

Aniko Öry

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Yale School of Management, 165 Whitney Avenue, Room 5467, New Haven, CT 06511, USA

Employment

July 2020 – present: Associate Professor of Marketing (without tenure), Yale School of Management

July 2015 – June 2020: Assistant Professor of Marketing, Yale School of Management

July 2014 – June 2015: Postdoctoral Associate, Cowles Foundation

Affiliations

CESifo Network, Cowles Foundation

Education

Ph.D. in Economics, University of California, Berkeley 2009-2014

Thesis Advisors: Professors Benjamin Hermalin and William Fuchs

M.A. in Economics, University of California, Davis 2008-2009

German Diplom in Mathematics (with distinction), University of Munich. LMU 2004-2008

Thesis Advisor: Professor Franz Merkl

Research

Publications and Accepted Papers

1. “Contracting with Word-of-Mouth Content”
(Formerly: “Encouraging Word of Mouth: Free Contracts, Referral Programs, or Both?”)
joint with Yuichiro Kamada
accepted at Management Science
2. “The Benefit of Collective Reputation”
joint with Zvika Neeman and Jungju Yu
RAND Journal of Economics, Winter 2019, Vol. 50, Issue 4, 787-821
3. “Distressed Sales under Short Lived Asymmetric Information”
joint with William Fuchs and Andrzej Skrzypacz
Theoretical Economics, 2016, Vol. 11, Issue 3 (Sept.), 1103-1144
4. “The ‘Magic Formula’ for Linearly Edge-Reinforced Random Walks”
joint with Franz Merkl and Silke W.W. Rolles
Statistica Neerlandica, vol. 62, nr. 3, 345-363, 2008

Completed Working Papers

5. “Advertised Sales and Intertemporal Price Discrimination”
Revision requested at RAND Journal of Economics
6. “Aiming for the Goal: Pricing and Contribution Dynamics of Crowdfunding”

joint with Joyee Deb and Kevin R. Williams
Revision requested at American Economic Review

7. “Mentoring and the Dynamics of Affirmative Action”
joint with Michèle Müller-Itten
Revision requested at American Economic Journal: Policy
8. “Competing for Talent: Wage Bargaining, Frictions, and Unraveling”
joint with Yuhta Ishii and Adrien Vigier
9. “Managing Word-of-Mouth Content”
joint with Joyee Deb and Ishita Chakraborty

Work in Progress:

10. “Reputation with Replacement: The Negative Effects of Positive Selection”
joint with Jack Fanning

Talks and Conferences

Invited Talks - including scheduled:

- 2021: Carnegie Mellon (Microeconomic Theory Seminar; scheduled)
- 2020: Columbia (Microeconomic Theory Seminar; scheduled)
Columbia (Marketing Seminar)
New Technologies and Network Effects workshop (Bank of Canada; scheduled)
NYU (IO Seminar; scheduled)
Penn State (Microeconomic Theory Seminar; scheduled)
University of Mannheim (Microeconomic Theory Seminar; scheduled)
Wharton (Marketing Camp)
- 2019: Cornell, Samuel Curtis Johnson GSM (Strategy & Business (SBE) Workshop)
Chicago Booth (Marketing Seminar)
Duke, Fuqua School of Business (Marketing Seminar)
Inaugural Munich Young Economists’ Meeting (Keynote lecture)
London Business School (Marketing Summer Camp)
Toulouse School of Economics (IO Seminar)
Universidad Carlos II de Madrid (Microeconomic Theory Seminar)
Yale (Economic Theory Lunch)
- 2018: Bonn Junior Day (Economics Department)
Humboldt University, Berlin (Microeconomic Seminar)
Northwestern University, Kellogg School of Management (Strategy Seminar)
University of Cologne (Economics Seminar)
University of Munich. LMU (Microeconomics Workshop)
Yale (Microeconomic Theory Lunch)
Yale SOM Faculty Seminar
- 2017: Stanford GSB (Marketing Seminar)
University of North Carolina (Microeconomic Theory Seminar)
University of Munich, LMU (Microeconomics Workshop)
University of Florida (Marketing Seminar)
MIT, Sloan School of Business (Marketing Seminar)

- Hitotsubashi University (Microeconomic Theory Seminar)
 Osaka University (Microeconomic Theory Seminar)
 2016: McGill University, Economics Department (Microeconomic Theory Seminar)
 McGill University, Desautles Faculty of Management (Marketing Seminar)
 University of Iowa (Microeconomic Theory Seminar)
 University of Pennsylvania, Wharton School of Business (Marketing Seminar)
 Yale Theory Lunch
 Yale Marketing Lunch
 2015: University of Munich, LMU (Microeconomic Theory Seminar)
 2014: University of Bonn (Microeconomic Theory Seminar)
 HEC Paris (Economics Seminar)
 UBC, Vancouver School of Economics (Economics Seminar)
 Yale SOM (Marketing Seminar)
 Columbia GSB (Strategy Seminar)
 University of Toronto, Rotman School of Business (Marketing Seminar)
 Queen's University (Economics Seminar)
 Yale (Microeconomic Theory Seminar)
 University of Tokyo (Microeconomic Theory Seminar)
 2013: University of New South Wales (Economics Seminar)
 2008: University of Munich, LMU (Probability Seminar)

Conference Presentations and Discussions - including scheduled (P=Presenter, D=Discussant)

