CURRICULUM VITAE (5/18)

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***Education*:** B.Sc. (Economics), August 1979, Southampton University, England

M.A. (Economics), May 1982, Queen's University, Kingston, Ontario, Canada

Ph.D. (Economics), November 1985, Queen's University, Kingston, Ontario, Canada

*Ph.D. thesis title*: Three essays on address models of value theory

***Post-Doctoral Employment*:**

Spring 2003, 2006, 2009: Visiting Melbourne Business School, Victoria, Australia

Spring 2012: Visiting National University of Singapore and University of Melbourne Economics

2002- Commonwealth Professor of Economics, University of Virginia  
1998-2002 Professor of Economics, University of Virginia, Charlottesville, VA, USA  
1992‑1998 Associate Professor of Economics, University of Virginia, Charlottesville, VA, USA Fall 1992 Visiting CERGE, Charles University, Prague, Czechoslovakia  
1987‑1992 Assistant Professor of Economics, University of Virginia, Charlottesville, VA, USA. 1986-1987 Researcher, CEME, Universite Libre de Bruxelles, Belgium.

1985-1986 CORE Fellow, Université Catholique de Louvain, Belgium.

***Books:*** *Discrete Choice Theory of Product Differentiation* (with Andre de Palma and Jacques-Francois Thisse), MIT Press, 1992.

Editor of *Handbook of Media Economics* (with D. Stromberg and J. Waldfogel) for Elsevier Handbook series (overall Editors Ken Arrow and Mike Intrilligator), Jan 2016

Editor of *Recent advances in the Economics of Advertising* for Edgar Elgar series, Jan 2016

***Papers under Revise and Resubmit*:**

Price Discrimination in the Information Age: Targeted Ads (with Alicia Baik and Nathan Larson) *Review of Economic Studies*

Media See-saws (with Martin Peitz), *Journal of Economic Theory*

The importance of consumer multi-homing (joint purchases) for market performance: mergers and entry in media markets (with Øystein Foros and Hans Jarle Kind), *Journal of Economics and Management Strategy*

***Articles in refereed journals*** (see also **Chapters** below)**:**

Competition for Advertisers in Media Markets (with Oystein Foros and Hans Jarle Kind), *Economic Journal*, (2017) 128, 34-54.

Product quality, competition, and multi-purchasing (with Oystein Foros and Hans Jarle Kind) CEPR Discussion Paper 8923, *International Economic Review* 58.1 (2017): 183-210.

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Product Line Design (with Levent Celik), *Journal of Economic Theory,* 157, 517-526, (2015)

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[Media Mergers and Media Bias with Rational Consumers](http://ideas.repec.org/p/cpr/ceprdp/7768.html) (with John McLaren) CEPR paper 7768*, Journal of the European Economics Association*, (2012), 10(4), 831-859.

Media market concentration, advertising levels, and ad prices (with Øystein Foros, Hans Jarle Kind, Martin Peitz), *International Journal of Industrial Organization*, (2012), 30(3), 321-325.

Competition for Attention in the Information (Overload) Age (with Andre de Palma), CEPR Discussion Paper 7286, *RAND Journal of Economics*, (2012), 43(1): 1-25.

**BEFORE 2012:**

[Platform Siphoning: Ad-Avoidance and Media Content](http://ideas.repec.org/p/cpr/ceprdp/7729.html) (with Joshua Gans) [CEPR Discussion Papers](http://ideas.repec.org/s/cpr/ceprdp.html) 7729. *American Economic Journal: Microeconomics* (2011), 3(4): 1–34.

[Information Congestion](http://www.virginia.edu/economics/papers/anderson/info060628.pdf) (with Andre de Palma), *RAND Journal of Economics* (2009), 40(4), 688-709.

[Comparative Advertising: Disclosing Horizontal Match Information](http://www.virginia.edu/economics/papers/anderson/compad061106.pdf) (with Régis Renault), *RAND Journal of Economics* (2009), 40(3), 558-581.

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[Strategic Investment and Timing of Entry](http://links.jstor.org/sici?sici=0020-6598%28199411%2935%3A4%3C833%3ASIATOE%3E2.0.CO%3B2-3&origin=repec) (with Maxim P. Engers), *International* *Economic Review*, (1994), 35, 833-853.

