



H A R V A R D | B U S I N E S S | S C H O O L

Chiara Farronato

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Current Positions and Affiliations

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| July 2023 – | Harvard Business School, Boston, MA
<i>Glenn and Mary Jane Creamer Associate Professor of Business Administration</i>
Technology and Operations Management Unit |
| 2015 – 2023 | Harvard Business School, Boston, MA
<i>Assistant Professor of Business Administration</i>
Technology and Operations Management Unit
(2 parental and 1 COVID-19 clock extensions) |
| 2022 – | Associate Editor, Harvard Data Science Review |
| 2022 – | Research Affiliate, CEPR
Industrial Organization Program |
| 2017 – | Faculty Research Fellow, NBER
Productivity, Innovation, and Entrepreneurship Program |

Education

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| 2015 | Stanford University, Stanford, CA
Ph.D. in Economics
Thesis: “Essays on Internet Economics and Innovation” |
| 2008 | Bocconi University, Italy & Catholic University of Louvain, Belgium
M.Sc. in Economics, Joint Degree |
| 2006 | Bocconi University, Italy
B.A. in Management of Public Administration and International Institutions |

Research Interests

Economics of Technology, Platform Growth and Regulation, Industrial Organization, Online Markets.

Peer-Reviewed Journal Articles

Farronato, Chiara, Jessica Fong, and Andrey Fradkin. "Dog Eat Dog: Balancing Network Effects and Differentiation in a Digital Platform Merger." Forthcoming, *Management Science*.

Farronato, Chiara, and Andrey Fradkin. "The Welfare Effects of Peer Entry: The Case of Airbnb and the Accommodation Industry." *American Economic Review* 112.6 (2022): 1782-1817.

Cullen, Zoë, and Chiara Farronato. "Outsourcing Tasks Online: Matching Supply and Demand on Peer-to-Peer Internet Platforms." *Management Science* 67.7 (2021): 3985-4003 (Featured Article).

Einav, Liran, Chiara Farronato, Jonathan Levin, and Neel Sundaresan. "Auctions versus Posted Prices in Online Markets." *Journal of Political Economy* 126.1 (2018): 178-215.

Managerial Articles and Other Publications

Farronato, Chiara, Fradkin, Andrey, Hagiu, Andrei, and Dionne Lomax. "Understanding the Tradeoffs of the Amazon Antitrust Case." *Harvard Business Review Digital* (Jan 2024).

Farronato, Chiara, Andrey Fradkin, and Alexander MacKay. "Self-Preferencing at Amazon: Evidence from Search Rankings." *AEA Papers and Proceedings* 113 (2023): 239-243.

Björkegren, Daniel, and Chiara Farronato. "To Regulate Network-Based Platforms, Look at Their Data." *Harvard Business Review Digital* (Oct 2021).

Farronato, Chiara, Marco Iansiti, Marcin Bartosiak, Stefano Denicolai, Luca Ferretti, and Roberto Fontana. "How to Get People to Actually Use Contact-Tracing Apps." *Harvard Business Review Digital* (Jul 2020).

"Pricing Mechanisms in Online Markets." *The New Palgrave Dictionary of Economics* (2018).

Einav, Liran, Chiara Farronato, and Jonathan Levin. "Peer-to-peer markets." *Annual Review of Economics* 8 (2016): 615-635.

Working Papers

Farronato, Chiara, Andrey Fradkin, Brad Larsen, and Erik Brynjolfsson. "Consumer Protection in an Online World: An Analysis of Occupational Licensing." NBER Working Paper No. 26601 (2020). Conditionally Accepted, *American Economic Journal: Applied Economics*.

Caoui, El Hadi, Chiara Farronato, John J. Horton, and Robert Schultz. "Consumer Demand with Social Influences: Evidence from an E-Commerce Platform." NBER Working Paper No. 30351 (2022). Submitted.

Farronato, Chiara, and Georgios Zervas. "Consumer Reviews and Regulation: Evidence from NYC Restaurants." NBER Working Paper No. 29715 (2022). Revise and Resubmit at *Marketing Science*.

