

# Bo Cowgill

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## ACADEMIC POSITIONS

**Assistant Professor, Columbia University**, Graduate School of Business (2016-).  
**Beyster Postdoctoral Fellowship** (Fall 2015). New York City, NY.

## EDUCATION

**University of California, Berkeley**, Berkeley, CA, USA  
PhD, Business and Public Policy, Haas School of Business. 2015.  
MS, Business Administration (Business and Public Policy). 2011.  
*Committee*: John Morgan (Chair), Noam Yuchtman, Stefano DellaVigna, David Card.

**Stanford University**, Palo Alto, CA, USA  
MS, Statistics 2007-2009 (unfinished). Employer sponsored (Google).  
BA, Public Policy, 2004. Undergraduate Senate Chair (elected), Byrd Scholar.

## PUBLICATIONS

“[Corporate Prediction Markets: Evidence from Google, Ford, and Firm X](#),” *Review of Economic Studies*, Volume 82, Issue 4, October 2015, 1309-1341. Extended abstract in *EC'14* (with Eric Zitzewitz).

“[The Value of Hiring Through Employee Referrals](#),” *Quarterly Journal of Economics*, Volume 130, Issue 2, May 2015, 805-839 (with Stephen Burks, Mitch Hoffman and Michael Housman).

“[Television Advertising and Online Search](#),” *Management Science*. Volume 60 Issue 1, January 2014, pp. 56-73 (with Mingyu Joo, Kenneth C. Wilbur and Yi Zhu).

- *Winner of the John D. C. Little Award* (2015), given annually to the best marketing-related paper published in *Management Science* or *Marketing Science*.
- *Finalist, Frank M. Bass Dissertation Paper Award* (2015), given annually to the best marketing paper derived from a Ph.D. thesis published in *Management Science* or *Marketing Science*.

## WORKING PAPERS

“[Mood Swings at Work: Stock Price Movements, Effort and Decision Making](#),” Revision requested by the *Journal of Economics and Management Strategy* (with Eric Zitzewitz).

“[Do Incentive Stock Options Incent? Evidence from a Natural Experiment in Employee Options Pricing](#),” (with Eric Zitzewitz).

“[Using Prediction Markets to Track Information Flows: Evidence from Google](#).” With Justin Wolfers and Eric Zitzewitz.

“[The US-Canada Border Effect in Online Commerce](#)” and “[Worldwide Gravity in Online Commerce](#).” (with Cosmina Dorobantu).

“[Competition and Productivity in Employee Promotion Contests](#).”

“[Mood Swings at Work: Stock Price Movements, Effort and Decision Making](#),” Revision requested by the *Journal of Economics, Management and Strategy* (with Eric Zitzewitz).

“[Efficient Large Scale Dynamic Programming through Cloud-based Parallelism](#).” *Draft and API available by email*.

## AWARDS, FELLOWSHIPS AND GRANTS

**Kauffman Dissertation Fellowship** (2012-2013). Competitive research award for PhD students studying innovation and/or entrepreneurship.

**J. Robert Beyster Fellowship** (2014-2015). Competitive award for scholars studying management, innovation, technology and employee ownership.

**John D. C. Little Award (Winner)** (2015), given annually to the best marketing-related paper published in *Management Science* or *Marketing Science*.

**Frank M. Bass Dissertation Paper Award Finalist** (one of three, 2015), given annually to the best marketing paper derived from a Ph.D. thesis published in *Management Science* or *Marketing Science*.

**W.E. Upjohn Institute 2016 Early Career Research Grant.** 2016.

**European Commission, Joint Research Centre.** Appointment and Grant. Independent Expert for the EU's Digital Agenda. For research about cross-border ecommerce. With Cosmina Dorobantu, 2013.

**IARPA Research Award: IARPA-BAA-10-05** (2011-2012): Supported by grant from US intelligence research agency supporting research about forecasting and information aggregation. RA for winning team in [US Government forecasting competition](#).

**Berkeley Graduate Fellowships:** Full PhD tuition, stipend and travel support.

INVITED  
ACADEMIC  
PRESENTATIONS

**2016** (inc. planned): NBER Economics of Digitization (Stanford), Economics of Strategy Workshop (NYU/Stern, 6/2016), Tinbergen Institute, Universidad Carlos III de Madrid, NYU/Stern Creativity and Innovation Seminar (3/2016), Kauffman Emerging Scholars, NYU Information Systems Seminar (4/2016), Collective Intelligence 2016 Conference (plenary speaker).

**2015:** Kellogg (MEDS), University of Michigan (Econ), Harvard Business School (NOM), London School of Economics (Management), Harvard Business School (TOM), 2015 Empirical Management Conference (Stanford), Harvard Business School, "Innovations and Institutions" Conference (2015), Kauffman/UToronto/FSU Workshop on Experimental Economics and Entrepreneurship, UT Austin (Economics), WUSTL Olin (Econ), Georgia Tech Scheller (Strategy), Wharton People and Organizations (Plenary, 10/2015), Vanderbilt (Strategic Management). Declined/Rescheduled: Harvard EconCS (Economics and Computer Science) Seminar, University College London (Management), University of Virginia (Darden), Valve Software, Square, Stanford/Berkeley Doctoral Student Conference.

**2014:** Columbia Business School, The Fifteenth ACM Conference on Economics and Computation (*EC'14*), Emory (Goizueta ISOM), Kauffman Emerging Scholars (10/2014), Academy of Management Annual Meeting (8/2014), INFORMS Annual Meeting: Empirical Market Design Session (11/2014), Collective Intelligence 2014, Wharton People and Organizations (Plenary, 10/2014), eLance/oDesk Research Seminar (5/2014), Consortium on Competitiveness and Cooperation ("CCC") Doctoral Conference (4/2014), Beyster Symposium 2014, Berkeley Innovation Seminar (4/2014), All California Labor Economics Conference (poster, 10/2014).

