

# **BENJAMIN R. SHILLER**

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## **ACADEMIC POSITIONS**

2012 -  
Present      Assistant Professor of Economics, Brandeis University

7/1/2016  
12/31/2016    Visiting Scholar, Harvard Business School

2011-2012    Visiting Fellow in Economics of Digitization and Copyright Program, National  
Bureau of Economic Research

## **EDUCATION**

2011      Ph.D., Applied Economics, The Wharton School, University of Pennsylvania

2004      B.A., Economics, Brandeis University

## **RESEARCH PAPERS**

“Optimal Presentation of Quality Ratings: Application to Coarsened Automobile Crashworthiness Ratings” (with Siqi Liu and Bhoomija Ranjan)

“How Effective Are Car Salesmen? An Empirical Analysis of the Effectiveness of Price Discrimination Based on Unmeasured Consumer Traits” (with Shuran Zhang)

## **PUBLISHED AND FORTHCOMING PAPERS**

“Approximating Purchase Propensities and Reservation Prices from Broad Consumer Tracking”  
(*International Economic Review*, *accepted*)

Previously circulated under the title: “First Degree Price Discrimination Using Big Data”

*Policy Impact:* Cited by a [White House Policy Report](#)

*Press Coverage:* [The Atlantic](#), Twice by *Forbes* ([one](#) and [two](#)),

[The Washington Post](#), [The Guardian](#), [The American Prospect](#), and [The New Economy](#).

“[The Impacts of Telematics on Competition and Consumer Behavior in Insurance](#)” with Imke Reimers, (*The Journal of Law and Economics*, *accepted*)

[“The Effect of Ad Blocking on Website Traffic and Quality?”](#) with Joel Waldfogel and Johnny Ryan (*The RAND Journal of Economics*, 2018)

Previously circulated under the title: “Will Ad Blocking Break the Internet”

Press Coverage: [VOX EU](#), [Business Insider](#).

[“Digital Distribution and the Prohibition of Resale Markets for Information Goods,”](#) (*Quantitative Marketing and Economics*, 2013)

[“The Challenge of Revenue Sharing with Bundled Pricing: An Application to Digital Music”](#) with Joel Waldfogel (*Economic Inquiry*, 2013).

[“Music for a Song: An Empirical Look at Uniform Song Pricing and its Alternatives”](#) with Joel Waldfogel (*The Journal of Industrial Economics*, 2011)

Press Coverage: [The Economist](#), [VOX EU](#)

### **WORK IN PROGRESS**

### **OTHER WRITTEN WORK**

The Internet and the Economy - An Overview, Handout, *NBER Economics of Digitization Preconference*, June 2011.

### **PRESENTATIONS (INCLUDES SCHEDULED)**

- 2018            (*Conferences*) 10th Paris Conference on Digital Economics, Casualty Actuarial Society’s Ratemaking, Product and Modeling (RPM)
- 2017            (*Invited Seminars*) eBay Research  
(*Conferences*) NBER (Economics of Digitization), NBER (Productivity), International Industrial Organization Conference, ZEW Conference on the Economics of Information and Communication Technologies
- 2016            (*Invited Seminars*) Harvard Business School (Digital Seminar), Massachusetts Institute of Technology (IO), International Industrial Organization Conference (FTC Invited Session),
- 2015            (*Invited Seminars*) Boston University (Microeconomics Seminar)
- 2014            (*Invited Seminars*) Boston College (Economics), Columbia University (IO Organizations and Strategy), Federal Trade Commission, Harvard Business School, Harvard (Technology in Government/Topics in Privacy), Northeastern University (Economics)  
(*Conferences*) International Industrial Organization Conference, NBER Summer Institute (Digitization), North American Productivity Workshop VIII, North American Summer Meetings of Econometric Society

- 2013 (Invited Seminars) MIT Sloan School of Management, NBER Productivity Seminar  
(Conferences) International Industrial Organization Conference, Workshop on  
Information Systems and Economics
- 2012 (Invited Seminars) Boston College, Microsoft Research New England, NBER  
Productivity Seminar
- 2011 (Invited Seminars) Brandeis University, Carnegie Mellon (Heinz College), Georgia  
Institute of Technology, U.C.L.A.  
(Conferences) NBER Summer Institute (Digitization)

#### **PANELS/ADVISORY DISCUSSIONS**

Academic Expert for *Consumer Data Privacy Bill of Rights Privacy Policy Discussion*, Council of  
Economic Advisors and Office of Science and Technology Policy, The White House (Feb 9, 2015)

HUMAN Project Measurement and Technology Advisor Council Member (2014 - Present)

National Association of Recording Merchandizers: *The Continuing Digital Evolution of the First  
Sale Doctrine* (2012).

#### **HONORS AND AWARDS**

- 2016 [Best Reviewers - International Journal of Industrial Organization](#)  
2009 Russell Ackoff Doctoral Fellowship  
2007 Amy Morse Prize (Best 2<sup>nd</sup> Year PhD Student)

#### **TEACHING**

Doctoral: *Empirical Industrial Organization*

Undergraduate: *Industrial Organization, Intermediate Microeconomics*

#### **GUEST LECTURES**

Doctoral: MIT Sloan (Brynjolfsson's class), Boston College Economics (Michael Grubb's class)  
Masters: Carnegie Mellon (Marketing Club)

#### **PROFESSIONAL SERVICE**

Referee: American Economic Journal (Economic Policy), European Economic Review, Journal of  
Business & Economic Statistics, Journal of Political Economy, Management Science, Marketing  
Science, RAND Journal of Economics, Journal of Industrial Economics, International Journal of  
Industrial Organization, Journal of Economics and Management Strategy, Management  
Information Systems, Review of Industrial Organization, Information Economics and Policy,  
Information Systems Research, International Journal of Research in Marketing, Journal of Cultural  
Economics, Journal of Economic Education

Discussant: NBER Summer Institute (Economics of Digitization) (thrice), NBER Winter Meeting  
(Economics of Digitization) (twice), Searle Center Research Roundtable on the Law and  
Economics of Digital Markets, Harvard's Digital Initiative Discussion & Symposium (DIDS),

Workshop on Information Systems and Economics (twice), IIOC (6 times), ZEW Conference on the Economics of Information and Communication Technologies

Co-organizer, Economics Department Seminar, Brandeis University 2013-2014, and 2015-2016

Doctoral Committee Member for the Quinquennial Review of the Business and Public Policy Department at the Wharton School of the University of Pennsylvania

Wharton Doctoral Committee Student Representative

The Wharton School's Representative in the Graduate and Professional Student Assembly Representative, University of Pennsylvania