)

Commissioned Reports and Projects

“Minority and Female Ownership in Media Enterprises” with Arie Beresteanu, commissioned by the *Federal Communications Commission* for the *Research Studies on Media Ownership* project, published July 31, 2007 (<http://www.fcc.gov/ownership/studies.html>)

Grant Activity

“Sunk Costs and Supermarket Competition” NSF SGER Grant Number 0517889, Awarded 9/14/2005 \$6,160

“Applications of CCP estimation to dynamic discrete choice models with unobserved heterogeneity” with Peter Arcidiacono and Robert Miller, NSF Grant Number 0721059, Awarded 8/22/2007 \$305,423 (Duke Portion)

Teaching

Business: Data Analytics (FT MBA, MS), Competitive Strategy (FT MBA, MS), Economic Theory of Organizations (FT and exec. MBA programs)

Economics: Empirical Industrial Organization (PhD), Causal Inference (PhD), Econometrics (Undergrad)

Teaching Awards: Teacher of the Year (Class of 2015), Teaching Honor Roll – Top 5 (Fall 2013, Fall 2014, Summer 2015, Fall 2015, Fall 2016, Fall 2017, Fall 2018)

Current Year Instructor Ratings

Data Analytics (core MBA) (2 sections Fall 2018): 4.38/5 & 4.05/5

Data Analytics (core MS) (2 sections Fall 2018): 4.88/5 & 4.85/5

Other Courses

Competitive Strategy (2 sections Fall 2014): 4.79/5 & 4.72/5

Service

Simon: Promotion & Tenure Committee (2012-), Nominating Committee (2015-), Faculty Policy Committee (2012-), Dean Search Committee (2013-2014), Committee on Governance (2014-2015), Strategic Planning Committee (2012-2013), Committee on Teaching & Learning (2010-2015), Undergraduate Advisory Committee (2013-2015), Graduate Curriculum Committee (2010-2012, 2016)

Duke: Executive Committee (2003-2004), Faculty Senate (2007-2009)

Profession: Associate Editor at *Marketing Science* (2018-), *Management Science* (2018-), *Journal of Industrial Economics* (2013-) and *Quantitative Marketing and Economics* (2014-), Editorial Review Board at *Marketing Science* (2014-), Selection Committee for IIOC Conference (2015-2018), Selection committee for QME Conference (2016) and Wittink Prize (2016)

Seminars/Presentations

University of Arizona, U.C. Berkeley, University of Chicago GSB (2), Carnegie Mellon (Tepper), Cornell (Johnson), Drexel (Lebow), Duke (Econ, Fuqua) (2), Harvard (Econ), Harvard GSB, Northwestern (Econ, Marketing), Ohio State University, Penn State University (2), University of Rochester (3), Stanford GSB (2), University of British Columbia (Sauder), U.C. Davis, UCLA (4), UMass Amherst, UT Dallas, Yale SOM (3), University of Western Ontario, University of Wisconsin, the Bureau of Labor Statistics, the Department of Justice, the Federal Trade Commission (2), the Federal Reserve Board, the SUNY Stonybrook Summer Game Theory Festival, the FTC Grocery Store Anti-Trust Conference, the AEA Annual Meetings (Atlanta, Chicago), the Marketing Science Annual Meetings (Ann Arbor, Cologne, Houston, Boston), the Marketing Science Doctoral Consortium (Houston, Boston, Atlanta), the MIO conference (New York), the SEA Annual Meetings (New Orleans, Washington DC), the IIOC Annual Meetings (Atlanta), the NBER Summer Institute, the IV Conference on the Economics of Advertising (Moscow), the Stanford Institute for Theoretical Economics (2013), the Summer Institute in Competitive Strategy (2011, 2012, 2014, 2017), the 9th Marketing Dynamics Conference (Tilburg 2012), Invitational Choice Symposium (Wharton, Huis ter Duin), the Workshop on Quantitative Marketing and Structural Econometrics (Duke, 2013, WashU, 2017, Northwestern, 2019).

Referee Activity

Ad hoc referee for the *Academy of Management Review*, the *American Economic Journal*, the *American Economic Review*, the *European Economic Review*, *Econometrica*, the *Economic Journal*, the *International Journal of Industrial Organization*, the *Journal of Business and Economic Statistics*, the *Journal of Economics Education*, the *Journal of Econometrics*, the *Journal of Economics & Management Strategy*, the *Journal of Financial Economics*, the *Journal of Health Economics*, the *Journal of Industrial Economics*, the *Journal of Marketing Research*, the *Journal of Political Economy*, the *Journal of Urban Economics*, *Management Science*, *Marketing Science*, *Quantitative Marketing and Economics*, the *Quarterly Journal of Economics*, the *Rand Journal of Economics*, the *Review of Economics and Statistics*, the *Review of Economic Studies*, the *Review of Industrial Organization*, the *Southern Economic Journal*, and the *National Science Foundation*

Graduate Advising

At Duke University

Student

Stephen Ryan
Shanjun Li
Denis Nekipelov
Stephen Finger (Chair)
Stephanie Houghton
Andrew Beauchamp
Jason Blevins

Initial Placement

Massachusetts Institute of Technology
SUNY Stonybrook
UC Berkeley
University of South Carolina
Texas A&M
Boston College
Ohio State

At the University of Rochester

Student

Yulia Nevskaya
James (Chet) Reeder
Wreeto Kar
Pianpian Kong (co-chair)
Bhoomija Ranjan (co-chair)
Xavi Vidal-Berastain

Initial Placement

Washington University (Olin)
Purdue (Krannert)
Purdue (Krannert)
University at Buffalo (SOM)
Brandeis University (IBS)
Brandeis University (IBS)