

SYLVIA HRISTAKEVA

UCLA ANDERSON SCHOOL OF MANAGEMENT
LOS ANGELES, CA 90095

SYLVIA.HRISTAKEVA@ANDERSON.UCLA.EDU
[HTTP://HRISTAKEVA.COM](http://hristakeva.com)

EMPLOYMENT

UCLA, Anderson School of Management
Assistant Professor of Marketing, 2016-present

EDUCATION

Ph.D., Economics, Boston College (Boston, MA), 2016
B.S., Economics, Trinity College (Hartford, CT), 2009

RESEARCH INTERESTS

Quantitative Marketing, Empirical Industrial Organization

WORKING PAPERS

“Vertical contracts with endogenous product selections: an empirical analysis of vendor-allowance contracts” (*Revise and Resubmit at JPE*)

“Price discrimination in input markets when product selections are endogenous: empirical evidence”

“Impacts of legacy discounts in the market for national television advertising” with Julie Holland Mortimer

WORK IN PROGRESS

“Welfare effects of upstream mergers when retailers control product selections”

“Advertisers’ influence on media content” with Sherry He and Julie Holland Mortimer

PUBLICATIONS

“Reduction in emergency department visits for children’s asthma, ear infections, and respiratory infections after the introduction of state smoke-free legislation” with Summer Hawkins, Mark Gottlieb, and Christopher Baum, *Preventive Medicine*, Vol. 89, 2016, 278-285

CONFERENCE PRESENTATIONS AND INVITED SEMINARS

2019: Chicago Booth, UC San Diego, Marketing Science

2018: UC Davis, Marketing Science, Barcelona GSE Summer Forum

2017: QME, Federal Trade Commission, ASSA meetings

2016: Stanford GSB, University of Michigan, Toulouse School of Economics

2015: Tilburg, UCLA Anderson, Yale SOM, Rochester Simon, Green Line IO, EGSC, EARIE, IIOC

FELLOWSHIPS, HONORS, AND AWARDS

Donald and Helene White Dissertation Prize in the Field of Social Sciences (2017)
Dissertation Fellowship, Boston College Department of Economics (2014)
Felter Family Fund Dissertation Fellowship, Boston College Department of Economics (2013)
Donald J. White Award for Excellence in Teaching, Boston College (2013)

TEACHING EXPERIENCE

UCLA Anderson School of Management
Marketing Management (MBA core), 411 (Spring 2017, 2018, 2019)

Boston College, Department of Economics
Microeconomic Theory (Fall 2015, Spring 2016)
Principles of Microeconomics (Spring 2014, Summer 2014)
STATA Econometrics Lab (Fall 2012, Spring 2013)

REFEREE ACTIVITY

RAND Journal of Economics, Quantitative Marketing & Economics, Management Science, Journal of Economics & Management Strategy, International Journal of Industrial Organization

Last updated: December, 2019