[Probabilistic Voting and Platform Selection in Multi‑Party Elections](http://www.google.com/search?hl=en&lr=&q=Incumbency+Effects+in+Political+Campaignshttp://www.springerlink.com/openurl.asp?genre=article&issn=0176-1714&volume=11&issue=4&spage=305) (with Amoz Kats and Jacques-Francois Thisse), *Social Choice and Welfare*, (1994), 11: 305-322.

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[Multiproduct Firms: A Nested Logit Approach](http://www.kellogg.nwu.edu/research/math/dps/973.pdf) (with Andre de Palma), *Journal of Industrial Economics*, (1992), 40 261‑276, reprinted in: *The Economics of Product Differentiation*, ed. Jacques-Francois Thisse and George Norman Vol. II, 110-125.

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[Social Surplus and Profitability under Different Spatial Pricing Policies](file:///C:\Users\sa9w\Desktop\djb4c\Local%20Settings\Temporary%20Internet%20Files\Content.Outlook\0HA8F0OY\Anderson\Social%20Surplus.pdf) (with Andre de Palma and Jacques-Francois Thisse), *Southern Economic Journal*, (1992), 58 934‑949.

[Alienation, Indifference and the Choice of Ideological Position](file:///C:\Users\sa9w\Desktop\djb4c\Local%20Settings\Temporary%20Internet%20Files\Content.Outlook\0HA8F0OY\Anderson\alienation.pdf) (with Gerhard Glomm), *Social Choice and Welfare*, (1992), 9, 17‑31.

The Logit as a Model of Product Differentiation (with Andre de Palma), *Oxford Economic Papers*, (1992), 44, 51‑67.

[Stackelberg vs. Cournot Oligopoly Equilibrium](file:///C:\Users\sa9w\Desktop\djb4c\Local%20Settings\Temporary%20Internet%20Files\Content.Outlook\0HA8F0OY\Anderson\Stackelberg.pdf) (with Maxim P. Engers), *International Journal of Industrial Organization*, (1992), 10, 127‑135.

[Firm Mobility and Location Equilibrium](file:///C:\Users\sa9w\Desktop\djb4c\Local%20Settings\Temporary%20Internet%20Files\Content.Outlook\0HA8F0OY\Anderson\Firm%20mobility.pdf) (with Andre de Palma and Gap S. Hong), *Canadian Journal of Economics*, (1992), 25, 76‑88.

The Trade‑Off Between Precommitment and Flexibility in Trade Union Wage Setting (with Michael B. Devereux), *Oxford Economic Papers*, (1991), 43,549‑569.

[Cournot Competition Yields Spatial Agglomeration](http://links.jstor.org/sici?sici=0020-6598%28199111%2932%3A4%3C793%3ACCYSA%3E2.0.CO%3B2-N&origin=repec) (with Damien J. Neven), *International Economic Review*, (1991), 32, 793‑808.

[Spatial Competition a la Cournot: Price Discrimination by Quantity‑Setting Oligopolists](file:///C:\Users\sa9w\Desktop\djb4c\Local%20Settings\Temporary%20Internet%20Files\Content.Outlook\0HA8F0OY\Anderson\Spatial%20competition.pdf) (with Damien J. Neven), *Journal of Regional Science*, (1990), 30, 1 ‑14.

Multi‑Market Oligopoly with Production Before Sales (with Ronald D. Fischer), *Journal of Industrial Economics*, (1989), 38, 167‑182.

[Is International Trade Profitable to Oligopolistic Industries](file:///C:\Users\sa9w\Desktop\djb4c\Local%20Settings\Temporary%20Internet%20Files\Content.Outlook\0HA8F0OY\Anderson\International%20Trade.pdf)? (with Marie-Paule Donsimoni and Jean J. Gabszewicz), *International Economic Review*, (1989), 30, 725‑734.

[Socially Optimal Spatial Pricing](file:///C:\Users\sa9w\Desktop\djb4c\Local%20Settings\Temporary%20Internet%20Files\Content.Outlook\0HA8F0OY\Anderson\Socially%20Optimal.pdf) *Regional Science and Urban Economics*, (1989), 19, 60‑86.

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Demand for Differentiated Products, Discrete Choice Models, and the Characteristics Approach (with Andre de Palma and Jacques-Francois Thisse), *Review of Economic Studies*, 56 (1989), 21‑35, reprinted in: *The Economics of Product Differentiation*, ed. Jacques-Francois Thisse and George Norman Vol. I.

