

# Brett Hollenbeck

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## EMPLOYMENT

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Associate Professor, <b>UCLA Anderson School of Management</b>	2023 - Present
Assistant Professor, <b>UCLA Anderson School of Management</b>	2014 - 2023

## EDUCATION

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Ph.D. Economics, <b>University of Texas at Austin</b>	2014
M.S. Economics, <b>University of Texas at Austin</b>	2010
B.S. Economics, <b>George Washington University</b>	2006
B.A. Political Science, <b>George Washington University</b>	2006

## FIELDS OF SPECIALIZATION

Quantitative Marketing, Industrial Organization

## PUBLICATIONS

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- “Evaluating The Impact of Privacy Regulation on eCommerce Firms: Evidence from the Apple’s App Tracking Transparency” (with Guy Aridor, Yeon-Koo Che, Max Kaiser, and Dan McCarthy), [*Forthcoming at **Management Science***], 2025
- “Detecting Fake Review Buyers Using Network Structure: Direct Evidence from Amazon” (with Sherry He, Gijs Overgoor, Davide Proserpio, and Ali Tosyani), **Proceedings of the National Academy of Sciences**, 2022, Vol. 119 (47)
- “The Market for Fake Reviews” (with Sherry He and Davide Proserpio)  
**Marketing Science**, 2022, Vol. 41(5), p. 896-921  
\*Winner *Exemplary Empirics Track Paper* at EC'21
- “Winning Big: Scale and Success in Retail Entrepreneurship” (with Renato Giroldo)  
**Marketing Science**, 2022, Vol. 41(2), p. 271-293
- “Leveraging Limited Loyalty Programs Using Competitor Based Targeting” (with Wayne Taylor)  
**Quantitative Marketing and Economics**, 2021, Vol. 19, p. 417-455
- “Taxation and Market Power in the Legal Marijuana Industry” (with Kosuke Uetake)  
**RAND Journal of Economics**, 2021, Vol. 52(5), p. 559-595
- “Horizontal Mergers and Innovation in Concentrated Industries”  
**Quantitative Marketing and Economics**, 2020, Vol. 18, p. 1-37

“Advertising Strategy in the Presence of Reviews: An Empirical Analysis”  
(with Sridhar Moorthy and Davide Proserpio) **Marketing Science**, 2019,  
Vol. 38(5), p. 793-811

“Online Reputation Mechanisms and the Decreasing Value of Chain Affiliation”  
**Journal of Marketing Research**, 2018, Vol. 55(5), p. 636-654

“The Economic Advantages of Chain Organization”  
**RAND Journal of Economics**, 2017, Vol. 48(4), p. 1103-1135  
(previously titled “The Spread of Horizontal Chains: Efficiency or Information?”)

## OTHER PUBLICATIONS

“How Fake Customer Reviews Do -and Don’t- Work,” (with Sherry He and Davide Proserpio), *Harvard Business Review*, 2020

“How to Make Your Loyalty Program Pay Off,” (with Wayne Taylor), *Harvard Business Review*, 2021

“Exploiting Social Media for Fake Reviews: Evidence from Amazon and Facebook,”  
(with Sherry He and Davide Proserpio), *ACM SIGecom Exchanges*, 2021, Vol. 19(2), p. 68-74

“Using decision support software to identify preference ‘phenotypes’ in men with prostate cancer” (with Christopher Saigal and Jonathan Bergman), *Urology Practice*, 2023

## WORKING PAPERS

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“Dynamic Entry and Spatial Competition: An Application to Dollar Store Expansion” (with El Hadi Caoui and Matthew Osborne) [*Accepted at RAND Journal of Economics*]

“The Financial Consequences of Legalized Sports Gambling” (with Poet Larsen and Davide Proserpio) [*Accepted at Management Science*]

“The Impact of Dollar Store Expansion on Local Market Structure and Food Access” (with El Hadi Caoui and Matthew Osborne) [*Revise and Resubmit at Quantitative Marketing and Economics*]

“Retailer Competition and Assortment Differentiation: Evidence from Entry Lotteries” (with Sylvia Hristakeva and Kosuke Uetake”) [*Revise and Resubmit at Marketing Science*]

“Misinformation and Mistrust: The Equilibrium Effects of Fake Reviews on Amazon.com” (with Ashvin Gandhi and Li Zhijian)

“The Impact of LLM Adoption on Online User Behavior” (with Nicolas Padilla, H. Tai Lam, and Anja Lambrecht)

