

## TOMOMICHI AMANO

tamano@hbs.edu

Harvard Business School  
Morgan Hall 193  
Boston, MA 02163

### Academic Employment

Harvard Business School, Boston, MA, 2019-present.  
Assistant Professor of Business Administration.  
Program on U.S.-Japan Relations, Faculty Associate.

Harvard Business School, Boston, MA, 2018-2019.  
Visiting Assistant Professor of Business Administration

Columbia Business School, New York, NY, 2017-2019.  
Assistant Professor of Business Administration.

### Education

Stanford Graduate School of Business, Stanford, CA, 2012-2017.  
Ph.D. in Business Administration. M.A. in Economics.

Harvard College, Cambridge, MA, 2008-2012.  
A.B., Magna cum laude with highest honors in Economics. Computer Science secondary.

### Publications

“Soul and Machine (Learning)” with Davide Proserpio, John R. Hauser, Xiao Liu, Burnap Alex, Tong Guo, Dokyun (DK) Lee, Randall Lewis, Kanishka Misra, Eric Schwarz, Artem Timoshenko, Lilei Xu, and Hema Yoganarasimhan. *Marketing Letters* (2020).

- Media coverage in *HBS Working Knowledge*.

“Identification of Advertising Effects” with Wes Hartmann and Xing Li.

- Available online: [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3402187](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3402187)
- Accepted at *Management Science*.

### Working Papers

“Ratcheting, Competition, and the Diffusion of Technological Change: The Case of Televisions under an Energy Efficiency Program” with Hiroshi Ohashi.

- Available online: [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3241157](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3241157)
- Revise and Resubmit at *Management Science*.

“Large-scale Demand Estimation with Search Data” with Andrew Rhodes and Stephan Seiler.

- Available online: [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3214812](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3214812)
- Revise and Resubmit at *Quantitative Marketing and Economics*.

“Gaming or Gambling? An Empirical Investigation of the Role of Loot Boxes in Video Games” with Andrey Simonov.

- Working paper available by request.

“Creators of Engagement: The Role of Co-follower Patterns and Content Similarity in Choosing an Optimal Influencer Set” with Mengjie Cheng and Elie Ofek.

- Available online: [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=4319527](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4319527)
- Submitted to *Journal of Marketing Research*.

“The Shift in Climate Change Attitudes in response to the COVID-19 Pandemic” with Jimin Nam and Elizabeth Keenan.

- Working paper available by request.

### **Select Work in Progress**

“Walkability and the Local Retail Landscape” with Kristina Brecko

“Roll-out of New Brands and the Role of Entry Costs.”

### **Teaching Materials**

“The Pokémon Company: Evolving into an Everlasting Brand” with Masaki Nomura (522-074).

“Thinking Outside the Wine Box: Mechanism and the Franz for Life Campaign” (2022) with Elie Ofek, Mengjie Cheng, and Amy Klopfenstein (A-case 522-055, B-case 522-059, C-case 522-068).

“Patch Technology: Making it Easy to do the Right Thing” (2021) with Robert J. Dolan, and Carol Zhang (522-037).

“Othellonia: Growing a Mobile Game” (2020) with Eva Ascarza, and Sunil Gupta (520-016, teaching note 520-041, supplements 520-056, 520-710).

“LaCroix Sparkling Water” (2019) with Das Narayandas, and Kerry Herman (520-014).

“Essential Explorations at MUJI” (2019) with Das Narayandas, Naoko Jinjo, and Akiko Kanno (520-024, teaching note 520-050).

### **Honors and Awards**

- Hoover Institution Working Group on Intellectual Property, Innovation, and Prosperity (Hoover IP2) Fellowship (2016)
- Stanford Graduate School of Business Research Grant (2014)
- Phi Beta Kappa (2012)

### **Seminar and Conference Presentations**

- Ratcheting, Competition, and the Diffusion of Technological Change: The Case of Televisions under an Energy Efficiency Program
  - Stanford Environmental and Energy Policy Analysis Center (2014, 2015, 2016)
  - Stanford MS&E Policy and Economics Research Roundtable (2015, 2016)
  - UCSD, Rady School of Management (2016)