- 2019: Faculty Development Forum at Washington University in St. Louis (invited participant)
 Marketing Science Conference (P)
 Summer Institute in Competitive Strategy (SICS) conference, Berkeley (P)
 Society of Advanced Economic Theory (SAET) conference, Ischia, Italy (P)
 Stony Brooks Game Theory Conference (P)
 UT Dallas Frank M. Bass FORMS Conference (P)
 17th ZEW Conference on the Economics of Communication Technologies (P)
 2018: BEET conference, Columbia University (P)
 Behavioral IO and Marketing Symposium, Ross School of Business (D)
 CESifo Area Conference on the Economics of Digitization (P)
 Marketing Science Conference (P)
 Summer Institute in Competitive Strategy (SICS) conference, Berkeley (P)
 UT Dallas Frank M. Bass FORMS Conference (P)
 2017: Marketing Science Conference (P)
 SAET, Portugal (P)
 Stanford Institute for Theoretical Economics (SITE) conference (P)
 4th Annual Economic Theory Conference at Arizona State University (P)
 NEMC conference (P)
 2016: UT Dallas Frank M. Bass FORMS Conference (D)
 Four School Conference, Columbia University (P)
 Summer Institute in Competitive Strategy (SICS) conference, Berkeley (P)
 Society of Advanced Economic Theory (SAET) conference, Rio, Brazil (P)
 Marketing Science – FTC conference, Washington DC (P)
 2015: Weihnachtstreffen der deutschen Wirtschaftswissenschaftler, University of Munich, LMU (P)
 2014: Canadian Economic Theory Conference, Simon Fraser University (P)
 Weihnachtstreffen der deutschen Wirtschaftswissenschaftler, Kiel (P)
 2013: Midwest Economic Theory Meetings, Michigan State University (P)

EconCon Conference, Columbia University (P)
28th Annual Congress of the European Economic Association (P)
2012: 23rd Jerusalem School in Economic Theory (poster presentation)

Teaching and Advising

PhD Student Advising

Chi-Ying Wang (ongoing)
Ishita Chakroborty (Committee Member, ongoing)
Jungju Yu (Committee Member, first placement: City University Hong Kong, 2018)
Michelle Y. Lu (Committee Member, first placement: McGill University, 2015)

PhD Courses

Advanced Microeconomic Theory: Dynamic Mechanism Design, Yale Economics (Spring 2015)
Yale Marketing Pre-Seminar (2015, 2016, 2017, Spring 2018)
First part of first year Microeconomic Theory, Department of Economics, UC Berkeley (Graduate Student Instructor) (Fall 2010-2013)

MBA Courses

Strategic Market Measurement, MBA Elective, Yale SOM (Fall 2015, 2016, 2018, 2019, 2020 Spring 2018)
Listening to the Customer, MBA Elective, Yale SOM (Fall 2015, 2016, 2018, 2019, 2020, Spring 2018)
International Experience (Japan), MBA Core, Yale SOM (Spring 2016, 2017, 2018, 2019)
Global Social Entrepreneurship – supporting instructor, Yale SOM (Fall 2018, 2019, 2020 Spring 2019, 2020)

Undergraduate Courses

Introduction to Microeconomics (TA), Department of Economics, UC Davis (Fall 2008)
Introduction to Macroeconomics (TA), Department of Economics, UC Davis (Winter 2009)
Intermediate Microeconomics (TA), Department of Economics, UC Davis (Spring 2009)
Introduction to Economics (Graduate Student Instructor), Department of Economics, UC Berkeley (Fall 2009)
Intermediate Microeconomics (Graduate Student Instructor), Department of Economics, UC Berkeley (Spring 2009)
Probability Theory (TA), Department of Mathematics, University of Munich. LMU (Spring 2007)
Stochastic Processes (TA), Department of Mathematics, University of Munich, LMU (Fall 2007)

Professional Services

Associate Editor for Journal of Industrial Economics (2019 - 2022)

Program Committee Member for the 6th World Congress of the Game Theory Society in 2020 in Budapest

Refereeing

American Economic Review, Dynamic Games and Applications, Games and Economic Behavior, International Economic Review, International Journal of Industrial Organization, Journal of Economic Behavior and Organization, Journal of Economics & Management Strategy, Journal of Economic Theory,

Journal of European Economic Association, Journal of Marketing Research, Management Science, Marketing Science, Quantitative Marketing and Economics, Rand Journal of Economics, Review of Economic Dynamics, Review of Economic Studies, Theoretical Economics

Service to the University

Marketing and Industrial Organization (MIO) Conference Program Committee: 2018
Junior Recruiting Committee: 2016; Interviewing at AMA meetings: 2018, 2019
Marketing Seminar Organizer: 2015, 2016, 2017
Microeconomic Theory Seminar Co-organizer: 2015

Fellowships and Awards

CESifo Distinguished Affiliate Award – runner-up	2018
Competition Policy Center Dissertation Prize	2014
Dean’s Normative Time Fellowship, UC Berkeley	Spring 2013
UC Berkeley Outstanding Graduate Student Instructor Award	2013
UC Berkeley Conference Travel Grant	2013
UC Berkeley Graduate Division Summer Grant	2012
Fellowship of the “Deutscher Akademischer Austauschdienst” (DAAD)	2010/2011
UC Davis Graduate Fellowship	2008/2009
Fellowship of the „LMUexcellent Mentoring Program“	2007/2008

Other Activities

iMentor, Marble Hill School for International Studies, Mentor for Esther Espinal (since 2017)

Personal Information:

Memberships:	American Economic Association, American Marketing Association
Languages:	English (fluent), German (native), Japanese (native), French (basic), Latin (basic)
Citizenship:	German, Japanese
Date of Birth:	January 13, 1985