

AVI GOLDFARB

Associate Professor of Marketing
Joseph L. Rotman School of Management
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Updated March 2012

EDUCATION

Ph.D., Economics, Northwestern University, Evanston, Illinois, 2002
Dissertation: Consumer and Firm Behavior in Advertising-Supported Internet Markets
Committee: Robert Porter (Chair), Shane Greenstein, Charles Manski
M.A., Economics, Northwestern University, Evanston, Illinois, 1999
B.A. (Honours), Economics, Queen's University, Kingston, Ontario, Canada, 1997

ACADEMIC POSITIONS

Associate Professor, Marketing, Rotman School of Management, University of Toronto, 2008-
Visiting Scholar, Columbia Business School, Columbia University, January-June 2009
Visiting Scholar, Department of Economics, Boston University, September-December 2008
Assistant Professor, Marketing, Rotman School of Management, University of Toronto, 2002-08

COURSES TAUGHT

Ph.D. Models and Methods in Strategic Management (RSM3090)
MBA: Marketing Research (RSM2506)
Marketing using Information Technology (RSM2519)
Pricing (RSM2513)
Managing Customer Value/Marketing Core (RSM1350)
Undergraduate: Principles of Marketing (RSM250)
Marketing Management (RSM350)
Pricing (RSM455)

EDITORIAL SERVICE

- Associate Editor, *Management Science (Marketing, Special issue on Behavioral Economics and Finance)*, since January 2010
- Editorial Review Board, *Marketing Science*, since January 2011
- Editorial Review Board, *Journal of Marketing Research*, starting January 2012
- Co-Editor, *Journal of Economics and Management Strategy*, since February 2008
- Associate Editor, *Quantitative Marketing and Economics*, since January 2010
- Associate Editor, *International Journal of Industrial Organization*, since May 2010
- Co-Editor, *Review of Industrial Organization, series on the economics of internet advertising*, 2012.
- Associate Editor, *Information Systems Research, special issue on Social Media and Business Transformation*, 2012.
- Associate Editor, *Information Economics and Policy*, 2008-2010

REFEREED JOURNAL PUBLICATIONS

1. Forman, Chris, Avi Goldfarb, and Shane Greenstein. 2012. The Internet and Local Wages: A Puzzle. *American Economic Review*, 102(1) 556-575.
2. Goldfarb, Avi, and Mo Xiao. 2011. Who thinks about the competition? Managerial ability and strategic entry in US local telephone markets, *American Economic Review*, 101(7) 3130-3161.
3. Goldfarb, Avi, and Catherine Tucker. 2011. Online Display Advertising: Targeting and Obtrusiveness. *Marketing Science* 30(3), 389-404 (lead and discussion article).
 - o Also, rejoinder: “Goldfarb, Avi and Catherine Tucker. 2011. Rejoinder: Implications of “Online Display Advertising: Targeting and Obtrusiveness.” *Marketing Science* 30(3), 413-415.
4. Goldfarb, Avi, and Catherine Tucker. 2011. Search engine advertising: Channel substitution when pricing ads to context, *Management Science* 57(3), 458-470.
5. Goldfarb, Avi, and Catherine Tucker. 2011. Advertising Bans and the Substitutability of Online and Offline Advertising. *Journal of Marketing Research* 48(2), 207-227 (lead article).
6. Goldfarb, Avi, and Catherine Tucker. 2011. Privacy Regulation and Online Advertising, *Management Science* 57(1), 57-71.
7. Yang, Yupin, Mengze Shi, and Avi Goldfarb. 2009. Estimating the Value of Brand Alliances in Professional Team Sports. *Marketing Science* 28(6), 1095-1111.
8. Goldfarb, Avi, and Botao Yang. 2009. Are All Managers Created Equal? *Journal of Marketing Research* 46(5), 612-622.
9. Goldfarb, Avi, Qiang Lu, and Sridhar Moorthy. 2009. Measuring Brand Value in an Equilibrium Framework. *Marketing Science* 28(1), 69-86.
10. Forman, Chris, Anindya Ghose, and Avi Goldfarb. 2009. Competition between Local and Electronic Markets: How the benefit of buying online depends on where you live. *Management Science* 54(1), 47-57.
11. Agrawal, Ajay, and Avi Goldfarb. 2008. Restructuring Research: Communication Costs and the Democratization of University Innovation. *American Economic Review* 98(4), 1578-1590.
12. Forman, Chris, Avi Goldfarb, and Shane Greenstein. 2008. Understanding the Inputs into Innovation: Do Cities Substitute for Internal Firm Resources? *Journal of Economics of Management Strategy* 17(2), 295-317.
13. Goldfarb, Avi, and Jeffrey Prince. 2008. Internet Adoption and Usage Patterns are Different: Implications for the Digital Divide. *Information Economics and Policy* 20(1), 2-15 (lead article).
14. Goldfarb, Avi. 2006. The Medium-Term Effects of Unavailability. *Quantitative Marketing and Economics* 4(2), 143-171.
15. Blum, Bernardo, and Avi Goldfarb. 2006. Does the internet defy the law of gravity? *Journal of*

