

# Bo Cowgill

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## ACADEMIC AFFILIATIONS

**Columbia University, Graduate School of Business.** Assistant Professor, 2016-present.  
**Center for Economic Studies + Ifo Institute (CESifo).** Research affiliate, 2017-present. Economics of Digitization Area.  
**Data Science Institute,** Columbia University. Research affiliate in Computational Social Science, Cybersecurity areas. 2018-present.  
**J. Robert Beyster 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).

## WORKING PAPERS

“[Using Prediction Markets to Track Information Flows](#),” with Justin Wolfers and Eric Zitzewitz.

“[Mood Swings at Work: Stock Price Movements, Effort and Decision Making](#),” with Eric Zitzewitz.

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

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

“[Does online trade live up to the promise of a borderless world? Evidence from the EU Digital Single Market](#).” With Cosmina Dorobantu and Bertin Martens.

Bias and Productivity in Humans and Algorithms: Theory and Evidence from Résumé Screening. Formerly titled, “The Labor Market Effects of Hiring through Machine Learning.” *Draft available by email*.

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

“[Algorithmic Bias: A Counterfactual Perspective](#),” with Catherine Tucker. December 2017.

“[From Russia, with Labor: The Effect of the Ruble Collapse on the Market for Software Engineering](#),” with John Horton. Dec 2017.

“[Competition and Specificity in Market Design: Evidence from Geotargeted Advertising](#).” (with Cosmina Dorobantu) *Draft available by email*.

“[Agency and Homophily: Evidence from Recruiting Software Engineers](#).” with Dan Wang.

“[The Value of an Additional Job Offer: Field Experimental Evidence](#).”

“The Impact of Algorithms on Judicial Discretion: Evidence from Regression Discontinuities.”

WORK IN  
PROGRESS

“Market Design for Job Assignments: Theory and Evidence from Tech Workers.” With Rem Konig. “Centralized Internal Labor Markets: A Field Experiment Matching Managers and Workers in Vietnam.” (with Zoe Cullen)

“Online Labor Markets and Spatial Labor Misallocation Developing Economies: A Field Experiment in Virtual Migration.” (with Zoe Cullen, Sam Bazzi and Rizki Siregar) and “The Value of Online Jobs in Developing Countries: Evidence from a Field Experiment.” (with Natalie Carlson)

“Salary History Disclosures and Hiring Outcomes: Evidence from a Field Experiment.” With Amanda Agan and Laura Gee.

“Launching Two-Sided Markets.” (with John Morgan)

“Biased Programmers? Or Biased Data? A Field Experiment in Algorithmic Discrimination.” (with Fabrizio Dell’Acqua)

“Labor Market Segregation: Employers’ Preferences? Or Workers’?”

“MBA Admissions, Clustering and Values: A Machine Learning Approach” with Paul Ingram and Yoojin Choi.

AWARDS,  
FELLOWSHIPS  
AND GRANTS

**Term Member, Council on Foreign Relations.** 2018-2023.

**Kauffman Junior Faculty Fellowship in Entrepreneurship Research.** 2017. Competitive research award for junior faculty in innovation and/or entrepreneurship.

**CESifo Prize** in Economics of Digitization (“Distinguished Affiliate”). 2017. For a young research economist for the scientific originality, policy relevance and quality of exposition.

**J-PAL Southeast Asia IRF Grant Award.** 2017. Grant for field experiment about digital jobs in developing economies.

**Chazen Institute Faculty Research Grant Award.** 2017.

**W.E. Upjohn Institute 2016 Early Career Research Grant.** 2016. Competitive research award for early career faculty in labor economics and public policy.

**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** (2015), given annually to the best marketing-related paper published in *Management Science* or *Marketing Science*.

**Winner, Ronald H. Coase Dissertation Award**, 2016. Society for Institutional & Organizational Economics (SIOE).

**Winner, Best Paper**, Workshop on Information Systems and Economics (WISE). 2016.

**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*.

**Wiley Blackwell Award for Outstanding Dissertation Research in Business Policy and Strategy Finalist**, 2016. One of six. Academy of Management, Business Policy and Strategy Division

(BPS).