Spatial Price Policies Reconsidered (with Andre de Palma and Jacques-Francois Thisse), *Journal of Industrial Economics*, (1989), 38, 1‑18

[Spatial Price Discrimination with Heterogeneous Products](http://links.jstor.org/sici?sici=0034-6527%28198810%2955%3A4%3C573%3ASPDWHP%3E2.0.CO%3B2-4&origin=bc) (with Andre de Palma), *Review of Economic Studies*, (1988), 55, 573‑592

[The CES and the Logit : Two Related Models of Heterogeneity](file:///C:\Users\sa9w\Desktop\djb4c\Local%20Settings\Temporary%20Internet%20Files\Content.Outlook\0HA8F0OY\Anderson\ces.pdf) (with Andre de Palma and Jacques-Francois Thisse), *Regional Science and Urban Economics,* (1988), 18(1), 155-164.

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[Trade Unions and the Choice of Capital Stock](file:///C:\Users\sa9w\Desktop\djb4c\Local%20Settings\Temporary%20Internet%20Files\Content.Outlook\0HA8F0OY\Anderson\Trade%20Unions.pdf) (with Michael B. Devereux), *Scandinavian Journal of Economics*, (1988), 90, 27-44.

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***Submission soon:***

Economic distributions and primitive distributions in International Trade and Industrial Organization (with Andre de Palma) CEPR Discussion Paper (to be split up)

Search Direction (with Regis Renault)

Choosing a Champion: Party Membership and Policy Platform  
(with Kieron J Meagher) CEPR Discussion Paper 8941;

Aggregative Oligopoly Games with Entry (with Nisvan Erkal and Daniel Piccinin), CEPR Discussion Paper 9511 (to be split up)

***Book Reviews, Short Papers, and Articles in Books:***

Search and Oligopoly (Chapter with Regis Renault) forthcoming 2018; Elgar

2 Chapters for *Handbook of Media Economics* (ed. with D. Stromberg and J. Waldfogel) for Elsevier Handbook series (overall Editors Ken Arrow and Mike Intrilligator), Jan 2016:

Preference Externalities (with Joel Waldfogel)

The Advertising Financed business model in two-sided media markets (with Bruno Jullien)

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[Price Discrimination](file:///C:\Users\sa9w\Desktop\from%20Inspiron%20101210\papers\anderson\pricedisc080808.pdf) ([figures](file:///C:\Users\sa9w\Desktop\from%20Inspiron%20101210\papers\anderson\tarifdisc_pics080313_edited.doc)); with Regis Renault, *Handbook in Transport Economics*, Edward Elgar, De Palma, A., R. Lindsey, E. Quinet and R. Vickerman (eds.) (2012)

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**BEFORE 2012:**

[Differentiated Products, International Trade and Simple General Equilibrium Effects](file:///C:\Users\sa9w\Desktop\djb4c\Local%20Settings\Temporary%20Internet%20Files\Content.Outlook\papers\anderson\curtconf_june08.pdf) (with Nicholas Schmitt), *Essays in honor of Curt Eaton*, Ed. G. Dow, A. Eckert, Doug West, University of Toronto Press. (2010), Ch 7; 136-59

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[The Media and Advertising: A Tale of Two-Sided Markets](http://www.virginia.edu/economics/papers/anderson/fullfinaltale.pdf) ( with Jean J. Gabszewicz), in *Handbook of the Economics of Art and Culture*, (2006)eds. Victor Ginsburgh and David Throsby, Elsevier, North Holland, CEPR Discussion Paper 5223

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**Working Papers**

Yield Revenue Management with Costly Consumer Search (with Yves Schneider) 2012

A Sheening Theory of Advertising (with Federico Ciliberto, Jura Liaukonyte) 2012

Broadcast competition: Commercial and Pay TV

[Localism and Welfare](file:///C:\Users\sa9w\Desktop\djb4c\Local%20Settings\Temporary%20Internet%20Files\Content.Outlook\0HA8F0OY\Anderson\localism070319.pdf) (March 2007)

[***NETS***](http://www.nets.iwr.usace.army.mil/facts/fact.cfm?activityno=3) ***(The Navigation Economic Technologies Program), (all with Wesley Wilson)***

