Meghan R. Busse

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Primary employment

2008-present	**Kellogg School of Management** **Northwestern University** Associate Professor of Management and Strategy
2004-2008	**Haas School of Business** **University of California, Berkeley** Assistant Adjunct Professor of Economics
2002-2004	**Haas School of Business,** **University of California, Berkeley** Visiting Assistant Professor of Economics
1997-2002	**Yale School of Management** Assistant Professor of Economics

Other positions

2008-present	**National Bureau of Economic Research** Faculty Research Fellow
2008-present	**Center for the Study of Industrial Organization** Affiliate
2004-2008	**University of California Energy Institute** Visiting Researcher
Jan-May 2001	**Kellogg School of Management** **Northwestern University** Visiting Assistant Professor of Economics

Education

1992-1997	**Massachusetts Institute of Technology** Ph.D. in Economics, 1997
1988-1992	**Brigham Young University** B.A. *magna cum laude* in Economics, 1992

Publications

[1] "Are Consumers Myopic? Evidence from New and Used Car Purchases" (with Christopher R. Knittel and Florian Zettelmeyer), *American Economic Review*, 2013, Vol. 103 (1).

[2] "Career Concerns, Inaction, and Market Inefficiency: Evidence from Utility Regulation" (with Severin Borenstein and Ryan Kellogg), *Journal of Industrial Economics,* June 2012, Vol. 60 (2), pp. 220-248.

[3] "'One Discriminatory Rent' or 'Double Jeopardy': Multi-component Negotiation for New Car Purchases" (with Jorge Silva-Risso), *American Economic Review: Papers and Proceedings*, May 2010, Vol. 100 (2), pp. 470-474.

[4] "'The Best Price You'll Ever Get': The 2005 Employee Discount Pricing Promotions in the U.S. Automobile Industry" (with Duncan Simester and Florian Zettelmeyer), *Marketing Science,* March/April 2010, Vol. 29 (2), pp. 268-290.

[5] "Market Effects of Environmental Regulation: Coal, Railroads, and the 1990 Clean Air Act," (with Nathaniel O. Keohane), *RAND Journal of Economics*, Winter 2007, Vol. 38 (4), pp. 1159-1179.

[6] "$1000 Cash Back: The Pass-through of Auto Manufacturer Promotions" (with Jorge Silva-Risso and Florian Zettelmeyer), *American Economic Review*, September 2006, Vol. 96 (4), pp. 1253-1270.

[7] "Competition and Price Discrimination in Yellow Pages Advertising," (with Marc Rysman), *RAND Journal of Economics*, Summer 2005, Vol. 36 (2), pp. 378-390.

[8] "Who Wins the Olympic Games: Economic Resources and Medal Totals," with Andrew B. Bernard, *Review of Economics and Statistics*, February 2004, Vol. 86 (1), pp. 413-417.

[9] "Firm Financial Condition and Airline Price Wars," *RAND Journal of Economics*, Summer 2002, Vol. 33 (2), pp. 298-318.

[10] "Multimarket Contact and Price Coordination in the Cellular Telephone Industry," *Journal of Economics and Management Strategy*, June 2000, Vol. 9 (3), pp. 287-320.

Working papers

[11] "Projection Bias in the Car and Housing Markets," (with Devin Pope, Jaren Pope, and Jorge Silva-Risso), NBER Working Paper #18212. Revision requested from *Quarterly Journal of Economics*.

[12] "Who is Exposed to Gas Prices? How Gasoline Prices Affect Automobile Manufacturers and Dealerships" (with Christopher R. Knittel and Florian Zettelmeyer), November 2012. Submitted to *Journal of Industrial Economics*.

[13] "Repairing the Damage: The Effect of Price Expectations on Auto-Repair Price Quotes," (with Ayelet Israeli and Florian Zettelmeyer), November 2012.

[14] "Did 'Cash for Clunkers' Deliver? The Consumer Effects of the Car Allowance Rebate System" (with Christopher R. Knittel, Jorge Silva-Risso, and Florian Zettelmeyer), November 2012.

[15] "Stranded Vehicles: How Gasoline Taxes Change the Value of Households' Vehicle Assets" (with Christopher R. Knittel and Florian Zettelmeyer), November 2012.

[16] "When Supply and Demand Just Won't Do: Using the Equilibrium Locus to Think about Comparative Statics," September 2012.