International Economics 70(2), 384-405.

16. Goldfarb, Avi. 2006. State Dependence at Internet Portals. *Journal of Economics and Management Strategy* 15(2), 317-352.
17. Goldfarb, Avi. 2006. The (Teaching) Role of Universities in the Diffusion of the Internet. *International Journal of Industrial Organization* 24(2), 203-225 (lead article).
18. Goldfarb, Avi, and Qiang Lu. 2006. Household-Specific Regressions Using Clickstream Data. *Statistical Science* 21(2), 247-255.
19. Forman, Chris, Avi Goldfarb, and Shane Greenstein. 2005. How Do Industry Features Influence the Role of Location on Internet Adoption? *Journal of the Association of Information Systems* 6(12), 383-406.
20. Forman, Chris, Avi Goldfarb, and Shane Greenstein. 2005. How Did Location Affect Adoption of the Commercial Internet: Global Village vs. Urban Leadership. *Journal of Urban Economics* 58(3), 389-420.
21. Forman, Chris, Avi Goldfarb, and Shane Greenstein. 2005. Geographic Location and the Diffusion of Internet Technology. *Electronic Commerce Research and Applications*, 4(1), 1-10 (lead article).
22. Goldfarb, Avi. 2004. Concentration in Advertising-Supported Online Markets: An Empirical Approach. *Economics of Innovation and New Technology* 13(6), 581-594.

OTHER JOURNAL PUBLICATIONS

1. Goldfarb, Avi, and Catherine Tucker. 2012. Technology, Age, and Shifting Privacy Concerns. Forthcoming, *American Economic Review Papers and Proceedings*, 102(3) Forthcoming.
2. Goldfarb, Avi, Teck-Hua Ho, Wilfred Amaldoss, Alexander Brown, Yan Chen, Tony Haitao Cui, Alberto Galasso, Tanjim Hossain, Min Hsu, Noah Lim, Mo Xiao, and Botao Yang. 2012. Behavioral Models of Managerial Decision-Making. *Marketing Letters*, Forthcoming (2010 Choice symposium paper).
3. Goldfarb, Avi, and Catherine Tucker. 2011. Economics and Business Dimensions: Online Advertising, Behavioral Targeting, and Privacy. *Communications of the ACM*, 54(5), 25-27.
4. Goldfarb, Avi, and Catherine Tucker. 2011. Substitution between Online and Offline Advertising Markets. *Journal of Competition Law and Economics* 7(1), 37-44.
5. Goldfarb, Avi, and Catherine Tucker. 2008. Economics and Business Dimensions: Search Engine Advertising. *Communications of the ACM*, 51(11), 22-24.
6. Forman, Chris, Avi Goldfarb, and Shane Greenstein. 2004. City or Country: Where Do Businesses Use the Internet? *Federal Reserve Bank of San Francisco Economic Letter*, Sept. 3.
7. Goldfarb, Avi. 2004. Book Review: Bridging the Global Digital Divide. *Journal of Economic Geography*, 4(5), 602-603.

