



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

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**Chiara Farronato**

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Soldiers Field Road  
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**EDUCATION**

- 2015      Ph.D., Economics, Stanford University, Stanford, CA  
Dissertation:      *Essays on Internet Economics and Innovation*  
Committee:      Professor Jonathan Levin (chair)  
                         Professor Susan Athey  
                         Professor Timothy Bresnahan  
                         Professor Liran Einav  
                         Professor Ali Yurukoglu
- 2008      M.Sc., *summa cum laude*, Economics, Joint Degree, Bocconi University, Milan, Italy, and  
Catholic University of Louvain, Louvain la Neuve, Belgium
- 2006      B.A., *summa cum laude*, Management of Public Administration and International Institutions,  
Bocconi University, Milan, Italy

**TEACHING EXPERIENCE**

- 2019 – 2021      Executive MBA, University of Pavia, Pavia, Italy
- 2012, 2014      Teaching Assistant, Stanford University, Stanford, CA
- 2008 – 2009      Teaching Assistant, Catholic University of Louvain, Louvain la Neuve, Belgium

**HARVARD UNIVERSITY**

**Appointments**

- 7/1/2015 – present      Assistant Professor of Business Administration  
Technology and Operations Management Unit  
(Clock extensions: two parental leaves and COVID-19)

## Assignments

2021 – 2022	First-year Data Science for Managers, Fall
2020 – 2021	First-year Data Science for Managers, Spring First-year Technology and Operations Management, Fall
2018 – 2019	First-year Technology and Operations Management (two sections), Fall
2017 – 2018	First-year Technology and Operations Management (two sections), Fall
2016 – 2017	First-year Technology and Operations Management, Fall

## Executive Education

2021	Advanced Management Development Program in Real Estate, Graduate School of Design
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## WORK EXPERIENCE

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

## AWARDS AND HONORS

2013 – 2014	Outstanding Teaching Assistant Award, Stanford University
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## FELLOWSHIPS AND GRANTS

2014 – 2015	Haley-Shaw Fellowship for Economics, SIEPR
2012 – 2013	Shultz Graduate Student Fellowship in Economic Policy, SIEPR
2010 – 2012	Bonaldo Stringher Fellowship, Bank of Italy
2007 – 2008	Erasmus Fellowship, European Union

## PUBLICATIONS

### 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.

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

**Cases, exercises, teaching notes, and courseware:**

Farronato, Chiara, and Gary Pisano. "Marriott International: The Next 90 Years." Harvard Business School Case 618-017 (Sep 2017, revised Nov 2018) [30p].

"Marriott International: The Next 90 Years." Harvard Business School Teaching Note 620-131 (May 2020, revised Jan 2022) [22p].

Farronato, Chiara, Alan MacCormack, and Sarah Mehta. "Innovation at Uber: The Launch of Express POOL." Harvard Business School Case 619-003 (Oct 2018, revised Aug 2020) [24p].

Farronato, Chiara, and Sarah Mehta. "Innovation at Uber: The Launch of Express POOL." Harvard Business School Teaching Note 620-034 (Nov 2019, revised Feb 2022) [46p].

Farronato, Chiara, Alan MacCormack, and Sarah Mehta. "Innovation at Uber: The Launch of Express POOL." Harvard Business School Spreadsheet Supplement 619-702 (Oct 2018, revised Aug 2020).

Farronato, Chiara, Alan MacCormack, and Sarah Mehta. "Innovation at Uber: The Launch of Express POOL." Harvard Business School Multimedia/Video Supplement 620-702 (Nov 2019).

Farronato, Chiara, and Caleb Kwon. "Innovation at Uber: The Launch of Express POOL." Harvard Business School Assignment 622-053 (Jan 2022) [4p].

Farronato, Chiara, and Caleb Kwon. "Innovation at Uber: The Launch of Express POOL." Harvard Business School Assignment Solutions 622-054 (Jan 2022) [20p].

Farronato, Chiara, and Caleb Kwon. "Innovation at Uber: The Launch of Express POOL." Harvard Business School Assignment Solutions Video 622-704 (Jan 2022).

Farronato, Chiara, and Elena Corsi. "Lexoo: Building a Long-Lasting Platform." Harvard Business School Case 619-019 (Aug 2018, revised Feb 2022) [31p].

Farronato, Chiara, and Elena Corsi. "Lexoo: Building a Long-Lasting Platform." Harvard Business School Teaching Note 620-003 (Jul 2019, revised Mar 2022) [57p].

