

# Brett Hollenbeck

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## EMPLOYMENT

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

## EDUCATION

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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, Industrial Organization

## PUBLICATIONS

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- “The Market for Fake Reviews” (with Sherry He and Davide Proserpio)  
*Forthcoming at **Marketing Science**, 2022*  
\*Winner *Exemplary Empirics Track Paper* at [EC'21](#)
- “Winning Big: Scale and Success in Retail Entrepreneurship” (with Renato Giroldo)  
**Marketing Science**, 2022, Vol. 41(2), p. 271-293
- “Leveraging Limited Loyalty Programs Using Competitor Based Targeting” (with Wayne Taylor)  
**Quantitative Marketing and Economics**, 2021, Vol. 19, p. 417-455
- “Taxation and Market Power in the Legal Marijuana Industry” (with Kosuke Uetake)  
**RAND Journal of Economics**, 2021, 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?”)

## OTHER PUBLICATIONS

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

“How to Make Your Loyalty Program Pay Off,” (with Wayne Taylor), *Harvard Business Review*, 2021

“Exploiting Social Media for Fake Reviews: Evidence from Amazon and Facebook,” (with Sherry He and Davide Proserpio), *ACM SIGecom Exchanges*, 2021, Vol. 19(2), p. 68-74

## WORKING PAPERS

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“An Analysis of Excess Entry in the U.S. Discount Retail Sector” (with El Hadi Caoui and Matthew Osborne)

“The Role of Strategic Retail Assortment Differentiation in Brand Proliferation” (with Sylvia Hristakeva and Kosuke Uetake”)

“Detecting Fake Review Buyers Using Network Structure: Direct Evidence from Amazon” (with Sherry He, Gijs Overgoor, Davide Proserpio, and Ali Tosyani) [R&R at *Proceedings of the National Academy of Sciences*]

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

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

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

## CONFERENCE PRESENTATIONS

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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  
Marketing Science 2021  
NBER Summer Institute IO  
2022: USC AI@Marshall Conference on Artificial Intelligence  
SICS

## **INVITED SEMINARS**

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- 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
- 2022: University of Michigan – Ross  
Cornell – Johnson  
Rochester – Simon  
Temple – Fox  
Pontificia Universidad Catolica de Chile  
Toronto – Rotman (*scheduled for Fall '22*)  
University of Virginia (*scheduled for Fall '22*)  
Johns Hopkins University – Carey (*scheduled for Fall '22*)  
Yale SOM (*scheduled for Fall '22*)

## RESEARCH GRANTS

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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

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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	2015-2016

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

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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

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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 the European Economic Association, Journal of Industrial Economics, Journal of Marketing Research, Journal of Political Economy, Journal of Political Economy-Micro, Management Science, National Tax Journal, RAND Journal of Economics, Quantitative Marketing and Economics*

Marketing Science Editorial Board member as of 2021

Co-chair, QME Conference 2021

Graduate Students (first placement):

Sherry He – Committee Chair

Kalyan Rallabandi (Tulane)– Committee Chair

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**

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U.S. Citizen

Children: 2 (born 2017 and 2020)