CHAPTERS IN BOOKS

1. Goldfarb, Avi, and Catherine Tucker. 2012. Privacy and Innovation. In *Innovation Policy and the Economy*. Volume 12. Eds. Josh Lerner and Scott Stern. NBER. Forthcoming.
2. Goldfarb, Avi, and Catherine Tucker. 2011. Online Advertising. In *Advances in Computers volume 81*, ed. Marvin Zelkowitz. Elsevier.
3. Goldfarb, Avi. 2008. Electronic Commerce. *The New Palgrave Dictionary of Economics*. 2nd edition. Eds. Steven Durlauf and Lawrence Blume, Palgrave Macmillan.
4. Forman, Chris, and Avi Goldfarb. 2008. How has electronic commerce research advanced our understanding of the offline world? *Statistical Methods in eCommerce Research*. Eds. Wolfgang Jank and Galit Shmueli. Wiley and Sons, chapter 2.
5. Goldfarb, Avi. 2007. Schlitz: Why Schlitz Hit the Fan. *Industry and Firm Studies* 4th edition. Eds. Victor J. Tremblay and Carol Horton Tremblay, 321-341.
6. Forman, Chris, and Avi Goldfarb. 2006. The Diffusion of Information and Communications Technologies to Businesses. *Handbook on Economics and Information Systems*. Ed. Terry Hendershott, 1-52
7. Goldfarb, Avi. 2006. A Global Village? Canadian and International Internet Firms in the US Market. *Industrial Economics and Performance in Canada*. Eds. Zhiqi Chen and Marc Duhamel.
8. Forman, Chris, Avi Goldfarb, and Shane Greenstein. 2003. Which Industries Use the Internet? In *Advances in Applied Microeconomics v. 12: Organizing the New Industrial Economy*. Ed. Michael Baye, Elsevier Science Ltd, 47-72.
9. Forman, Chris, Avi Goldfarb, and Shane Greenstein. 2003. The Geographic Dispersion of Commercial Internet Use. In *Rethinking Rights and Regulations: Institutional Responses to New Communication Technologies*. Eds. Lorrie Faith Cranor and Steven S. Wildman. MIT Press. 113-145.
10. Goldfarb, Avi. 2003. Lever, William Hesketh. *Oxford Encyclopedia of Economic History*, Ed. Joel Mokyr. Oxford University Press. V.3. 322-323.
11. Goldfarb, Avi. 2002. Analyzing Website Choice Using Clickstream Data. *Advances in Applied Microeconomics v. 11: The Economics of the Internet and E-commerce*. Ed. Michael Baye, Elsevier Science Ltd. 209-230.

TECHNICAL REPORTS

1. "ICT and Productivity: A synthesis of Canadian, American, and European Research." Report for Industry Canada, March 2011.
2. "Comments on 'A Preliminary FTC Staff Report on 'Protecting Consumer Privacy in an Era of Rapid Change: A Proposed Framework for Business and Policymakers'''" (with Catherine Tucker), January 2011.

- Overlaps substantially with “Comments on ‘Information Privacy and Innovation in the Internet Economy’” for the Department of Commerce, February 2011.
3. “Local capabilities and broadband bandwidth at community anchor institutions.” Report for the National Telecommunications and Information Administration (with Chris Forman and Shane Greenstein), February 2011
 4. “Understanding differences between Canadian and American Internet Use: Geography and education.” Report for Industry Canada, February 2009.
 5. “Data Requirements for Understanding the Determinants of E-Commerce Adoption.” Report for Industry Canada, August 2007.

WORKING PAPERS

1. “Crowdfunding: Social Frictions in the Flat World?” (with Ajay Agrawal and Christian Catalini). NBER Working Paper #16820 under the title “The Geography of Crowdfunding.”
2. “Standardization, standards, and online advertising” (with Catherine Tucker)
3. “Shifts in privacy concerns” (with Catherine Tucker)
4. “Privacy Regulation and Market Structure” (with James Campbell and Catherine Tucker)
5. “How is the Mobile Internet Different? Search costs and local activities” (with Anindya Ghose and Sang-Pil Han)
6. “Does price elasticity vary with economic growth? A cross-category analysis” (with Brett Gordon and Yang Li).
7. “The Trillion Dollar Conundrum” (with David Dranove, Chris Forman, and Shane Greenstein).
8. “Retail Format as a Barrier to Entry” (with Sampsa Samila and Brian Silverman).
9. “Digital Dispersion: An Industrial and Geographic Census of Commercial Internet Use”, 2002 (with Chris Forman and Shane Greenstein). NBER Working Paper #9287.