INVITED  
ACADEMIC  
PRESENTATIONS  
(CONT'D)

**2013:** NBER Market Design Working Group (10/2013), Wharton People and Organizations Conference (Breakout 9/2013), *Computation in California*, (Ken Judd's Summer meeting of computational economists at Stanford, 7/2013), *EC'13* (6/2013), Berkeley Psych/Econ Non-Lunch (9/2013).

**Earlier:** Kauffman Foundation conference on Information Markets (11/2007), Google Faculty Summit (2007), Conference on Auctions, Market Mechanisms and Their Applications (AMMA, 2008), Center for Collective Intelligence (CCI) Seminar, Massachusetts Institutes of Technology (2008), Collective Intelligence FooCamp (Google Headquarters, Mountain View, 2008).

INVITED  
WORKSHOPS

NBER Entrepreneurship Research Summer Bootcamp (2012), University of Chicago Price Theory Summer Camp (2011), Harvard Behavioral Science PhD Workshop (2013), Zurich Institute of Computational Economics (2014), NBER Economics of Digitization Tutorial (2015), Chicago Summer Institute on Field Experiments (2015). Kauffman/UToronto/FSU Workshop on Experimental Economics and Entrepreneurship (2015).

SESSION ORGANIZING	<p>ACM EC'13. Session: "Econometrics for Computer Scientists."</p> <p>AOM 2014. Symposium: "Skills, Innovation and Mobility in Knowledge Workers."</p> <p><i>Collective Intelligence '15</i>. Organizing Committee.</p> <p><i>17th ACM Conference on Economics and Computation ("EC'16")</i>. Program Committee.</p> <p><i>Stanford Institute for Theoretical Economics 2014, Numerical Methods in Economics</i>. Offsite session at Google: "Ad auctions and quantum computing."</p>
TEACHING	<p><i>Strategy Formulation</i>, Columbia Business School. Fall 2016 (planned).</p> <p><i>Data and Decisions (MBA Statistics)</i>, Haas School of Business, UC Berkeley. GSI, Fall 2012.</p> <p><i>MBA Guest Lectures</i>: Northwestern/Kellogg (3/2010), Wharton/UPenn (4/2009), Stanford MS&amp;E (2008), Stanford Stats (2007, 2008), MIT/Sloan (2007, 2008), Harvard Business School (2007, 2008).</p>
PRACTITIONER TALKS	<p>eLance/oDesk (5/2014), McKinsey Global Strategy Conference 2007 (Dubai), McKinsey Global Strategy Conference 2008 (Barcelona), US Defense Department, Highlands Forum (2008), National Intelligence Council Long-Term Strategic Analysis Workshop (2008). O'Reilly Money:Tech Conference (2008), O'Reilly ETech (2008), Beyster Symposium 2014, Google Faculty Summit (2007), Planned (2014): Valve Software, Square.</p>
REFEREEING	<p><i>Management Science, European Economic Review, The Economic Journal, Journal of Law, Economics and Organization, Experimental Economics</i>, Google Faculty Research Awards, <i>17th ACM Conference on Economics and Computation ("EC'16")</i>, <i>Collective Intelligence'15</i> (Conference), <i>California Management Review</i>.</p>
OTHER WRITING	<p>"Good Bet: Can Markets Forecast Election Results?" With Cass Sunstein. The New Republic. November 21, 2006.</p> <p>"McKinsey Quarterly: The promise of prediction markets" with Renee Dye, James Surowiecki, Todd Henderson and Todd Svets. Second Quarter Edition, 2008.</p>
OUTSIDE ACTIVITIES	<p>Consulting on information technology topics.</p>
SELECTED PRESS & CASE COVERAGE	<p>Research about employee referrals in New York Times:</p> <ul style="list-style-type: none"> <li>● <b>Scientific Management Redux: The Difference is in the Data</b> by Steve Lohr. 4/21/2013. <a href="#">link</a></li> <li>● <b>How Big Data Is Playing Recruiter for Specialized Workers</b>. by Matt Richtel. 4/27/2013. <a href="#">link</a></li> </ul> <p>Research on internal prediction markets in New York Times:</p> <ul style="list-style-type: none"> <li>● <b>At Google, Workers are placing their Bets</b> by Ian Austen. 11/26/2005. <a href="#">link</a>.</li> <li>● <b>Future Divined by the Crowd</b> by Joe Nocera. 3/07/2006. <a href="#">link</a>.</li> <li>● <b>Google's Lunchtime Betting Game</b> by Noam Cohen. 1/7/2008. <a href="#">link</a>.</li> </ul> <p>Protagonist, <b>Harvard Business School Case Study N9-607-088: Prediction Markets at Google</b>. <a href="#">link</a>.</p> <p><b>Financial Times: Table Talk</b> by Tim Harford. 1/19/2008. <a href="#">link</a>.</p> <p><b>Businessweek: Workers Place your Bets</b> by Rachel King. August 3, 2006. <a href="#">link</a>.</p> <p><b>Bloomberg: Google Gets Answers as Staff Bets on Gmail, 'Star Wars' Success</b> By Crayton Harrison, 7/10/2008. <a href="#">link</a>.</p> <p><b>BBC World Service (Radio): Business Daily</b>: Feb 19, 2008 interview about markets inside of companies.</p>