



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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### Academic Positions

2015 – Harvard Business School, Boston, MA  
*Assistant Professor of Business Administration*  
Technology and Operations Management Unit

### Other Affiliations

2017 – Faculty Research Fellow, NBER  
Productivity, Innovation, and Entrepreneurship Program  
2019 – Visiting Researcher, Microsoft Research New England

### Education

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

Industrial Organization, Economics of Technology, Online Markets.

### Publications in Peer-Reviewed Journals

“Outsourcing Tasks Online: Matching Supply and Demand on Peer-to-Peer Internet Platforms” with Zoë Cullen (2020). *Management Science*, Forthcoming.

“Auctions versus Posted Prices in Online Markets” with Liran Einav, Jonathan Levin, and Neel Sundaresan (2018), *Journal of Political Economy*, 126(1), 178-215.

### Other Publications

“How to Get People to Actually Use Contact-Tracing Apps” with Marco Iansiti, Marcin Bartosiak, Stefano Denicolai, Luca Ferretti, and Roberto Fontana (July 2020). *Harvard Business Review*, Website.

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

“Peer-to-Peer Markets” with Liran Einav and Jonathan Levin (2016), *Annual Review of Economics*, 8, 615-635.

## **Working Papers**

“The Welfare Effects of Peer Entry in the Accommodation Market: The Case of Airbnb” with Andrey Fradkin (2018), NBER Working Paper No. 24361. *Major Revision at the American Economic Review*.

“Consumer Protection in an Online World: An Analysis of Occupational Licensing” with Andrey Fradkin, Brad Larsen, and Erik Brynjolfsson (2020), NBER Working Paper No. 26601.

“Consumer Reviews and Regulation: Evidence from NYC Restaurants” with Georgios Zervas (2020).

“Dog Eat Dog: Measuring Returns to Scale Using a Digital Platform Merger” with Jessica Fong and Andrey Fradkin (2020).

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

## **Research in Progress**

“Consumer Demand with Social Influences: Ben Baller did the IPO” with John J. Horton and Robert Shultz.

## **Cases and Teaching Materials**

“Marriott International: The Next 90 Years” with Gary Pisano (2017).

“Lexoo: Building a Long-Lasting Platform” with Elena Corsi (2018).

“Innovation at Uber: The Launch of Express POOL” with Alan MacCormack and Sarah Mehta (2018).

“StockX: The Stock Market of Things” with John Horton, Annelena Lobb, and Julia Kelley (2020).

## **Teaching Experience**

2016 – 2018 and 2020 Technology and Operations Management, MBA Required Curriculum, Harvard Business School

2019 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  
*Summer Associate*

Summer 2007 UNIDO, Vienna, Austria  
*Intern, Research and Statistics Branch*

Spring 2006 European Commission, Brussels, Belgium  
*Intern, Directorate General for Research*

## **Honors and Awards**

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: *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, Labor Economics, Information Systems Research.*

Seminars and Conference Presentations:

**2020 – 2021** U. Maryland, U. Michigan, INFORMS

(including  
scheduled)

**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.

Other:

**2018** Invited Expert, United Nations “World Economic and Social Survey 2018: Emerging Technologies and Sustainable Development”