

Brett Hollenbeck

(Last Updated: September 2021)

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EMPLOYMENT

Assistant Professor, **UCLA Anderson School of Management** July 2014-Present

EDUCATION

Ph.D. Economics, **University of Texas at Austin** May 2014
M.S. Economics, **University of Texas at Austin** May 2010
B.S. Economics, **George Washington University** May 2006
B.A. Political Science, **George Washington University** May 2006

FIELDS OF SPECIALIZATION

Quantitative Marketing, Econometrics, Industrial Organization

PUBLICATIONS

- “Winning Big: Scale and Success in Retail Entrepreneurship” (with Renato Giroldo)
*Forthcoming at **Marketing Science**, 2021*
- “Leveraging Limited Loyalty Programs Using Competitor Based Targeting” (with Wayne Taylor)
*Forthcoming at **Quantitative Marketing and Economics***
- “Taxation and Market Power in the Legal Marijuana Industry” (with Kosuke Uetake)
RAND Journal of Economics, 202, Vol. 52(5), p. 559-595
- “Horizontal Mergers and Innovation in Concentrated Industries”
Quantitative Marketing and Economics, 2020, Vol. 18, p. 1-37
- “Advertising Strategy in the Presence of Reviews: An Empirical Analysis”
(with Sridhar Moorthy and Davide Proserpio) **Marketing Science**, 2019,
Vol. 38(5), p. 793-811
- “Online Reputation Mechanisms and the Decreasing Value of Chain Affiliation”
Journal of Marketing Research, 2018, Vol. 55(5), p. 636-654
- “The Economic Advantages of Chain Organization”
RAND Journal of Economics, 2017, Vol. 48(4), p. 1103-1135
(previously titled “The Spread of Horizontal Chains: Efficiency or Information?”)

WORKING PAPERS

“The Market for Fake Reviews” (with Sherry He and Davide Proserpio)

- *Revise & Resubmit* (preparing for resubmission) at **Marketing Science**

“Revealed Preference Heterogeneity from Online Ratings” (with Yufeng Huang)

“Sales and Rank on Amazon.com” (with Sherry He)

“Market Concentration, Retail Markups, and Countervailing Buyer Power: Evidence from Store Lotteries” (with Renato Giroldo)

OTHER WRITING

“How Fake Customer Reviews Do -and Don’t- Work” *Harvard Business Review* (with Sherry He and Davide Proserpio), Digital Article, November 2020

CONFERENCE PRESENTATIONS

2014: International Industrial Organization Conference
Stanford Institute for Theoretical Economics

2015: Yale Marketing-IO Conference
Marketing Science

McGill International Conference on Marketing

2016: International Industrial Organization Conference 2016 (Philadelphia)
Marketing Science 2016 (Shanghai)

American Economics Association Annual Meetings (Chicago)

2017: International Industrial Organization Conference 2017 (Boston)
Marketing Science 2017 (Los Angeles)

QME Conference (Frankfurt)

2018: NBER Economics of Digitization
Marketing Science 2018 (Philadelphia)

Econometric Society Summer Meetings (Davis)

Economics of Advertising Workshop (Columbia GSB)

2019: European Association for Research in Industrial Economics
National Tax Association Annual Meeting (Tampa)

2020: FTC Microeconomics Conference

2021: Virtual Quant Marketing Seminar

International Industrial Organization Conference 2021 (Virtual)

Marketing Science 2021 (Virtual)

NBER Summer Institute IO (Virtual)

INVITED SEMINARS

2014: UCLA Anderson School of Management

DOJ Antitrust Division

FDIC Division of Research

FTC Economic Analysis Group

University of British Columbia

CalTech

2015: University of Chicago - Booth

Stanford GSB

2016: Federal Trade Commission

2017: Berkeley - Haas
 2018: Boston College
 UBC- Sauder
 2019: SMU – Cox
 Washington University - Olin
 2020: DOJ Antitrust Division
 Northwestern - Kellogg
 Singapore Management University
 Arizona State University - Carey
 Duke - Fuqua
 2021: University of Washington - Foster
 Texas A&M
 University of Arizona (scheduled)
 2022: University of Michigan – Ross (scheduled)

RESEARCH GRANTS

Morrison Center for Marketing Research	\$2,500	2018
Morrison Center for Marketing Research	\$2,500	2019
Morrison Center for Marketing Research	\$5,000	2020
Price Center for Entrepreneurship and Innovation	\$6,800	2021

TEACHING EXPERIENCE

UCLA Anderson		
Customer Assessment and Analytics (MBA and Fully Employed MBA)		2015-
Customer Assessment and Analytics (Executive MBA)		2017-
Graduate Seminar – Quantitative Research in Marketing		2016-
Medical Marketing Program (UCLA Anderson Executive Education) – Pricing Strategy		2015-
University of Texas at Austin (Teaching Assistant)		
Managerial Economics (McCombs School of Business)		2013
Introduction to Macroeconomics		2013
Health Economics		2012
Industrial Organization		2009- 2010
Introduction to Microeconomics		2008- 2009
Supplemental Instruction Supervisor, the Sanger Learning Center at the University of Texas at Austin		2010- 2012

PREVIOUS EMPLOYMENT

Surrey Research Fellow, U.S. Department of the Treasury, Office of Tax Analysis	2006-2008
Research Fellow, U.S. Chamber of Commerce	2006

PROFESSIONAL SERVICE

Ad-hoc reviewer for:

American Economic Review, American Economic Journal – Microeconomics, Econometrica, Economics Letters, International Journal of Industrial Organization, Journal of Economics & Management Strategy, Journal of Industrial Economics, Journal of Marketing Research, Journal of Political Economy, Management Science, Marketing Science, National Tax Journal, RAND Journal of Economics, Quantitative Marketing and Economics

Graduate Students (first placement):

Wayne Taylor (SMU - Cox) – Committee member

El Hadi Caoui (Toronto – Rotman) – Committee member

Renato Giroldo (Cornerstone Research) – Committee member

Dan Yavorsky (Bain Consulting Group) – Committee member

PERSONAL

U.S. Citizen

Children: 2 (born 2017 and 2020)