**Technology in Management Best Dissertation Award Finalist**, 2016. One of four. Academy of Management, Technology in Management Division (TIM).

**INFORMS TIMES Best Dissertation Award Finalist**, 2017. One of five. INFORMS, Technology, Innovation Management and Entrepreneurship Section (TIMES).

**Society for Business Ethics Best Dissertation Award Finalist**, 2016. One of three.

**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): PhD supported by grant from US intelligence research agency supporting research about forecasting and information aggregation. RA for winning team ("The Good Judgement Project") in [US Government forecasting competition](#).

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

INVITED  
ACADEMIC  
PRESENTATIONS

**2018** (inc. planned/invited): Stanford Conference on Hiring, NBER Economics of AI, NBER Summer Institute (Personnel), Behavioral Decision Research in Management (BDRM, 3×), Marketplace Innovation Workshop (2018 INFORMS Revenue Management and Pricing Section, Toronto), AOM (Strategy, Careers), 14th Annual Smith Entrepreneurship Research Conference (Maryland), Harvard Gender and Technology Conference, Microsoft Research, Yahoo! Research.

**2017**: MIT (Org Econ), NBER Labor Studies (Cambridge, MA), Wharton (Operations, Information and Decisions), MIT (Sloan/IDE), OECD & IZA Joint Workshop on Labor Productivity and the Digital Economy, CESifo (Area Conference on the Economics of Digitization), American Economic Association (AEA) Annual Meetings (Chicago), Organization Science Winter Conference (Utah), Winter Strategy Conference (Utah), Columbia Business School, Rutgers (Economics), Society of Labor Economists (SOLE) Annual Meetings, University of Chicago Crime Lab, Marketing Science Conference (UCLA), INFORMS' Advances in Decision Analysis Conference, City University of New York (Econ. Seminar), INFORMS Annual Conference (Houston), HBS (Innovations and Institutions Conference, 10/2017), REER Conference (Georgia Tech), NSF Conference on Trustworthy Algorithms (Arlington, VA).

**2016**: NBER Economics of Digitization (Stanford), NBER Summer Institute (Labor/Personnel), Harvard EconCS (Economics and Computer Science) Seminar, Summer Institute in Competitive Strategy (Berkeley/Haas), Tinbergen Institute, Universidad Carlos III de Madrid, NYU/Stern Creativity and Innovation Seminar (3/2016), Kauffman Emerging Scholars Conference, Collective Intelligence 2016 Conference (plenary speaker), Stanford (CASBS), Academy of Management Annual Conference (Best Dissertation Presentations, TIM and BPS), Wharton People and Organizations (Plenary, 9/2016), University of Chicago (Advances in Field Experiments, 9/2016), NYU Information Systems Seminar (11/2016), HBS (Innovations and Institutions Conference, 10/2016), Workshop on Information Systems and Economics (WISE, 12/2016), Google Quantitative Analyst Summit (3/2016).

**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, 11/2015), 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).

**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).

**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).

SELECTIVE  
INSTITUTES AND  
WORKSHOPS

2017 Russell Sage Foundation Summer Institute in Computational Social Science  
2016 Summer Institute For Behavioral and Social Scientists: "Organizations and Their Effectiveness"  
Stanford Center for Advanced Study in the Behavioral Sciences (CASBS)  
2015 Chicago Summer Institute on Field Experiments  
2015 Kauffman/UToronto/FSU Workshop on Experimental Economics and Entrepreneurship  
2015 NBER Economics of Digitization Tutorial  
2014 Zurich Institute of Computational Economics  
2013 Harvard Behavioral Science PhD Workshop  
2012 NBER Entrepreneurship Research Summer Bootcamp  
2011 University of Chicago Price Theory Summer Camp

INVITED  
DISCUSSANT

The Mid-Year Fellows Workshop in Honor of Louis O. Kelso (January 2016).  
*10th & 11th NYU-Columbia Doctoral Conference*. Moderator and discussant for human capital session (2016, 2017).  
*Workshop on Information Systems and Economics*. December 2016.  
*NBER Summer Institute*. Economics of Digitization meeting. July 2017.  
*NBER Summer Institute*. Entrepreneurship Bootcamp Alumni Panel. July 2017.

