

Brett R. Gordon

CONTACT INFORMATION

Columbia Business School
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EMPLOYMENT

Kellogg School of Management, Northwestern University, Evanston, IL
Associate Professor of Marketing (with tenure), July 2014 – present

Booth School of Business, University of Chicago, Chicago, IL
Visiting Associate Professor of Marketing, January 2013 – June 2013

Graduate School of Business, Stanford University, Palo Alto, CA
Visiting Scholar, September 2012 – December 2012

Columbia Business School, Columbia University, New York, NY
Class of 1967 Associate Professor of Business, August 2011 – June 2014
Associate Professor of Business, July 2011 – August 2011
Assistant Professor of Business, July 2007 – July 2011

EDUCATION

Carnegie Mellon University, Pittsburgh, PA
Ph.D., Economics, 2007
M.S., Economics, 2004
Masters in Information Systems Management, 2002
B.S. (Honors), Information Systems and Economics, 2002

RESEARCH INTERESTS

Pricing, Advertising, Innovation, Dynamic Oligopoly, Market Structure, New Products

PUBLISHED/ FORTHCOMING

1. Bronnenberg, B., J. P. Dubé, C. Mela, P. Albuquerque, T. Erdem, B. R. Gordon, D. Hanssens, G. Hitsch, H. Hong, and B. Sun, (2008) “Measuring Long-Run Marketing Effects and Their Implications for Long-Run Marketing Decisions,” *Marketing Letters*, 2008, 19, 367–382.
2. Gordon, B. R. (2009), “A Dynamic Model of Consumer Replacement Cycles in the PC Processor Industry,” *Marketing Science*, 28(5), 846–867.
 - Winner, John D. C. Little Best Paper Award, 2009.
 - Finalist, Frank M. Bass Dissertation Award, 2009.
3. Epplé, D., B. R. Gordon, and H. Siegel (2010), “A New Approach to Estimating the Production Function for Housing,” *American Economic Review*, 100(3), 905–924.
4. Epplé, D., B. R. Gordon, and H. Siegel (2010), “Drs. Muth and Mills meet Dr. Tiebout: Integrating Location-Specific Amenities into Multi-Community Equilibrium Models,” *Journal of Regional Science*, 50(1), 381–400.
5. Kumar, V., B. R. Gordon, and K. Srinivasan (2011), “Competitive Strategy for Open Source Software,” *Marketing Science*, 30(6), 1066–1078.
6. Gordon, B. R., Thomadsen, R., E. T. Bradlow, J. P. Dubé, and R. Staelin (2011), “Revisiting the Workshop on Quantitative Marketing and Structural Econometrics,” *Marketing Science*, 30(6), 945–949 (invited paper).
7. Goettler, R. L. and B. R. Gordon (2011), “Does AMD spur Intel to innovate more?,” *Journal of Political Economy*, 119(6), 1141–1200.

8. Gordon, B. R., M. Lovett, R. Shachar, K. Arceneaux, S. Moorthy, M. Peress, A. Rao, S. Sen, D. Soberman, and O. Urminsky (2012), "Marketing and Politics: Models, Behavior, and Policy Implications," *Marketing Letters*, 23, 391-403.
9. Gordon, B. R. and W. Hartmann (2013), "Advertising Effects in Presidential Elections," *Marketing Science*, 32(1), 19-35 (lead article).
10. Gordon, B. R., A. Goldfarb, and Y. Li (2013), "Does Price Elasticity Vary with Economic Growth? A Cross-Category Analysis," *Journal of Marketing Research*, 50(1), 4-23 (lead article).
11. Goettler, R. L. and B. R. Gordon (2014), "Competition and Product Innovation in Dynamic Oligopoly," *Quantitative Marketing and Economics*, 12(1), 1-42 (lead article).
12. Borkovsky, R., P. Ellickson, B. R. Gordon, V. Aguirregabiria, P. Gardete, P. Grieco, T. Gureckis, T. H. Ho, L. Mathevet and A. Sweeting (2014), "Multiplicity of Equilibria and Information Structures in Empirical Games: Challenges and Prospects," forthcoming in *Marketing Letters*.

WORKING PAPERS/
UNDER REVIEW

12. Gordon, B. R. and B. Sun (2014), "A Dynamic Structural Model of Addiction: Evaluating Cigarette Taxes," conditionally accepted at *Marketing Science*.
13. Gordon, B. R. and W. Hartmann (2014), "Advertising Competition in Presidential Elections," working paper (under review).
14. Li, Y., B. R. Gordon, and O. Netzer (2013), "An Empirical Study of National vs. Local Pricing under Multi-market Competition," working paper (under review).