Fang, Lu, Chen, Yanyou, Farronato, Chiara, Yuan, Zhe, and Yitong Wang. "Platform Information Provision and Consumer Search: A Field Experiment." Working Paper (2023)

Lakkaraju, Himabindu, and Chiara Farronato. "When Algorithms Explain Themselves: AI Adoption and Accuracy of Experts' Decisions." In Progress (2022).

“Patent Economic Value and Citations: Evidence from University Patents.” (2015). Resting paper.

Cases and Teaching Materials

Farronato, Chiara, Stefano Denicolai, and Sarah Mehta. “Telepass: From Tolling to Mobility Platform.” *Harvard Business School Case* 622-011 (2021).

Farronato, Chiara, John J. Horton, Annelena Lobb, and Julia Kelley. “StockX: The Stock Market of Things.” *Harvard Business School Case* 620-062 (2020).

Farronato, Chiara, and Elena Corsi. “Lexoo: Building a Long-Lasting Platform.” *Harvard Business School Case* 619-019 (2018).

Farronato, Chiara, Alan MacCormack, and Sarah Mehta. “Innovation at Uber: The Launch of Express POOL.” *Harvard Business School Case* 619-003 (2018).

Farronato, Chiara, and Gary Pisano. “Marriott International: The Next 90 Years.” *Harvard Business School Case* 618-017 (2017).

Teaching Experience

2021 – Present	Data Science for Managers, Harvard Business School
2016 – 2020	Technology and Operations Management, MBA Required Curriculum, Harvard Business School
2023	IPADE Comprehensive Leadership Program, Harvard Business School
2022	Athenahealth Executive Leadership Program, Harvard Business School
2021	Advanced Management Development Program in Real Estate, Harvard GSD
2019 – Present	Executive MBA, University of Pavia.
2012, 2014	Teaching Assistant, Market Design (Undergraduate course), Stanford University
2008 – 2009	Teaching Assistant, Advanced Macroeconomics (Graduate course), Interdependencies and Strategic Behavior (Graduate course), Advanced Mathematics (Undergraduate course), Catholic University of Louvain

Industry and Non-Profit Experience

Summer 2012	Cornerstone Research, San Francisco, CA <i>Summer Associate</i>
Summer 2007	UNIDO, Vienna, Austria <i>Intern</i> , Research and Statistics Branch
Spring 2006	European Commission, Brussels, Belgium <i>Intern</i> , Directorate General for Research

Honors and Awards

2024	Apgar Award for Innovation in Teaching, Harvard Business School
2014 – 2015	Haley-Shaw Fellowship for Economics, SIEPR
2013 – 2014	Outstanding Teaching Assistant Award, Stanford Economics

2012 – 2013	Shultz Graduate Student Fellowship in Economic Policy, SIEPR
2010 – 2012	Bonaldo Stringher Fellowship, Bank of Italy
2007 – 2008	Erasmus Fellowship, European Union

Professional Activities

Referee:	<i>Econometrica, Quarterly Journal of Economics, American Economic Review, Journal of Political Economy, RAND Journal of Economics, Review of Economics and Statistics, Games and Economic Behavior, Journal of Economic Theory, Journal of Industrial Economics, International Journal of Industrial Organization, Management Science, Journal of Marketing Research, Marketing Science, Manufacturing and Service Operations Management, Operations Research, Labor Economics, Information Systems Research, Journal of Economics & Management Strategy, AEJ: Economic Policy, AEJ: Applied Economics, American Economic Review: Insights, Economics Letters.</i>
2024	Senior Program Committee, ACM Conference on Economics and Computation
2024, '23	Program Committee, Workshop on Platform Analytics Program Committee, International Industrial Organization Conference
2023, '22, '20, '19	Organizer, Boston Conference on Markets and Competition
2023	Organizer, Future of AI and Economics Workshop
2022, 2020	Program Committee, ACM Conference on Economics and Computation
2021	Program Committee, EC Workshop on Design of Online Platforms
2021	Co-organizer, NBER Digitization Spring Meeting
2019 – 2020	Visiting Researcher, Microsoft Research New England
2018	Invited Expert, United Nations “World Economic and Social Survey 2018: Emerging Technologies and Sustainable Development”

