

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

Empirical Industrial Organization, Quantitative Marketing

PUBLICATIONS

“Vertical contracts with endogenous product selections: an empirical analysis of vendor-allowance contracts,” forthcoming at *Journal of Political Economy*

“Determinants of channel profitability: Retailers’ control over product selections as contracting leverage,” forthcoming at *Marketing Science*

“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

WORKING PAPERS

“Price dispersion and legacy discounts in the national television advertising market,” with Julie Holland Mortimer (Revise and Resubmit at *Marketing Science*)

“Grocery Store Closures and Household Nutritional Choices,” with Julia Levine

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

CONFERENCE PRESENTATIONS AND INVITED SEMINARS

2021: Stanford GSB, University of Maryland, Marketing Science

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)

Last updated: January, 2022