- Northwestern, Kellogg School of Management (2016)
- London Business School (2016)
- INSEAD (2016)
- UCL School of Management (2016)
- Harvard Business School (2016)
- University of Rochester, Simon Business School (2016)
- UBC Sauder School of Business (2016)
- HKUST Business School (2016)
- Duke University, Fuqua School of Business (2016)
- SUNY Buffalo, School of Management (2016)
- Columbia Business School (2016)
- University of Chicago, Booth School of Business (2016)
- University of California Berkeley, Haas School of Business (2016)
- University of Pennsylvania, Wharton School (2016)
- University of California Berkeley, Energy Institute at Haas (2017)
- Mannheim Energy Conference, Centre for European Economic Research (2018)
- ETH Zurich (2018)
- Kyoto Summer Workshop on Applied Economics (2018)
- University of Tokyo (2018)
- Harvard Program on US-Japan Relations (2020)
- Patent Protection, Advertising, and the Diffusion of Innovation in the Automotive Industry
  - Quantitative Marketing Conference, Stanford University (2017)
- Large-scale Demand Estimation with Search Data
  - Marketing Science Conference (2018)
  - Kansai University (2018)
  - Quantitative Marketing and Economics Conference (2018)
  - Boston University (2018)
  - Northeastern University (2018)
  - New York Marketing Modeler's Talk (2019)
  - 11th Triennial Invitational Choice Symposium (2019)
- Walkability and the Local Retail Landscape
  - Marketing Science Conference (2019)
- Gaming or Gambling? An Empirical Investigation of the Role of Loot Boxes in Video Games
  - Virtual Quant Marketing Seminar (2020)
  - Boston Conference on Markets and Competition (2021)
  - Harvard Business School Faculty Research Symposium (2022)
  - Kanto Gakuin University / Contract Theory Workshop on Zoom (CTWZ) (2022)
  - Quantitative Marketing Conference, Stanford University (2022)
  - Meiji University / Japan Institute of Marketing Science study group (2022)
  - Dartmouth College Society of Fellows (2022)
- Roll-out of New Brands and the Role of Entry Costs
  - Marketing Science Conference (2022)

### **Teaching Experience**

Marketing Management (Columbia, undergraduate): 2017, 2018.

First-year Marketing Core (Harvard, MBA): 2018, 2019, 2020 (two sections), 2022.

## **Service**

Editorial Review Board: *Marketing Science*.

Ad hoc Reviewer: *Management Science*, *The RAND Journal of Economics*, *Journal of Public Economics*, *Marketing Letters*, *Manufacturing and Service Operations Management*.

At Harvard: PRIMO advisor (2020, 2022), Harvard College Independent Study advisor (2022).

## **Non-Refereed Publications and Policy Memos**

“Economics and Marketing,” Keizai Seminar [Japanese] (2020).

“Do High Feed-in Tariffs for Solar PV Panels Hinder Competition” with Koji Nomura. *Development Bank of Japan Research Center on Global Warming Discussion Paper Series*, No. 49 [Japanese] (2014).

“Labor Productivity and Quality Change in Singapore: Achievements in 1974-2011 and Prospects for the Next Two Decades” with Koji Nomura. *Keio Economic Observatory Discussion Paper*, No. 129 (2012).

## **Non-Academic Publications**

“The US Immigration Ban could be an Opportunity for Japan.” Op-ed in *The Nikkei* [Japanese], February 3, 2017.

33 blog posts for the Wall Street Journal. Seven articles reproduced in print edition of WSJ Asia (2010).

“Opening Japan’s Immigration Door.” *The Wall Street Journal Asia*, June 30, 2010.

*Ubuntu 8 for Beginners* (Tokyo, Japan: Kohgaku-sya Co. Ltd, 2008).

*Ubuntu for Beginners* (Tokyo, Japan: Kohgaku-sya Co. Ltd, 2007).

*JavaScript for Beginners* (Tokyo, Japan: Kohgaku-sya Co. Ltd, 2006).

## **Other Experience**

Wall Street Journal Asia (summer intern, 2010).

Deloitte Tohmatsu Consulting LLC (summer intern, 2009).