## CONFERENCE PRESENTATIONS

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- 2014:** International Industrial Organization Conference, Stanford Institute for Theoretical Economics  
**2015:** Yale Marketing-IO Conference, Marketing Science, McGill International Conference on Marketing  
**2016:** International Industrial Organization Conference 2016 (Philadelphia), Marketing Science 2016 (Shanghai), American Economics Association Annual Meetings (Chicago)  
**2017:** International Industrial Organization Conference 2017 (Boston), Marketing Science 2017 (Los Angeles), QME Conference (Frankfurt)  
**2018:** NBER Economics of Digitization, Marketing Science 2018 (Philadelphia), Econometric Society Summer Meetings (Davis), Economics of Advertising Workshop (Columbia GSB)  
**2019:** European Association for Research in Industrial Economics, National Tax Association Annual Meeting (Tampa)  
**2020:** FTC Microeconomics Conference  
**2021:** Virtual Quant Marketing Seminar, International Industrial Organization Conference 2021, Marketing Science 2021, NBER Summer Institute IO  
**2022:** USC AI@Marshall Conference on Artificial Intelligence, SICS, Joint Digital Economics Seminar  
**2023:** International Industrial Organization Conference 2023, Marketing Science 2023 (Miami), Econometric Society Summer Meetings (Los Angeles), NABE, FTC Microeconomics Conference  
**2024:** Bass Forms Conference, International Industrial Organization Conference 2024, SICS, 2024 Behavioral Decision Research in Management, QME 2024  
**2025:** ASSA Annual Meeting (SF), EARIE, European Quant Marketing Seminar, ECNU Shanghai Innovation Conference, Toulouse Digital Economics Conference

## INVITED SEMINARS

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- 2014:** UCLA Anderson School of Management, DOJ Antitrust Division, FDIC Division of Research, FTC Economic Analysis Group, University of British Columbia, CalTech  
**2015:** University of Chicago – Booth, Stanford GSB  
**2016:** Federal Trade Commission  
**2017:** Berkeley - Haas  
**2018:** Boston College, UBC- Sauder  
**2019:** SMU – Cox, Washington University - Olin  
**2020:** DOJ Antitrust Division, Northwestern – Kellogg, Singapore Management University, Arizona State University – Carey, Duke - Fuqua  
**2021:** University of Washington – Foster, Texas A&M, University of Arizona  
**2022:** University of Michigan – Ross, Cornell – Johnson, Rochester – Simon, Temple – Fox, Pontificia Universidad Catolica de Chile, University of Virginia, Johns Hopkins University – Carey, Yale SOM, Washington University – Olin, Toronto – Rotman  
**2023:** Santa Clara University, UC Riverside, UC San Diego – Rady, UT Austin (econ), UT Austin – McCombs  
**2024:** Yale SOM, Stanford GSB, Columbia GSB Economics, Columbia GSB Marketing, Paris Digital Economics Seminar, Tilburg Marketing Camp  
**2025:** Harvard Business School, Google Economics, Wharton, Purdue IO Day, Paris School of Economics, University College London, Imperial Business School INSEAD, IMT-BS, Fudan University

## HONORS

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<i>Exemplary Empirics Track Paper</i> at EC'21	2021
<i>Marketing Science</i> Service Award	2022
UCLA Anderson Juline Faculty Excellence in Research Award	2023

<i>Finalist, John D.C. Little Award</i>	2023
<i>Finalist, Weitz-Winer-O'Dell Award</i>	2023

## TEACHING EXPERIENCE

UCLA Anderson	
Customer Assessment and Analytics (MBA and Fully Employed MBA)	2015-
Customer Assessment and Analytics (Executive MBA)	2017-
Graduate Seminar – Quantitative Research in Marketing	2016-
UCLA Anderson Executive Education:	
Medical Marketing Program	2015-2016
Owners Management Program	2019-
Post Graduate Program for Professionals	2019-
Management Acceleration Program	2019-
The Retirement Advisor University	2022-

## PREVIOUS EMPLOYMENT

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Surrey Research Fellow, U.S. Department of the Treasury, Office of Tax Analysis	2006-2008
Research Fellow, U.S. Chamber of Commerce	2006

## PROFESSIONAL SERVICE

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Ad-hoc reviewer for: <i>American Economic Review, American Economic Journal – Microeconomics, Econometrica, Economics Letters, The Economic Journal, International Journal of Industrial Organization, Journal of Economics &amp; Management Strategy, Journal of the European Economics Association, Journal of Industrial Economics, Journal of Marketing Research, Journal of Political Economy, Journal of Political Economy-Micro, Management Science, National Tax Journal, RAND Journal of Economics, Review of Economic Studies, Review of Economics and Statistics, Review of Industrial Organization, Quantitative Marketing and Economics</i>	
Associate Editor, <i>Marketing Science</i>	2024 -
Associate Editor, <i>Management Science</i>	2023 –
<i>Journal of Marketing Research</i> Editorial Board	2023 –
<i>Marketing Science</i> Editorial Board	2021 - 2024
Associate Editor, <i>Marketing Science</i> , Special Issue on Digital Platforms	2023
Co-chair, QME Conference 2021	
Program committee member, IIOC 2024, 2025, 2026	
Scientific committee member, Workshop on Platform Analytics 2024, 2025	

### Graduate Student Advising (first placement):

Charlotte Zhu (expected graduation Spring 2028) – Committee Chair  
Eunsun Kim (expected graduation Spring 2026) – Committee Chair  
Mahsa Paridar (San Diego State University) – Committee member

Poet Larsen (HBS Postdoc) – Committee member  
Sherry He (Michigan State University) - Committee Chair  
Kalyan Rallabandi (Tulane)– Committee Chair  
Wayne Taylor (SMU - Cox) – Committee member  
El Hadi Caoui (Toronto – Rotman) – Committee member  
Renato Giroldo (Cornerstone Research) – Committee member  
Dan Yavorsky (Bain Consulting Group) – Committee member

## **PERSONAL**

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U.S. Citizen  
Children: 2 (born 2017 and 2020)