Farronato, Chiara, and Elena Corsi. "Lexoo: Building a Long-Lasting Platform." Harvard Business School Spreadsheet Supplement 619-701 (Sep 2018, revised Oct 2018).

Farronato, Chiara, and Elena Corsi. "Lexoo: Building a Long-Lasting Platform Video Supplement." Harvard Business School Multimedia/Video Supplement 620-701 (Jul 2019).

Farronato, Chiara, and Elena Corsi. "Lexoo: Building a Long-Lasting Platform (Abridged)." Harvard Business School Case 622-043 (Aug 2021, revised Feb 2022) [15p].

Farronato, Chiara, John J. Horton, Annelena Lobb, and Julia Kelley. "StockX: The Stock Market of Things." Harvard Business School Case 620-062 (Feb 2020, revised Apr 2021) [17p].

"StockX: The Stock Market of Things." Harvard Business School Teaching Note 621-108 (Jun 2021, revised Mar 2022) [41p].

Farronato, Chiara, John J. Horton, Annelena Lobb, and Julia Kelley. "StockX: The Stock Market of Things." Harvard Business School Spreadsheet Supplement 620-711 (Feb 2020, revised Mar 2022).

Farronato, Chiara, John J. Horton, Annelena Lobb, and Julia Kelley. "StockX: The Stock Market of Things (Abridged)." Harvard Business School Case 621-107 (Apr 2021, revised Jul 2021) [11p].

Farronato, Chiara, Stefano Denicolai, and Sarah Mehta. "Telepass: From Tolling to Mobility Platform." Harvard Business School Case 622-011 (Sep 2021, revised Dec 2021) [26p].

"Telepass: From Tolling to Mobility Platform." Harvard Business School Teaching Note 622-089 (Mar 2022) [38p].

Farronato, Chiara, Stefano Denicolai, and Sarah Mehta. "Telepass: From Tolling to Mobility Platform." Harvard Business School Spreadsheet Supplement 622-701 (Sep 2021).

Farronato, Chiara, Stefano Denicolai, and Sarah Mehta. "Telepass: From Tolling to Mobility Platform (Abridged)." Harvard Business School Case 622-050 (Sep 2021, revised Dec 2021) [14p].

Bojinov, Iavor I., Chiara Farronato, Janice H. Hammond, Michael Parzen, and Paul J. Hamilton. "Precision Paint Co." Harvard Business School Case 622-055 (Aug 2021) [7p].

Parzen, Michael, Natalie Epstein, Chiara Farronato, and Michael Toffel. "T-tests: Theory and Practice." Harvard Business School Video Tutorial 621-707 (Feb 2021).

Farronato, Chiara and Caleb Kwon. "Getting Started in RStudio Cloud." Harvard Business School Video Tutorial 621-708 (Feb 2021).

Bojinov, Iavor I., Chiara Farronato, Yael Grushka-Cockayne, Willy C. Shih, and Michael W. Toffel. "Comparing Two Groups: Sampling and T-Testing." Harvard Business School Technical Note 621-044 (Aug 2020) [11p].

Farronato, Chiara, Michael W. Toffel, and Feng Zhu. "Digital Platforms: An Introduction." Harvard Business School Technical Note 621-016 (Jul 2020) [10p].

### **Managerial Articles:**

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).

### **Other Publications:**

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

## WORKING PAPERS

Farronato, Chiara, and Georgios Zervas. “Consumer Reviews and Regulation: Evidence from NYC Restaurants.” NBER Working Paper No. 29715 (2022). Submitted.

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). Revise and Resubmit *American Economic Journal: Applied Economics*.

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

## PRESENTATIONS

### “Consumer Reviews and Regulation: Evidence from NYC Restaurants”

Invited seminar, Federal Trade Commission, Washington, DC (Apr 2022)

Invited seminar, Columbia University, New York, NY (Mar 2022)

Invited seminar, MIT Sloan, Cambridge, MA (Feb 2022)

Invited seminar, Tepper School of Business, Carnegie Mellon University, Pittsburg, PA (Dec 2021)

HBS Faculty Research Symposium, Boston, MA (May 2019)

Invited seminar, Ludwig Maximilian University of Munich, Munich, Germany (Apr 2019)

Invited seminar, Catholic University of Louvain, Louvain la Neuve, Belgium (Apr 2019)

Invited seminar, Berkeley Haas, Berkeley, CA (Jan 2019)

Invited seminar, Laboratory for Innovation Science at Harvard, Boston, MA (Jan 2019)