PRESENTATIONS

The Trillion Dollar Conundrum

- Massachusetts Institute of Technology, Microeconomic Applications seminar, Cambridge MA, February 2012

Shifts in Privacy concerns

(previously Technology, Age, and Shifting Privacy Concerns)

- Federal Trade Commission, Washington DC, March 2012
- Annual Meeting of the American Economic Association, Chicago IL, January 2012.
- Queen’s University, Marketing, November 2011

Privacy and Innovation

- NBER Innovation Policy and the Economy Conference, Washington DC, April 2011

Crowdfunding: Social Frictions in the Flat World?

(previously The Geography of Crowdfunding)

- Innovation, Organization, and Society Conference, Chicago IL, October 2011
- NBER Summer Institute: Entrepreneurship, Cambridge MA, July 2011
- Searle Roundtable on the Law and Economics of Digital Markets, Chicago IL, June 2011
- NYU Marketing Camp, New York University, May 2011
- Net Commerce 2.0: Social influence and value creation conference, Yonsei University, Seoul Korea, May 2011
- Inaugural Wharton Marketing Camp, University of Pennsylvania, April 2011
- University of British Columbia, Strategy and Business Economics joint with marketing, January 2011.

Understanding Social Media

- ISMS Doctoral Consortium, Houston TX, June 2011

How is the mobile internet different? Search costs and local activities (with Anindya Ghose and Sang-Pil Han)

- Summer Institute in Competitive Strategy, UC Berkeley, Berkeley CA, July 2011
- Research Symposium on Economics and Law of Internet Search, Searle Center, Northwestern University School of Law, Chicago IL, June 2011
- NBER productivity lunch, Cambridge MA, February 2011

ICT and Productivity: A Synthesis of Canadian, American, and European Research

- Keynote at ICTNET Workshop, Mannheim Germany, October 2011
- Industry Canada, Distinguished Speakers in Economics Series, Ottawa ON, March 2011

Standardization, Standards, and Online Advertising

- University of California at Davis, Marketing, June 2011
- Carnegie Mellon University, Marketing, April 2011
- London Business School, Marketing, March 2011
- University of Southern California, Marketing, December 2010

Privacy Regulation and Online Advertising

- NBER Economics of Digitization Conference, Palo Alto, CA, February 2011
- NBER Summer Institute: IT and Economics, Cambridge MA, July 2010
- Northwestern University, Marketing, Evanston IL, April 2010
- Interdisciplinary Center (IDC), Herzliya, Israel, April 2010

Advertising Bans and the Substitutability of Online and Offline Advertising

- Digital Business Models: Understanding Strategies, Paris France, June 2010

Targeting and Online Advertising

- TILEC workshop on The Law and Economics of Search and Online Advertising, Tilburg, The Netherlands, May 2010.

Online Display Advertising: Targeting and Obtrusiveness

- University of Texas at Dallas, Marketing, Richardson TX, November 2009
- Google/WPP Marketing Research Awards Conference, New York NY, November 2009

Who thinks about the competition? Managerial ability and strategic entry in US local telephone markets

- Marketing Science Conference, Cologne Germany, June 2010
- Northwestern University, Management & Strategy, Evanston IL, May 2010
- Duke University, Marketing, Durham, NC, April 2010
- Annual Meeting of the American Economic Association, Atlanta GA, January 2010.
- Summer Institute in Competitive Strategy, UC Berkeley, Berkeley CA, July 2009.
- Columbia University, Economics, New York NY, May 2009
- SUNY-Stony Brook, Economics, Stony Brook NY, May 2009
- Federal Communications Commission, Washington DC, February 2009
- UC-Berkeley, Marketing, Berkeley CA, February 2009
- Massachusetts Institute of Technology, Marketing, Cambridge MA, February 2009
- Columbia University, Marketing, New York NY, February 2009
- New York University, Business Economics, New York NY, November 2008
- Yale University, Marketing, New Haven CT, October 2008
- Cornell University, Economics, Ithaca NY, October 2008
- Harvard University, Economics, Cambridge MA, October 2008
- Boston University, Economics, Boston MA, September 2008

The Internet and Local Wages: Convergence or Divergence?