REFEREEING

*Management Science*, *European Economic Review*, *Journal of Labor Economics*, *Marketing Science*, *Journal of Law, Economics and Organization*, *The Economic Journal*, *Decision Analysis*, *17th ACM Conference on Economics and Computation ("EC'16")*, *Information Economics and Policy*, Google Faculty Research Awards, *Collective Intelligence'15* (Conference), *Global Environmental Change*.

SESSION  
ORGANIZING

- *ACM EC'13*. Session: "[Econometrics for Computer Scientists](#)."
- *AOM 2014*. Symposium: "[Skills, Innovation and Mobility in Knowledge Workers](#)."
- *Collective Intelligence '15*. Organizing Committee.
- *17th ACM Conference on Economics and Computation ("EC'16")*. Program Committee (2016).
- *Stanford Institute for Theoretical Economics 2014, Numerical Methods in Economics*. Offsite session at Google: "[Ad auctions and quantum computing](#)."
- *10th and 11th NYU-Columbia Doctoral Conference*. 2016, 2017. Moderator and discussant for human capital session.
- Professional Development Workshop (PWD) at Academy of Management (AOM) Annual Meeting, 2017 (Atlanta).
  - *Technology in Management (TIM) Doctoral Research Development Workshop*.
  - *Business Policy and Strategy (BPS) Doctoral Research Development Workshop*.

PRACTITIONER  
TALKS

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). Declined/rescheduled (2015): Valve Software, Square.

TEACHING *Strategy Formulation*, Columbia Business School EMBA/MBA/undergrad. Spring/Fall 2017.  
*Technology Immersion*, Columbia Business School. Spring 2017.  
*PhD Proseminar*, Columbia Business School. Fall 2017.  
*Data and Decisions (MBA Statistics)*, Haas School of Business, UC Berkeley. GSI, Fall 2012.  
*MBA Guest Lectures*: Northwestern/Kellogg (3/2010), Wharton/UPenn (4/2009), Stanford MS&E (2008), Stanford Stats (2007, 2008), MIT/Sloan (2007, 2008), Harvard Business School (2007, 2008), Columbia Technology Business MBA Student Group (2017).

OTHER WRITING “[Good Bet: Can Markets Forecast Election Results?](#)” With Cass Sunstein. The New Republic. November 21, 2006.

“[McKinsey Quarterly: The promise of prediction markets](#)” with Renee Dye, James Surowiecki, Todd Henderson and Todd Svets. Second Quarter Edition, 2008.

“[The Future of Work](#),” with Ufuk Akcigit, Robert Seamans and Oren Ziv. *Kauffman Foundation State of the Field Series*, 2017.

OUTSIDE ACTIVITIES Consulting on information technology topics.

SELECTED PRESS & CASE COVERAGE Research about employee referrals in New York Times:

- **Scientific Management Redux: The Difference is in the Data** by Steve Lohr. 4/21/2013. [link](#)
- **How Big Data Is Playing Recruiter for Specialized Workers.** by Matt Richtel. 4/27/2013. [link](#)

Research on internal prediction markets in New York Times:

- **At Google, Workers are placing their Bets** by Ian Austen. 11/26/2005. [link](#).
- **Future Divined by the Crowd** by Joe Nocera. 3/07/2006. [link](#).
- **Google’s Lunchtime Betting Game** by Noam Cohen. 1/7/2008. [link](#).

Protagonist, **Harvard Business School Case Study N9-607-088: Prediction Markets at Google.** [link](#).

**Financial Times: Table Talk** by Tim Harford. 1/19/2008. [link](#).

**Businessweek: Workers Place your Bets** by Rachel King. August 3, 2006. [link](#).

**Bloomberg: Google Gets Answers as Staff Bets on Gmail, ‘Star Wars’ Success** By Crayton Harrison, 7/10/2008. [link](#).

**BBC World Service (Radio): Business Daily:** Feb 19, 2008 interview about markets inside of companies.

Updated: June 25, 2018