[Spatial Modeling in Transportation](http://www.virginia.edu/economics/papers/anderson/SPATIAL%20MODELING%20IN%20TRANSPORTATION%20final.pdf) I; [Spatial Modeling in Transportation II: Railroad Pricing, Alternative Markets, and Capacity Constraints](http://www.nets.iwr.usace.army.mil/docs/CongestionSpatialEquil/Spatial%20Modeling%20in%20Trans%20II.pdf)  
[Spatial Modeling in Transportation III:Infrastructure, Planning, and Welfare](http://www.nets.iwr.usace.army.mil/docs/CongestionSpatialEquil/final042505.pdf)

[Market Power in Transportation Spatial Equilibrium and Welfare under Bertrand Competition](http://www.nets.iwr.usace.army.mil/docs/CongestionSpatialEquil/05-NETS-P-07.pdf)

[Market Power in Transportation Spatial Equilibrium and Welfare under Cournot Competition](http://www.nets.iwr.usace.army.mil/docs/CongestionSpatialEquil/05-NETS-P-04.pdf)

[A Dominant Firm Model of Pricing Transportation Over Space](file:///C:\Users\sa9w\Desktop\djb4c\Local%20Settings\Temporary%20Internet%20Files\Content.Outlook\0HA8F0OY\Anderson\jrs_final_revision.pdf)

***Projects in Progress (partial list)***

Demand for privacy, selling consumer information, and consumer hiding vs. opt-out  
(with N. Larson, M. Sanchez, and A. Urbano)

The Economics of Book Publishing (with Victor Ginsburgh)

Marketing Characteristics

Searching for Confirmation (with Yves Schneider)

Price Discrimination with Capacity Constraints (with Yves Schneider)

Comparative Advertising in OTC Analgesics (with Federico Ciliberto and Jura Liaukonyte)

Advertising Assurance (with Micael Castanheira)

Retailer/Manufacturer Ad Competition (with Charlie Murry)

Mark-up competition (with Richard Ruble)

Quality choice and mergers (with Volker Nocke)

Intermediation with Private Information (with Maxim Engers)

Characteristics Choice (with Fang Guo and Levent Celik)

Platform Pricing (with Oezlem Bedre-Defolie)

***Conferences Organized*:**

7th Southeast Economic Theory and International Trade Meetings (with Leonard Mirman), November 1994, University of Virginia  
Portuguese Competition Authority Summer IO WS series; Lisbon, July 2008

4th Media Economics Conference (with Brendan Cunningham and Steven Wildman), Nov. 17-18, 2006, Washington DC

Ongoing yearly Media Economics series co-organizer (2004- ); University of Salento in Lecce, Italy on October 11-12, 2018; recently in Pompeu Fabreu Barcelona (Oct 2017), Zurich (Oct 2016), Stellenbosch (Nov 2015), Naples (Oct 2014), Tel-Aviv (Oct 2013), Bogota (Oct 2012), Moscow (Oct 2011), Hunter, NY (Oct 2010)

Advertising Economics Conference, Frankfurt, (with Martin Peitz), June 2008

2nd Advertising Economics Conference, Paris, (with Regis Renault), June 2009

3rd Advertising Economics Conference, Barcelona, (with Jose Luis Moraga), June 2010

4th Advertising Economics Conference, Moscow, (with Maarten Janssen), June 2011

5th Advertising Economics Conference, Beijing, (with Alex White), June 2012

6th Advertising Economics Conference, Tel-Aviv, (with Yossi Spiegel), June 2013

7th Advertising Economics Conference, Vienna, (with Maarten Janssen), June 2014

8th Advertising Economics Conf, Nuffield Oxford, (with Alexandre de Corniere) June 2015

9th Advertising Economics Conf, Vilnius Lithuania, (with Jura Liaukonyte) June 2016

10th Advertising Economics Conf, Tbilisi, Georgia, (with Jura Liaukonyte) June 2017

11th Advertising Economics Conf, Columbia University (Miklos Savary and Kinshuk Jerash , NYC, July 2018

***Editorial Positions*:**

*International Journal of Industrial Organization*, co-Managing Editor (Aug. 1996-Dec. 2004).

*Journal of Regional Science*, Associate Editor

*International Journal of Transport Economics,* Editorial Board

*New Zealand Economic Papers*, Editorial Board

*Review of Network Economics,* Editorial Board

*Journal of Media Economics,* Editorial Board

*Regional Science and Urban Economics*, Associate Editor.