- Hunter College, Economics, New York NY, April 2009
- NBER Productivity Lunch Seminar, Cambridge MA, October 2008

Retail format as a barrier to entry

- New York University, Economics, New York NY, April 2009

Entrepreneurship and the Arts: Promotional effort and micro-investments at an online market-maker for financing musical recordings

- Marketing Science Conference, Ann Arbor MI, June 2009

Are All Managers Created Equal?

- Marketing Science Conference, Vancouver BC, June 2008
- CRES Conference, Washington University, St. Louis MO, May 2008
- University of Arizona, Economics, Tucson AZ, May 2008
- University of Chicago, Marketing, Chicago IL, April 2008
- University of Illinois-Urbana Champaign, Economics, Champaign IL, March 2008
- University of Texas-Dallas Marketing Conference, Richardson TX, February 2008
- Stanford University, Marketing, Palo Alto CA, February 2008
- UCLA, Marketing, Los Angeles CA, January 2008
- Winter Meetings of the Econometric Society, New Orleans LA, January 2008
- International Conference on Industrial Organization, Savannah GA, April 2007

What makes the internet different?

- ISMS Doctoral Consortium, Ann Arbor MI, June 2009
- ISMS Doctoral Consortium, Vancouver BC, June 2008

Geography and the Internet

- Keynote at Economics of Information and Communication Technologies Conference, ZEW, Mannheim, Germany, June 2011
- Education, Culture, and the Knowledge Economy Conference, University of Toronto Law School, Toronto ON, June 2008
- Industry Canada, Distinguished Speakers in Economics Series, Ottawa ON, December 2007

Search engine advertising: Pricing ads to context

(previously Why pay for search advertising? The case of legal services)

- Research Symposium on Economics and Law of Internet Search, Searle Center, Northwestern University School of Law, Chicago IL, June 2010.
- Workshop on Economics Perspectives on Scholarly Communication in a Digital Age, Ann Arbor MI, September 2008
- NET Institute Conference, New York NY, April 2008
- Statistical Challenges in Ecommerce Research Workshop, Stamford CT, May 2007

Competition between Local and Electronic Markets: How the benefit of buying online depends on where you live

(previously Geography and Electronic Commerce: Measuring Convenience, Selection, and Price and How does Location Shape Consumer Use of Online Channels?)

- NET Institute Conference, New York NY, April 2007
- International Industrial Organization Conference, Savannah GA, April 2007
- Federal Trade Commission, Washington DC, January 2007
- McMaster-Alberta Symposium on eRetailing and Service, Edmonton AB, October 2006
- Marketing Science Conference, Pittsburgh PA, June 2006
- Statistical Challenges in Ecommerce Workshop, Minneapolis MN, May 2006

Understanding the Inputs into Innovation: Do Cities Substitute for Internal Firm Resources?

(previously Do cities substitute for internal firm resources? A study of advanced internet technology adoption)

- University of Texas-Arlington, Economics, Arlington TX, October 2006
- Workshop on ICT and Firm Strategies, ZEW, Mannheim, Germany, October 2006
- National Bureau of Economic Research Summer Institute: Productivity Potpourri, Cambridge MA, July 2006
- International Industrial Organization Conference, Chicago IL, April 2005

Restructuring Research: Communication Costs and the Democratization of University Innovation

(previously How do communication costs affect scientific collaboration?)

- Social Networking Week Conference, University of Toronto Sociology Department, Toronto ON, October 2007
- Massachusetts Institute of Technology, Economics, Cambridge MA, September 2006
- NBER Summer Institute: Innovation Policy and the Economy, Cambridge MA, July 2006
- International Conference on Industrial Organization, Boston MA, April 2006
- Annual Meeting of the Canadian Economics Association, Hamilton ON, May 2005

Perspectives on Economic Research Using Broadband-Related Data (panel member)

- Measuring broadband: problems and possibilities workshop, Washington DC, June 2006

Measuring Brand Value in an Equilibrium Framework

(previously Measuring Brand Equity in an Equilibrium Framework: A Structural Approach)

- NBER Productivity Meeting: Measuring Economic Activity in Markets for Ideas, Innovation and Other Intangibles, Cambridge MA, December 2008
- Yale Center for Customer Insights Conference, New Haven CT, May 2007
- University of Connecticut, Agricultural Economics, Storrs CT, February 2007
- University of Guelph, Consumer Behavior, Guelph ON, February 2006
- Quantitative Marketing and Economics Conference, Chicago IL, October 2005
- Marketing Science Conference, Rotterdam, Netherlands, June 2004

How do Industry Features Influence the Role of Location on Internet Adoption?