Invited seminar, Bocconi University, Milan, Italy (Nov 2018)

2018 INFORMS Annual Conference, Phoenix, AZ (Nov 2018)

Invited speaker, Duke Strategy Conference, Durham, NC (Oct 2018)

Big Data Conference, Harvard Center of Mathematical Sciences and Applications, Cambridge, MA (Aug 2018)

Marketplace Innovation Workshop, Toronto, ON, Canada (Jun 2018)

Revenue Management and Pricing Conference, Toronto, ON, Canada (Jun 2018)

Invited seminar, Stanford GSB, Stanford, CA (Apr 2018)

Invited seminar, NYU Stern, New York, NY (Apr 2018)

Invited seminar, MIT Sloan, Cambridge, MA (Apr 2018)

NBER Digitization Workshop, Stanford, CA (Mar 2018)

### “Dog Eat Dog: Measuring Returns to Scale Using a Digital Platform Merger”

2022 Platforms and Data Workshop, Queen’s University, Kingston, ON (May 2022)

2021 INFORMS Annual Conference, Anaheim, CA (Oct 2021)

Invited seminar, Department of Justice, Washington, DC (May 2021)

Invited seminar, Booth School of Business, University of Chicago, Chicago, IL (Jan 2021)

Invited seminar, University of Maryland, College Park, MD (Oct 2020)

Invited seminar, University of Michigan, Ann Arbor, MI (Oct 2020)

2020 INFORMS Annual Conference, Online (Nov 2020)

Wharton Empirical Workshop, Philadelphia, PA (Sep 2020)

Toulouse Digital Platform Conference, Toulouse, France (Oct 2020)

NBER Industrial Organization, Online (Feb 2021)

Invited seminar, Virtual Digital Economy Seminar (VIDE), Online (May 2020)

Invited seminar, CEPR Virtual IO Seminar, Online (Apr 2020)

Platform Strategy Research Symposium, Boston, MA (Jul 2019)  
Invited seminar, Simons Institute at UC Berkeley, Berkeley, CA (Sep 2019)

“Consumer Protection in an Online World: An Analysis of Occupational Licensing”

Econometric Society Summer Meeting 2021, Montréal, QC, Canada (Jun 2021)  
2020 INFORMS Annual Conference, Online (Nov 2020)  
Workshop in Information Systems and Economics, Munich, Germany (Dec 2019)  
Invited seminar, Bank of Italy, Rome, Italy (Nov 2019)  
Invited seminar, DIW Berlin, Berlin, Germany (Nov 2019)  
Invited seminar, Tilburg University, Tilburg, Netherlands (Oct 2019)  
2019 INFORMS Annual Conference, Seattle, WA (Oct 2019)  
Invited seminar, Harvard Law School, Cambridge, MA (Oct 2019)  
Future of Work Conference, George Mason University, Arlington, VA (Oct 2019)  
Invited seminar, Simons Institute at UC Berkeley, Berkeley, CA (Sep 2019)  
Invited speaker, NYU Economics of Strategy Workshop, New York, NY (Aug 2019)  
NBER Summer Institute Digitization, Cambridge, MA (Jul 2019)  
NBER Summer Institute Industrial Organization, Cambridge, MA (Jul 2019)  
Workshop on Simplicity and Robustness in Complex Markets, Stony Brook Center for Game Theory, Stony Brook, NY (Jul 2019)  
University of Shanghai SILC Business School, Shanghai, China (Jun 2019)  
Platform Competition Conference, Hong Kong University, Hong Kong (Jun 2019)  
Invited seminar, Microsoft Research New England, Cambridge, MA (May 2019)  
2019 International Industrial Organization Conference, Boston, MA (Apr 2019)  
ASSA 2018 Annual Meeting, Philadelphia, PA (Jan 2018)

“The Welfare Effects of Peer Entry: The Case of Airbnb and the Accommodation Industry”

