

# ANIKO ÖRY

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## **Employment:**

July 2015 - present: 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

Advisors: Professors Benjamin Hermalin and William Fuchs

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

*German Diplom in Mathematics*, University of Munich (LMU) 2004-2008

## **Publications:**

1. “Distressed Sales under Short Lived Asymmetric Information”  
joint with William Fuchs and Andrzej Skrzypacz  
**Theoretical Economics**, 2016, Vol. 11, Issue 3 (Sept.), 1103-1144
2. “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:**

3. “Consumers on a Leash: Advertised Sales and Intertemporal Price Discrimination”  
**(revise and resubmit at RAND Journal of Economics)**
4. “Encouraging Word of Mouth: Free Contracts, Referral Programs, or Both?”  
joint with Yuichiro Kamada  
**(revise and resubmit at Management Science)**
5. “The benefit of collective reputation”  
joint with Zvika Neeman and Jungju Yu  
**(revise and resubmit at RAND Journal of Economics)**
6. “Competing for Talent: Wage Bargaining, Frictions, and Unraveling”  
joint with Yuhta Ishii and Adrien Vigier  
(submitted)
7. “Mentoring and the Dynamics of Affirmative Action”  
joint with Michèle Müller-Itten (submitted)
8. “Aiming for the Goal: Pricing and Contribution Dynamics of Crowdfunding”  
joint with Joyee Deb and Kevin R. Williams

## **Work in Progress:**

1. “Managing Word of Mouth Content” joint with Joyee Deb

2. “Reputation with replacement: the negative effects of positive selection” joint with Jack Fanning

**Teaching:**

Advanced Microeconomic Theory: Dynamic Mechanism Design, PhD course, Yale Economics (Spring 2015)  
Strategic Market Measurement, MBA Elective, Yale SOM (Fall 2015, 2016, 2018, Spring 2018)  
Listening to the Customer, MBA Elective, Yale SOM (Fall 2015, 2016, 2018, Spring 2018)  
International Experience (Japan), MBA Core, Yale SOM (Spring 2016, 2017, 2018, 2019)  
Yale Marketing Seminar (2015, 2016, 2017, Spring 2018)

**Student Advising:**

Jungju Yu (Committee Member, City University Hong Kong, 2018)  
Michelle Y. Lu (Committee Member, McGill University, 2015)

**University Committee Service:**

Junior Recruiting Committee: 2016

**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

**Seminar and Conference Presentations (including scheduled):**

2019: Cornell (Samuel Curtis Johnson GSM) (scheduled); Duke (Fuqua School of Business) (scheduled); Faculty Development Forum at Washington University in St. Louis (scheduled); Inaugural Munich Young Economists’ Meeting – keynote lecture (scheduled); London School of Economics (scheduled); Marketing Science Conference (scheduled); Society of Advanced Economic Theory (SAET) conference (Ischia, Italy); Tokyo University (scheduled); Toulouse School of Economics (scheduled); UT Dallas Frank M. Bass FORMS Conference; Yale Economic Theory Lunch

2018: BEET conference (Columbia); Bonn Junior Day (scheduled); Behavioral IO and Marketing Symposium (Ross School of Business); CESifo Area Conference on the Economics of Digitization; Humboldt University, Berlin; Northwestern University (Kellogg School of Management); Marketing Science Conference; Summer Institute in Competitive Strategy (SICS) conference (Berkeley); University of Cologne (scheduled); University of Munich; UT Dallas Frank M. Bass FORMS Conference; Yale Microeconomic Theory Lunch; Yale SOM Faculty Seminar

2017: Stanford GSB; University of North Carolina; Marketing Science Conference; University of Munich; SAET (Portugal); Stanford Institute for Theoretical Economics (SITE) conference; University of Florida; MIT; 4<sup>th</sup> Annual Economic Theory Conference at Arizona State University; Hitotsubashi University; Osaka University; NEMC conference

2016: McGill University (Econ); Desautels Faculty of Management; University of Iowa (Econ); Wharton; UT Dallas Frank M. Bass FORMS Conference (Discussion); Four School Conference (Columbia); Yale Theory Lunch; Yale Marketing Lunch; Summer Institute in Competitive Strategy (SICS) conference (Berkeley); Society of Advanced Economic Theory (SAET) conference (Rio); Marketing Science – FTC conference (Washington DC)

2015: University of Munich; Weihnachtstreffen der deutschen Wirtschaftswissenschaftler (LMU)

- 2014: University of Bonn; HEC Paris; Vancouver School of Economics (UBC); Yale SOM; Columbia GSB; Rotman School (U Toronto); Queen's University; Yale; University of Tokyo; Canadian Economic Theory Conference (Simon Fraser University); Weihnachtstreffen der deutschen Wirtschaftswissenschaftler (Kiel)
- 2013: University of New South Wales; Midwest Economic Theory Meetings (Michigan State University); EconCon Conference (Columbia University); 28th Annual Congress of the European Economic Association
- 2012: 23rd Jerusalem School in Economic Theory (poster presentation)
- 2008: Probability Seminar, University of Munich (LMU)

**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

**Personal Information:**

Memberships: American Economic Association, European Economic Association, American Marketing Association

Languages: English (fluent), German (native), Japanese (native), French (basic)

Citizenship: German, Japanese

Date of Birth: January 13, 1985

Gender: Female