

Brett R. Gordon

- CONTACT INFORMATION Columbia Business School
511 Uris Hall
3022 Broadway
New York, NY 10027
Office: (212) 854-7864
Fax: (212) 854-7647
E-mail: brg2114@columbia.edu
- EMPLOYMENT Columbia Business School, New York, NY
Class of 1967 Associate Professor of Business, 2011 – Present
Assistant Professor of Business, 2007 – 2011
- EDUCATION Carnegie Mellon University, Pittsburgh, PA
Ph.D., Economics, 2007
M.S., Economics, 2004
Masters in Information Systems Management, 2002
B.S. (Honors), Information Systems and Economics, 2002
- RESEARCH INTERESTS Pricing, Advertising, Dynamic Oligopoly, Market Structure, New Products, Product Innovation
- PUBLISHED/
FORTHCOMING Bronnenberg, B., J. P. Dubé, C. Mela, P. Albuquerque, T. Erdem, B. R. Gordon, D. Hanssens, G. Hitsch, H. Hong, and B. Sun, (2008) “Measuring Long-Run Marketing Effects and Their Implications for Long-Run Marketing Decisions,” *Marketing Letters*, 2008, 19, 367–382.
- Gordon, B. R. (2009), “A Dynamic Model of Consumer Replacement Cycles in the PC Processor Industry,” *Marketing Science*, 28(5), 846–867.
- Winner, John D. C. Little Best Paper Award, 2009.
 - Finalist, Frank M. Bass Dissertation Award, 2009.
- Epple, D., B. R. Gordon, and H. Seig (2010), “A New Approach to Estimating the Production Function for Housing,” *American Economic Review*, 100(3), 905–924.
- Epple, D., B. R. Gordon, and H. Seig (2010), “Drs. Muth and Mills meet Dr. Tiebout: Integrating Location-Specific Amenities into Multi-Community Equilibrium Models,” *Journal of Regional Science*, 50(1), 381–400.
- Kumar, V., B. R. Gordon, and K. Srinivasan (2011), “Competitive Strategy for Open Source Software,” *Marketing Science*, 30(6), 1066-1078.
- Gordon, B. R., Thomadsen, R., E. T. Bradlow, J. P. Dubé, and R. Staelin (2011), “Revisiting the Workshop on Quantitative Marketing and Structural Econometrics,” *Marketing Science*, 30(6), 945-949 (invited paper).
- Gordon, B. R., M. Lovett, R. Shachar, K. Arceneaux, S. Moorthy, M. Peress, A. Rao, S. Sen, D. Soberman, and O. Urminsky (2011), “Marketing and Politics: Models, Behavior, and Policy Implications,” forthcoming at *Marketing Letters*.
- Goettler, R. and B. R. Gordon (2011), “Does AMD spur Intel to innovate more?” forthcoming at *Journal of Political Economy*.