- McMaster-Alberta Symposium on eRetailing, Hamilton ON, October 2005

The (Teaching) Role of Universities in the Diffusion of the Internet

- NSF-CONACYT Workshop on Internet Use in the Americas, Mexico City, Mexico, June 2005
- NBER Summer Institute: Innovation Policy and the Economy, Cambridge MA, July 2004
- Economics of Information and Communication Technologies Conference, ZEW, Mannheim, Germany, July 2004
- International Industrial Organization Conference, Chicago IL, April 2004
- Annual Meeting of the Canadian Economics Association, Ottawa ON, May 2003
- University of British Columbia, Strategy-Marketing Joint Seminar, Vancouver BC, September 2003

The Medium-Term Effects of Unavailability

(previously Switching costs or changing preferences? Understanding the impact of denial of service attacks and Why do denial of service attacks reduce future visits? Switching costs vs. changing preferences)

- Fourth Workshop on the Economics of Information Security, Boston MA, June 2005
- INFORMS Conference, Banff AB, May 2004
- Economics of Information and Communication Technologies Conference, ZEW, Mannheim, Germany, July 2003
- Marketing Science Conference, College Park MD, June 2003
- BCRST Marketing Conference, Ithaca NY, May 2003
- SUNY Buffalo, Economics, Buffalo NY, October 2002
- Rutgers University, Economics, New Brunswick NJ, September 2002

Household-Specific Regressions in Clickstream Data

- Statistical Challenges in Ecommerce Workshop, College Park MD, May 2005

Does the Internet Defy the Law of Gravity?

- International Industrial Organization Conference, Chicago IL, April 2005

How did location affect adoption of the commercial Internet? Global village vs. urban leadership.

(previously Adoption of the Internet by commercial establishments: Urban leadership, global village, and industry composition)

- Annual Meeting of the Canadian Economics Association, Toronto ON, June 2004

Advertising, Profits, Switching Costs, and the Internet

- Fifth International Conference on Electronic Commerce, Pittsburgh PA, October 2003

- Annual Meeting of the Canadian Economics Association, Calgary AB, May 2002

State Dependence at Internet Portals

(previously Using Household-Specific Regressions to Estimate True State Dependence at Internet Portals)

- Marketing Science Conference, Edmonton AB, June 2002
- Queen's University, Economics, Kingston ON, January 2002
- Indiana University, Business Economics, Bloomington IN, January 2002
- Cornell University, Policy Analysis and Management, Ithaca NY, January 2002
- York University, Economics, Toronto ON, January 2002
- McMaster University, Finance and Economics, Hamilton ON, December 2001

Concentration in Advertising-Supported Online Markets: An Empirical Approach

- CCC conference on technology and change, Duke University, Durham NC, April 2001

Analyzing Website Choice Using Clickstream Data

- Telecommunications Policy Research Conference, Arlington VA, October 2001
- Economics of Information and Communication Technologies Conference, ZEW, Mannheim, Germany, June 2001
- Management in the Information Economy Conference, Anderson School, UCLA, Los Angeles CA, February 2001

APPEARANCES BEFORE GOVERNMENT COMMITTEES

- Standing Senate Committee on National Finance, Canada, Topic: Price discrepancies between Canada and the United States, October 2011