*Information Economics and Policy,* Editorial Board

Edited special issue of IJIO (with Stephen Martin): *Experimental Methods and Industrial Economics*, 1999.

Member of Executive Committee, *European Association for Research in Industrial Economics* (EARIE), 1997-2004

“Who’s Who in Economics,” (Ed. Mark Blaug).

“Who’s Who in Management Science.”

“Who’s Who in America.”

Toulouse IDEI-ZEI Conference on "Regulation of Media Markets," October 1-2, 2004, Round Table discussant, paper presenter, and member of Scientific Committee.

Member of Organizing Committee for EARIE meetings 1997-2003; 2005; 2007, 2008, 2011, 2012, 2013, 2014, 2015, 2016, 2017

Member of Organizing Committee / co-organizer for conference series on Media Economics (Bergen 2003, Toulouse 2004, Hamburg 2005, Bologna 2007, Zurich 2008, Siena 2009, New York 2010, Moscow 2011, Bogota 2012, Tel-Aviv 2013, Naples 2014, Stellenbosch 2015, 2016, Barcelona 2017, Bari 2018)

CEPR (Research Fellow)

ENCORE member

Intertic Vice President

Economic Design Network, Australia, member

University of Virginia Placement Director 1998 – Current

### Recent Invited Lectures

**(2012)**

National University of Singapore Jan 18, Jan 20, May 16

Australian Economic Theory WS, UNSW, Feb 23-4

LaTrobe University March 9

University of Auckland March 23; University of Queensland April 2

Deakin April 18

University of Melbourne April 24

University of Technology Sydney April 30

Australian National University May 8

University of Adelaide May 11

ENS Cachan Paris May 29

Goethe University of Frankfurt June 4;

Search Conference, New School Moscow June 7-8

Advertising and Media Conference, Tsinghua University, Beijing June 21-2

Ecole Polytechnique and CREST,Paris July 2; Toulouse July 10;

Jornados de Economia Industrial (Keynote Speaker), Murcia, September 13-14

Media Economics Conference, Bogota, Oct 2012

**(2013)**

ASSA San Diego (Jan)

University of Copenhagen (Mar 12)

CERGE-EI Charles University Prague (Mar 14)

Department of Justice, DC (April 3)

Competition conference, Edesheim (June)

ICT conf Mannheim (June)

Econs of Ads and Mktg, Tel-Aviv (June 26-7)

CRESSE competition conference, Corfu (July)

CRETE conference, Naxos (July)

Tel Aviv Media Ecs (Oct);

2-sided markets conference, NUS, Singapore (Dec)

**(2014)**

Berlin IO Day March 13

Cachan seminar and short course May

Competition conference, Romrod Germany (June)

ICT conf Mannheim (June)

Econs of Ads and Mktg, Vienna (June 23-4)

Dauphine Paris (July 7); ESMT Berlin (July 14)

Rotman School, Toronto (Sept 29)

Naples Media Economics conference (October 9-10)

University of Amsterdam (Nov 7)

Search conference, Bad Homberg (Nov 8-9)

Ratings and Rankings conference, Paris (Dec 18-20)

**(2015)**

University of Melbourne, Mar 13

Stern School, NYU March 31

Cachan seminar and short course May

Dauphine June 1st

ICT conf Mannheim June 12-14

IO conference, Hang Zhou June 22-24

Econs of Ads and Mktg, Nuffield Oxford June 26-27

CRETE, Crete (Chania) July 10-17

MIT Sloan (Sept 21st)

Stellenbosch Media Economics conference Nov 6-7

Columbia IO Workshop (Dec 8)

**(2016)**

IDEI, Toulouse, Mar 7

University of Helsinki, Mar 11

FCC, Washington DC, Mar 30

CREST, Ecole Polytechnique, ENS-Cachan, Paris, May

MACCi summer institute, Bamberg, Germany, June 20-24

Association of Lithuanian Economists (Keynote) June 30

Economics of Advertising and Marketing, Vilnius July 1-2

U Cergy-Pontoise July

ESMT Berlin, August 7

University of Southern California, Sept 16

Boston University, Sept 27

Media Economics conference, Zurich, Oct 7-8

Quantitative Collaborative, UVA, Oct 20

Haas, Berkeley, Nov 7

NYC Media Seminar, Dec 7

**(2017)**

ESMT Berlin, Platforms Conference, April 12-13

LEI, Paris, May

ENS-Cachan, May

UValencia, July

Economics of Advertising and Marketing, Tbilisi July

Media Economics conference, Zurich, Oct 7-8

**­­(2018)**

CUHK, Jan 12, 17;