- UNDER REVIEW Gordon, B. R. and W. Hartmann (2012), “Advertising Effects in Presidential Elections,” working paper (under 2nd round review at *Marketing Science*).
- Gordon, B. R., A. Goldfarb, and Y. Li (2011), “Does price elasticity vary with economic growth? A cross-category analysis,” working paper, (R&R at *Journal of Marketing Research*).
- Gordon, B. R. and B. Sun (2010), “A Dynamic Structural Model of Addiction, Promotions, and Permanent Price Cuts,” working paper (R&R at *Marketing Science*).
- Goettler, R. and B. R. Gordon (2012), “Competition and Product Innovation in Dynamic Oligopoly,” working paper (submitted).
- WORKING PAPERS/
WORKS IN
PROGRESS Gordon, B. R. and W. Hartmann (2011), “Political Advertising and the Electoral College,” working paper.
- Gordon, B. R. and J. Levav (2011), “The Dynamics of Variety-Seeking Behavior,” work in progress.
- Dubé, J. P., Gordon, B. R., and C. Kim (2011), “The Effects of Smoking Bans on Cigarette Purchases,” work in progress.
- Gordon, B. R. and Y. Kim (2011), “Flash Sales,” work in progress.
- CONFERENCES AND
INVITED
PRESENTATIONS **“Advertising Effects in Presidential Elections”**
Wharton (Jan 2012), MIT (Nov 2011), Yale (Sept 2011), Workshop on the Economics of Advertising and Marketing (Jun 2011), Columbia joint Economics-Marketing Seminar (Mar 2011), NBER Winter IO Meetings (Feb 2011).
- “Political Advertising and the Electoral College”**
Columbia Political Economy (scheduled, Feb 2012), Yale Economics (2010), QME (2010), SICS (2010), Choice Symposium (2010), NYU Stern Economics (2009), Marketing in Israel Conference (2009).
- “Does price elasticity vary with economic growth? A cross-category analysis”**
Indian School of Business (2010), Tel Aviv University (2010), NYU Stern (2010).
- “Competitive Strategy for Open Source Software”**
UTD (2009), Game Theory and Marketing, HEC Montreal (2009), Marketing Research Forum at Cheung Kong GSB (2009).
- “Does AMD spur Intel to innovate more?”**
Analysis Group (Oct. 2011), Stanford Institute for Theoretical Economics (2010), Wharton (2009), Summer Econometric Society Meetings (2009), Kellogg (2009), Finance Summit (2009), U. of Michigan (2009), Duke Economics (2008), Columbia Economics (2008), NBER Summer IO Meetings (2008), Duke Fuqua (2008), SICS (2008), IIOC (2008), Chicago GSB (2008), AEA (2008), QME (2007), Choice Symposium (2007).
- “A Dynamic Model of Consumer Replacement Cycles in the PC Processor Industry”**
Berkeley (2006), Columbia (2006), Cornell (2006), Harvard (2006), U. of Maryland (2006), Minnesota (2006), Northwestern (2006), Rochester (2006), Rice (2006), Stanford (2006), Toronto (2006), UCLA (2006), UNC (2006), Washington U. (2006), Yale (2006), QME (2006), IIOC (2005).

HONORS AND AWARDS	ISMS Marketing Science Doctoral Consortium Presenter	2010, 2011
	Management Science Meritorious Service Award	2010
	John D. C. Little Best Paper Award	2009
	Frank M. Bass Best Dissertation Paper Award (Finalist)	2009
	MSI Alden G. Clayton Dissertation Competition Award	2006
	Center for Analytical Research in Technology (CART) Dissertation Award	2006
	Best Ph.D. Student Teacher Award	2004
	Graduate Student Research Grant	2004
William Larimer Mellon Fellowship	2002 – 2005	

TEACHING EXPERIENCE

Columbia University, New York, NY
Instructor: Pricing Strategies (MBA, Executive MBA, and Berkeley-Columbia Executive MBA programs), 2007–present

Carnegie Mellon University, Pittsburgh, PA
Instructor: Quantitative Economic Analysis, Undergraduate Core Course, Spring 2004–5

PROFESSIONAL ACTIVITIES

Co-Organizer, Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Econometrics (Aug. 2010)
 Co-Organizer, Annual Strategy Conference at Columbia Business School (Dec. 2010, Dec. 2011)

GRADUATE STUDENT ADVISEES

Jonathan Zhang (2010, University of Washington, committee member)
 Yang Li (5th year, joining Cheung Kong GSB in July 2012, committee chair)
 Christopher Kim (2nd year, in progress)
 Yena Kim (2nd year, in progress)

REFEREEING

American Economic Journal: Applied Economics, Annals of Finance, Industry and Innovation, Journal of Economics and Management Strategy, Journal of Industrial Economics, Journal of Marketing Research, Management Science, Marketing Science, Operations Research, Party Politics.

Updated 1/29/2012