Work in progress

"Heterogeneity, Market Structure, and the Effect of Inattention in Used Vehicle Markets" (with Nicola Lacetera, Devin Pope, Jorge Silva-Risso, and Justin Sydnor), solicited for *AER Papers and Proceedings.*

"The Environmental Effect of 'Cash for Clunkers'" (with Christopher R. Knittel, Jorge Silva-Risso, and Florian Zettelmeyer).

"Does Stated Fuel-Economy Matter? MPG Misstatements at Hyundai and Kia" (with Jim Sallee).

Research interests

Pricing

Price discrimination

Informational and behavioral effects on pricing

Energy

Automobile industry

Environmental regulation and climate change

Honors and awards

2012 National Bureau of Economic Research (NBER), Appointment to Energy and Environmental Economics Program

2009-2010 Chairs' Core Course Teaching Award, Kellogg School of Management

2009 Kellogg Faculty Impact Award, a student-initiated award for professors who "demonstrate excellence in their interactions with students"

2008 National Bureau of Economic Research (NBER), Appointment as Faculty Research Fellow (Industrial Organization Program)

2008 Cheit Outstanding Teaching Award Honorable Mention, weekend MBA program, Haas School of Business

2007 Grant from the OpenLink Fund within the Coleman Fung Risk Management Research Center ($59,036)

2006 Cheit Outstanding Teaching Award, PhD program, Haas School of Business

2006 National Science Foundation (NSF), Economics Program Grants #SES-0550508 and SES-0550911, "Incentive Promotions in the US Automotive Industry," (2006-2009, $151,000)

2005 Cheit Outstanding Teaching Award Honorable Mention, weekend MBA program, Haas School of Business

2004 Cheit Outstanding Teaching Award Honorable Mention, evening MBA program, Haas School of Business

2003 Cheit Outstanding Teaching Award, weekend MBA program, Haas School of Business

2003 Cheit Outstanding Teaching Award Honorable Mention, evening MBA program, Haas School of Business

2002 Annual Award for Excellence in Teaching, Yale School of Management

MIT Graduate Fellowship (1992-1996)

World Economics Laboratory Fellowship (1996)

Invited conference presentations

NBER IO Program Summer Meeting (July 2012) "Projection Bias in the Car and Housing Markets"

UBC Summer Conference on Industrial Organization (July 2012) "Projection Bias in the Car and Housing Markets"

Federal Trade Commission Drip Pricing Conference (May 2012) "'One Discriminatory Rent' or 'Double Jeopardy': Multi-component Negotiation for New Car Purchases"

NBER EEE Program Spring Meeting (March 2012) Discussant

NBER IO Program Summer Meeting (August 2011) Program co-organizer

Consumers in Competition Policy, University of East Anglia (June 2011) "Out with the Old, In with the New: The Impact of 'Cash for Clunkers'"

National Tax Association (November 2010) "Pain at the Pump: The Effect of Gasoline Prices on New and Used Automobile Markets"

NBER EEE Program Summer Meetings (July 2010) "Pain at the Pump: The Effect of Gasoline Prices on New and Used Automobile Markets"

ASSA Annual Meeting (January 2010) "'One Discriminatory Rent' or 'Double Jeopardy': Multi-component Negotiation for New Car Purchases"

NBER IO Program Winter Meetings (February 2009) "Pain at the Pump: How Gasoline Prices Affect Automobile Purchasing"

NBER IO Program Summer Meetings (July 2007) "Principal-Agent Incentives, Excess Caution, and Market Inefficiency: Evidence from Utility Regulation"

NBER IO Program Winter Meetings (February 2007) "'The Best Price You'll Ever Get': The 2005 Employee Discount Pricing Promotions in the U.S. Automobile Industry"

ASSA Annual Meeting (January 2006) "$1000 Cash Back: Asymmetric Information in Auto Manufacturer Promotions"

Marketing in Israel 5 (December 2005) "$1000 Cash Back: Asymmetric Information in Auto Manufacturer Promotions"

UC Berkeley IOfest (October 2005) "The Sales Effect of Auto Manufacturer Promotions"

Quantitative Marketing and Economics Conference (October 2005) "$1000 Cash Back: Asymmetric Information in Auto Manufacturer Promotions"

Harvard Business School Strategy Conference (October 2004) "$1000 Cash Back: Asymmetric Information in Auto Manufacturer Promotions"

NBER Summer Institute Public Policy and the Environment Workshop (August 2004) "Who Gained from Environmental Regulation? The 1990 Clean Air Act"

NBER IO Program Winter Meetings (February 2004) "$1000 Cash Back: Asymmetric Information in Auto Manufacturer Promotions"

UC Berkeley IOfest (October 2003) "$1000 Cash Back: Asymmetric Information in Auto Manufacturer Promotions"

International Industrial Organization Conferences (April 2003) "Pollution Control and Input Markets: The Creation and Capture of Regulatory Rents from Sulfur Dioxide Control."