Housing Policy in the Platform Era, Federal Reserve Bank of San Francisco, San Francisco, CA (Feb 2018)  
ASSA 2018 Annual Meeting, Philadelphia, PA (Jan 2018)  
Workshop in Information Systems and Economics, Seoul, South Korea (Dec 2017)  
Invited seminar, Microsoft Research New England, Cambridge, MA (May 2017)  
Invited seminar, MIT Innovation Lab, Cambridge, MA (Apr 2017)  
2017 International Industrial Organization Conference, Boston, MA (Apr 2017)  
Invited seminar, Northeastern University, Boston, MA (Apr 2017)  
Invited seminar, Airbnb, San Francisco, CA (Mar 2017)  
Invited seminar, MIT Economics, Cambridge, MA (Feb 2017)  
Invited seminar, UC Davis Graduate School of Management, Davis, CA (Feb 2017)  
Invited seminar, Federal Trade Commission, Washington, DC (Oct 2016)  
Invited seminar, Union College, Schenectady, NY (Nov 2016)  
HBS Global Advisors Meeting, Boston, MA (Oct 2016)  
EIEF-UNIBO-IGIER Bocconi Workshop on Industrial Organization, Milan, Italy (Dec 2016)  
Toulouse Conference on the Economics of Intellectual Property, Software, and the Internet, Toulouse, France (Jan 2017)  
NBER Summer Institute Digitization, Cambridge, MA (Jul 2016)  
NBER Summer Institute Industrial Organization, Cambridge, MA (Jul 2016)  
Marketplace Innovation Workshop, Stanford, CA (May 2017)

“Outsourcing Tasks Online: Matching Supply and Demand on Peer-to-Peer Internet Platforms”

2017 Marketing Science Conference, Los Angeles, CA (Jun 2017)  
POMS Conference 2016, Orlando, FL (May 2016)  
2016 International Industrial Organization Conference, Philadelphia, PA (Apr 2016)  
Invited seminar, Bates White, Washington, DC (Apr 2016)

Invited seminar, Harvard Computer Science, Cambridge, MA (Mar 2016)  
 HBS Frontier of Digital Data and Experimentation, Harvard Business School, Boston, MA (Feb 2016)  
 ASSA 2016 Annual meeting, San Francisco, CA (Jan 2016)  
 Invited seminar, Bocconi University, Milan, Italy (Dec 2015)  
 Invited seminar, Einaudi Institute for Economics and Finance, Rome, Italy (Dec 2015)  
 Invited Seminar, Simons Institute at UC Berkeley, Berkeley, CA (Nov 2015)  
 2015 INFORMS Annual Conference, Philadelphia, PA (Oct 2015)  
 Invited seminar, MIT Sloan, Cambridge, MA (Feb 2015)  
 Invited seminar, Cornell University, Ithaca, NY (Feb 2015)  
 Invited seminar, University of Toronto, Toronto, ON, Canada (Feb 2015)  
 Invited seminar, Olin Business School at Washington University in St. Louis, St. Louis, MO (Feb 2015)  
 Invited seminar, Harvard Business School (x2), Boston, MA (Jan 2015)  
 Invited seminar, Wharton School of Business, University of Pennsylvania, Philadelphia, PA (Jan 2015)  
 Invited seminar, University of British Columbia, Vancouver, BC, Canada (Jan 2015)  
 Invited seminar, University of Oregon, Eugene, OR (Jan 2015)  
 Invited seminar, eBay Research, San Jose, CA (Oct 2014)  
 Workshop in Information Systems and Economics, Milan, Italy (Dec 2013)

“Auctions versus Posted Prices in Online Markets”

ASSA 2014 Annual Meeting, Philadelphia, PA (Jan 2014)  
 Western Economic Association International, San Francisco, CA (Jun 2012)

**PROFESSIONAL ACTIVITIES**

2022 – present	Associate Editor, Harvard Data Science Review
2022 – present	Research Affiliate, Center for Economic and Policy Research (CEPR) Industrial Organization Program
2017 – present	Faculty Research Fellow, National Bureau of Economic Research (NBER) Productivity, Innovation, and Entrepreneurship Program
2020, 2022	Program Committee, ACM Conference on Economics and Computing
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, “World Economic and Social Survey 2018: Emerging Technologies and Sustainable Development,” United Nations
Ongoing	Referee for: <i>Econometrica</i> , <i>Quarterly Journal of Economics</i> , <i>American Economic Review</i> , <i>Journal of Political Economy</i> , <i>Review of Economic Studies</i> , <i>RAND Journal of Economics</i> , <i>Review of Economics and Statistics</i> , <i>Games and Economic Behavior</i> , <i>Journal of Economic Theory</i> , <i>Journal of Industrial Economics</i> , <i>International Journal of Industrial Organization</i> , <i>Management Science</i> , <i>Journal of Economics and Management Strategy</i> , <i>Journal of Marketing Research</i> , <i>Marketing Science</i> , <i>Manufacturing and Service Operations Management</i> , <i>Labor Economics</i> , <i>Information Systems Research</i> , <i>PNAS</i> .