

# SYLVIA HRISTAKEVA

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## 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*)

“Determinants of Channel Profitability: Retailers’ Control over Product Selections as Contracting Leverage” (*Conditional Acceptance at Marketing Science*)

“Legacy discounts in the market for national television advertising” with Julie Holland Mortimer

## WORK IN PROGRESS

“Investigating the effects of network-studio affiliation on TV advertising of motion pictures” with Julie Holland Mortimer and Vladimir Pavlov

“Working with competitors: How is client conflict shaping vertical relationships in the ad-agency market?” with Vera Sharunova

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

## 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

2020: NBER Winter IO meetings, QME

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, GRANTS, AND AWARDS

National Science Foundation grant SES-1919040: *Demand for Advertising and its Impact on Media Content*. Dates: September 2019-August 2022.

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, 2020)

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

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

*Last updated: April, 2021*