Hitotsubashi, Jan 23

U of Tokyo, Jan 29­­

Monash U, March 6

Uni Melbourne March 16

NUS Mar 23

ANU Apr 10;

Monash IO WS Apr 19-20

CREST, Paris, May 30

CEPR Gerzensee, July 2-6

### Recent Visits

**(2012)**

January National University of Singapore

Feb-May Melbourne University, Australia

May-August ENS, Universite de Cergy-Pontoise, Mannheim

**(2013)**

Jan Melbourne University, Australia

May ENS-Cachan, Paris

June-Aug Mannheim, Cergy.

**(2014)**

Mar Mannheim

May ENS-Cachan, Paris

June-Aug Mannheim, Paris-Dauphine, Berlin.

**(2015)**

University of Melbourne, early Jan, March

May ENS-Cachan, Paris

Mannheim June 8-20

ESMT Berlin (July 5-11)

Dauphine July 19-31

Mannheim Aug 2-7

**(2016)**

University of Melbourne, early Jan

HSE St Petersburg, Mar

May ENS-Cachan, Paris

Mannheim June 3-20

MACCi Summer Institute, Bamberg June 20-25

U Cergy July 19-31

ESMT Berlin (August 7-14)

**(2017)**

University of Melbourne, early Jan

CERGE, Charles University, Mar;

ESMT Berlin, Mar, April

May ENS-Cachan/ Ecole Polytechnique Paris

University of Valencia June 10-Aug 10

**(2018)**

Chinese University of Hong Kong (Jan)

HIAS, Hitotsubashi (Jan-Feb)

University of Melbourne, Feb-June

National University of Singapore, March

Australian National University, April

ENS-Cachan/ Ecole Polytechnique Paris, May

ESMT Berlin, June

U Cergy-Pontoise, July

Mannheim, August

***Ph. D. students supervised***:

Gladys Lopez (2nd reader, 1997); Monica Capra (August 1998); Scott Bohannon (October 1999); Spencer Graf (August 2000); Monica Hartmann (2nd reader, August 2000); Brian McManus (August 2001); Richard Ruble (October 2001); Michelle Sovinsky (2nd reader, June 2002); Hyejoon Im (2nd reader, August 2003); Adam Rennhoff (December 2003); Ken Wilbur (June 2005); Loren Smith (2nd Reader, August 2005); Levent Celik (August 2006); Catherine Tyler Mooney (June 2007); Jason Hulbert (2nd Reader, November 2007); Jayani Jayawardhana (November 2007); Eric Fesselmeyer (2nd reader, December 2008); Jura Liaukonyte (June 2009);

Sunit Shah (April 2011); Shuna Wang (2nd reader, May 2011); Yiyi Zhou (April 2012); Kang Jian (May 2012); Stephen Bruestle (Sept 2013); Charlie Murry (April 2014); Haiyan Liu (June 2014); Zhou Zhang (April 2016); Ce (Matthew) Shi (July 2016); 2017 (April): Alicia Baik, Fang Guo, Bill Johnson (3rd); 2018 (April): Yanchi Yu, Ben Leyden

***Others in progress***:

Dissertation Proposed: Dan Savelle, Cailin Slattery, Yanchi Yu; Alex Gross

IO Reading Group: Alex Gross, Siying Liu, Ben Leyden, Fang Guo, Yanchi Yu, Dan Savelle, Katya Khmelnitskaya, Emily Cook

## NSF grants

SBR-9617784 “Equilibrium with Bounded Rationality in Economic Games”

(with Jacob Goeree and Charlie Holt). 3 year grant.

INT-9815703 “Product Characteristics and Price Advertising with Consumer Search”

(with Regis Renault). 3 year grant for travel support.

“Advertising Content” (with Regis Renault). Grant for travel support. Feb 2002-2004.

“The Information Content of Advertising” 2002-2004.

SES 0452864 “Marketing Characteristics” 2005-2007

GA10704-129937 “Advertising Themes” 2008-2013

“Search, Targeting, and Media” 2014-2017