UBC Summer Conference on Industrial Organization (July 2002) "Competition and Price Discrimination in Yellow Pages Advertising."

NBER IO Program Winter Meetings (January 2002) "Competition and Price Discrimination in Yellow Pages Advertising."

Harvard Business School Strategy Conference (October 2000) "Firm Financial Condition and Airline Price Wars."

Seminar presentations

2012: Columbia; MIT; London School of Economics; DePaul; Kelley School of Business, Indiana University

2011: Brigham Young University; University of East Anglia; Energy Institute at Haas, UC Berkeley

2010: Texas A&M; Booth School of Business, University of Chicago; Kennedy School of Government, Harvard University

2009: MIT; Sauder School of Business, University of British Columbia; Rotman School of Business, University of Toronto; Northwestern University; Harris School of Public Policy, University of Chicago

2008: University of California Energy Institute; Yale University

2007: University of Michigan; Kellogg School of Management, Northwestern University; Olin School of Business, Washington University; Haas School of Business, UC Berkeley; San Francisco Federal Reserve Bank

2006: University of California Energy Institute; Harvard Business School

2005: University of East Anglia; Hebrew University

2004: UC San Diego; Tuck School of Business, Dartmouth; Stanford Graduate School of Business; Haas School of Business, UC Berkeley

2003: UC Davis; UCLA; University of California Energy Institute; UC Berkeley Agriculture and Resource Economics Department

2002: UC Davis; University of Arizona; UC Berkeley; Brigham Young University; Department of Justice Antitrust Division

2001: Stanford Graduate School of Business; Federal Trade Commission; Chicago Graduate School of Business

2000: Kellogg Graduate School of Business, Northwestern

1998: UC Berkeley

1997: Yale University; Brigham Young University

Teaching

Interests

Strategy, Microeconomics, Industrial Organization, Econometrics, Statistics

Experience

2008-present	**Kellogg School of Management, Northwestern University**
	Business Strategy (MBA core)
2002-2008	**Haas School of Business, UC Berkeley**
	Competitive Strategy (MBA elective)
	Economic Analysis for Business Decisions (MBA core)
	Teaching Business (PhD core)
1997-2002	**Yale School of Management**
	Competitive Strategies (MBA elective)
	Economic Analysis (MBA core)

Effectiveness

See "Honors and Awards" for teaching awards.

Northwestern: Past three years: Mean instructor effectiveness rating of 8.7-9.4 on a 10-point scale in all sections of all courses.

Berkeley: Median instructor effectiveness rating of 7 and mean rating of 6.5-6.9 on a 7-point scale in all sections of all courses

Yale, 1999-2002: Median instructor effectiveness rating of 6-7 and mean rating of 6.0-6.5 on a 7-point scale in all sections of all courses

Cases

"Enterprise-Rent-A-Car," Kellogg School of Management Case 5-311-508, co-authored with Jeroen Swinkels.

"Starbucks: A Story of Growth," Kellogg School of Management Case 5-211-259, co-authored with Craig Garthwaite and Jennifer Brown.

Professional activities

Outside activities

UK Competition Commission, San Francisco Federal Reserve Bank

Refereeing

American Economic Review, Journal of Political Economy, Quarterly Journal of Economics, Review of Economic Studies, Review of Economics and Statistics, RAND Journal of Economics, American Economic Journal: Policy, Journal of Industrial Economics, Journal of Economics and Management Strategy, Journal of Environmental Economics and Management, Journal of Applied Econometrics, Journal of Law and Economics, Management Science, Journal of Marketing Research, National Science Foundation, Journal of the European Economics Association, Berkeley Electronic Press, Journal of Law, Economics, and Organization, Economics Letters, International Journal of Industrial Organization, Review of Industrial Organization, Canadian Journal of Economics, Economic Inquiry, Economica, Economics Letters, International Review of Law and Economics

Administrative service

2012	Panelist for NSF "Sustainable Energy Pathways" program
2012	Mentor at CSWEP CeMENT conference
2010-2012	Junior Recruiting Committee, Kellogg School of Management
2004-2008	Teaching mentor at large, Haas School of Business
2001-2002	Economics Junior Search Committee, Chair, Yale School of Management
1998-2001	Grievance Committee, Yale School of Management
1997-2000	Economics Junior Search Committee, Yale School of Management

Other

Math instructor, Patten University at San Quentin State Prison