GRANTS, FELLOWSHIPS, AND AWARDS

- NBER Economics of Digitization and Copyright Initiative Research Grant (2011-12). "Privacy Regulation", with Catherine Tucker
- Public Utility Research Prize for the best paper in regulatory economics at the 2011 International Industrial Organization Conference for "Privacy Regulation and Market Structure", with James Campbell and Catherine Tucker
- University of Toronto Provost's 5% Merit Award, 2011
- Management Science Meritorious (AE) Service Award (2010, 2011)
- NET Institute Grant (2010), with Ajay Agrawal and Christian Catalini
- Management Science Distinguished (Reviewer) Service Award (2009)
- SSHRC Standard Research Grant (2009-2012), "Managerial ability and k-step thinking in US local telephone markets", principal investigator
- Google and WPP Marketing Research Award (2009), co-investigator. Principal investigator Catherine Tucker
- Dean's Award for Excellence in Research (2008)
- NET Institute Grant (2008), with Mo Xiao
- Rotman Teaching Award (2003, 2004, 2008)
- Bell University Laboratories Research Grant (2007-08)
- NET Institute Grant (2007), with Catherine Tucker
- NET Institute Grant (2006), with Chris Forman and Anindya Ghose
- Connaught New Staff Matching Grant (2004)
- SSHRC Initiative for the New Economy Grant (2003-06), "Harnessing the Web Interaction Cycle", co-investigator. Principal investigator Paul Messinger

- Best Paper Award for “Adoption of the Internet by Commercial Establishments: Urban density, Global Village and Industry Composition” at the Fifth International Conference on Electronic Commerce (2003)
- Connaught Start-Up Grant, University of Toronto (2002)
- Dissertation Fellowship, Center for the Study of Industrial Organization, Northwestern University (2001-2002)
- Graduate Research Grant, Northwestern University (2001)
- Plurimus Corporation Research Fellowship (2000-2001)
- Social Science Research Council Pre-Dissertation Fellowship in Applied Economics (1999-2000).
- University Scholar, Northwestern University (1999-2000, 2000-2001)
- Fellow, Social Science Research Council Summer Workshop in Applied Economics (1998)
- At Queen’s University: Departmental Medal in Economics (1997), C.A. Dunning Award for best thesis (1997), C.A. Dunning Award for outstanding student in economics (1997), Edith White Memorial Scholarship for outstanding student in economics, 3rd year (1996), Dean’s Special Award (1995, 1996), Academic All-Canadian for athletic and academic achievement (1995, 1996), Dean’s Honour List (1995, 1996, 1997)

DOCTORAL DISSERTATIONS SUPERVISED

Name	Department	Duties	Year	First Job
Botao Yang	Marketing	Committee member	2009	University of Southern California
Hee-Kyung Ahn	Marketing	Committee member	2009	Hanyang University
Yupin Yang	Marketing	Committee member	2007	Simon Fraser University
Qiang Lu	Marketing	Committee member	2005	University of Sydney

REFEREEING SERVICE

AEJ-Applied, American Economic Review, B.E. Journals in Economic Analysis and Policy, Contemporary Economic Policy, Economic Journal, Economics of Education Review, Economics of Innovation and New Technology, Information Economics and Policy, Information Systems Research, International Journal of Industrial Organization, Journal of Econometrics, Journal of Economic Psychology, Journal of Economics and Management Strategy, Journal of Industrial Economics, Journal of Marketing, Journal of Marketing Research, Journal of Urban Economics, Management Science, Marketing Letters, Marketing Science, MIS Quarterly, MIT Press, National Science Foundation, National Tax Journal, Quarterly Journal of Economics, RAND Journal of Economics, Review of Economic Studies, Review of Economics and Statistics, Review of Industrial Organization, Social Sciences and Humanities Council of Canada, Social Science Computer Review, Statistical Science

OTHER SERVICE

- Member, American Statistical Association Committee on Privacy and Confidentiality in Statistics, Starting Jan. 1, 2013
- Co-organizer, NBER Economics of Digitization volume and conference, 2012-.
- Conference selection committee, Quantitative Marketing and Economics Conference, 2010, 2012.
- Conference selection committee, UT-Dallas FORMS Conference, 2011.
- Choice Symposium, session co-organizer “Empirical Examination of Behavioral Models of Managerial Decision-Making”, 2010.
- Centres and Research Committee, Rotman School of Management, 2009-, (chair 2010-)
- Executive Committee, Rotman School of Management, 2007-2008, 2011-
- Co-Organizer, BCCRST Marketing Conference, University of Toronto, May 2006