WORKS IN
PROGRESS

15. Borkovsky, R. and B. R. Gordon (2013), "Firm Learning and Equilibrium Selection: An Application to Retail Price Competition in the Milk Category," work in progress.
16. Borkovsky, R., R. Goettler, A. Goldfarb, and B. R. Gordon (2013), "Innovation Equity," work in progress.
17. Dubé, J. P., R. Goettler, and B. R. Gordon (2012), "The Effects of Smoking Bans on Cigarette Purchases," work in progress.
18. Gordon, B. R. and S. Shriver (2013), "A Model of Flash Sales," work in progress.

CONFERENCES AND
INVITED
PRESENTATIONS

"Advertising Competition in Presidential Elections"

Chicago Booth Microeconomics (2013), Univ. of Wisconsin-Madison Economics (2013), Kellogg (2013), U. Penn Economics (2012), USC Marshall (2012), Leuven (2012), Helsinki (2012), Erasmus (2012), Zürich (2012), UNC Economics (Mar 2012), Columbia Political Economy (2012), Yale Economics (2010), QME (2010), SICS (2010), Choice Symposium (2010), NYU Stern Economics (2009), Marketing in Israel Conference (2009).

"Advertising Effects in Presidential Elections"

Wharton (2012), MIT (2011), Yale (2011), Workshop on the Economics of Advertising and Marketing (2011), Columbia joint Economics-Marketing Seminar (2011), NBER Winter IO Meetings (2011).

"Does price elasticity vary with economic growth? A cross-category analysis"

Indian School of Business (2010), Tel Aviv University (2010), NYU Stern (2010).

"Competitive Strategy for Open Source Software"

UTD (2009), Game Theory and Marketing, HEC Montreal (2009), Marketing Research Forum at Cheung Kong GSB (2009).

"Does AMD spur Intel to innovate more?"

Analysis Group (Oct. 2011), Stanford Institute for Theoretical Economics (2010), Wharton

(2009), Summer Econometric Society Meetings (2009), Kellogg (2009), Finance Summit (2009), U. of Michigan (2009), Duke Economics (2008), Columbia Economics (2008), NBER Summer IO Meetings (2008), Duke Fuqua (2008), SICS (2008), IIOC (2008), Chicago GSB (2008), AEA (2008), QME (2007), Choice Symposium (2007).

“A Dynamic Model of Consumer Replacement Cycles in the PC Processor Industry”

Berkeley (2006), Columbia (2006), Cornell (2006), Harvard (2006), U. of Maryland (2006), Minnesota (2006), Northwestern (2006), Rochester (2006), Rice (2006), Stanford (2006), Toronto (2006), UCLA (2006), UNC (2006), Washington U. (2006), Yale (2006), QME (2006), IIOC (2005).

HONORS AND AWARDS	Management Science Distinguished Service Award	2013
	Marketing Science Institute (MSI) Young Scholar	2013
	ISMS Marketing Science Doctoral Consortium Presenter	2010, 2011, 2013
	Management Science Meritorious Service Award	2010
	John D. C. Little Best Paper Award	2009
	Frank M. Bass Best Dissertation Paper Award (Finalist)	2009
	MSI Alden G. Clayton Dissertation Competition Award	2006
	Center for Analytical Research in Technology (CART) Dissertation Award	2006
	Best Ph.D. Student Teacher Award	2004
	Graduate Student Research Grant	2004
	William Larimer Mellon Fellowship	2002 – 2005

PROFESSIONAL ACTIVITIES	Associate Editor, Quantitative Marketing and Economics (2014 - present)
	Editorial Board Member, Marketing Science (2014 - present)
	Editorial Board Member, International Journal of Research in Marketing (2012 - present)
	Co-Organizer, Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Econometrics (2010, 2013)
	Co-Organizer, Annual Strategy Conference at Columbia Business School (2010-2012)

GRADUATE STUDENT ADVISEES	Jonathan Zhang (2010, University of Washington, committee member)
	Yang Li (2012, Cheung Kong GSB, committee co-chair)
	Donald Ngwe (2014, Harvard Business School, committee member)

REFEREEING	<i>American Economic Journal: Applied Economics, American Economic Review, American Journal of Political Science, Annals of Finance, Industry and Innovation, Journal of Applied Econometrics, Journal of Economics and Management Strategy, Journal of Industrial Economics, Journal of Marketing Research, International Economic Review, Marketing Letters, Management Science, Marketing Science, Quantitative Marketing and Economics, RAND Journal of Economics, Review of Industrial Organization, Review of Marketing Science, Operations Research, Party Politics.</i>
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TEACHING EXPERIENCE	Columbia University , New York, NY
	Instructor: Pricing Strategies (MBA, Executive MBA, and Berkeley-Columbia Executive MBA programs), 2007–present

Carnegie Mellon University, Pittsburgh, PA
Instructor: Quantitative Economic Analysis, Undergraduate Core Course, Spring 2004–5