Seminars and Conference Presentations

2023-2024 (incl. scheduled)	University Pompeu Fabra, JRC – Seville, Bank of Canada, University of Toronto, MIT, Wharton, University of Pavia (Keynote to opening ceremony of the academic year), Bocconi’s Workshop on Digital Markets, Summer Workshop on Innovations in Management Science, Choice Symposium, EEA-ESEM (EEA State of the Art Session), Jornadas de Economia Industrial (Frontiers in Empirical Industrial Organization Session), NBER Digital Economics and AI Tutorial, CEPR Competition Policy RPN & LBS Workshop, University of Lausanne, INFORMS, Northwestern’s Research Roundtable on Platform Dynamics, 5th Annual Conference on Nontraditional Data, Machine Learning, and Natural Language Processing for Macroeconomics, ASSA Annual Meeting, AEA Continuing Education Program on “Digital Economics and the Economics of Artificial Intelligence”.
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2022 – 2023	Imperial College London, Brandeis University, University of Mannheim, Harvard Business School, ASSA Annual Meeting, AoM Annual Meeting, Econometric Society Summer Meeting, IT Teaching Workshop at BU, The New MBA: Tech, Data, and Analytics Conference at Columbia U., Conference on Strategy and Economics of Digital Markets at Cornell U., NUS Economics of Platform Workshop, International Industrial Organization Conference, Macci Summer Institute, NBER Economics of AI.
2021 – 2022	Carnegie Mellon University, INFORMS, MIT Sloan, Columbia University, Federal Trade Commission, Indian Institute of Management Ahmedabad, NBER Digitization Tutorial.
2020 – 2021	U. Maryland, U. Michigan, INFORMS, Wharton Empirical Workshop, Chicago Booth Marketing, Department of Justice, Toulouse Digital Platform Conference, NBER IO, Virtual Digital Economy Seminar (VIDE), Econometric Society Summer Meeting.
2019 – 2020	Bank of Italy, DIW Berlin, Tilburg University, NYU Economics of Strategy Workshop, Harvard Law, CEPR Virtual IO Seminar, INFORMS, Future of Work Conference (George Mason University), Platform Strategy Research Symposium (BU), Workshop on Simplicity and Robustness in Complex Markets (Stony Brook Center for Game Theory), NBER SI Digitization, Simons Institute at Berkeley (2), Workshop in Information Systems and Economics. Postponed: Chicago Booth, Toulouse, Catholic University of Leuven.
2018 – 2019	Berkeley Haas, Bocconi University, Ludwig-Maximilians-Universität Munich, Catholic University of Louvain la Neuve, University of Shanghai SILC Business School, Microsoft Research New England, Duke Strategy Conference, Platform Competition Conference (Hong Kong University), Laboratory for Innovation Science at Harvard, HBS Faculty Research Symposium, Big Data Conference (Harvard Center of Mathematical Sciences and Applications), INFORMS, International Industrial Organization Conference.
2017 – 2018	NYU Stern, MIT Sloan, Stanford GSB, Microsoft Research New England, NBER Digitization, MIT Innovation Lab, Workshop in Information Systems and Economics, AEA meetings (2), Housing Policy in the Platform Era (Federal Reserve Bank of San Francisco), Workshop on Marketplace Innovation, Revenue Management and Pricing Conference.
2016 – 2017	MIT Economics, Union College, Federal Trade Commission, UC Davis Graduate School of Management, Northeastern University, Airbnb, HBS Global Advisors Meeting, EIEF-UNIBO-IGIER Bocconi Workshop on Industrial Organization, Toulouse Conference on the Economics of Intellectual Property, Software, and the Internet, Workshop on Marketplace Innovation, Marketing Science.
2015 – 2016	Bocconi University, Einaudi Institute for Economics and Finance, Simons Institute for the Theory of Computing, HBS Frontiers of Digital Data and Experimentation, Bates White, Harvard EconCS, INFORMS, AEA meetings, International Industrial Organization Conference.
2014 – 2015	eBay Research, University of Oregon, University of British Columbia, Harvard Business School, Wharton, MIT Sloan, Olin Business School at Washington University in St. Louis, University of Toronto, Cornell University.
2013 – 2014	Workshop in Information Systems and Economics, AEA.
2012 – 2013	Western Economic Association International.