

# BABUR DE LOS SANTOS

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## ACADEMIC POSITIONS

Associate Professor of Economics, John E. Walker Department of Economics  
College of Business, Clemson University, August 2018–present.

Assistant Professor of Economics, John E. Walker Department of Economics  
College of Business, Clemson University, July 2015–August 2018.

Assistant Professor of Business Economics and Public Policy  
Kelley School of Business, Indiana University, August 2008–June 2015.

Visiting Scholar, Managerial Economics & Decision Sciences Department  
Kellogg School of Management, Northwestern University, April 2012–August 2014.

## EDUCATION

PhD in Economics, University of Chicago, 2008.

MA in Economics, University of Chicago, 2003.

MA in Economics, El Colegio de Mexico, 2003.

BA in Economics, ITESM (Monterrey, Mexico) 1997.

## PUBLICATIONS

1. Testing Models of Consumer Search Using Data on Web Browsing and Purchasing Behavior (with Ali Hortaçsu and Matthijs Wildenbeest). *American Economic Review*, 102(6): 2955–2980, 2012.
2. Search Engine Optimization: What Drives Organic Traffic to Retail Sites? (with Michael R. Baye and Matthijs Wildenbeest). *Journal of Economics & Management Strategy*, 25(1): 6–31, 2016.
3. Search with Learning for Differentiated Products: Evidence from E-Commerce (with Ali Hortaçsu and Matthijs Wildenbeest). *Journal of Business & Economic Statistics*, 35(4): 626–641, 2017.
4. Optimizing Click-through in Online Rankings with Endogenous Search Refinement (with Sergei Koulayev). *Marketing Science*, 36(4): 542–564, 2017.
5. What's in a Name? Measuring Prominence and Its Impact on Organic Traffic from Search Engines (with Michael R. Baye and Matthijs Wildenbeest). *Information Economics and Policy*, 34: 44–57, 2016.
6. E-book Pricing and Vertical Restraints (with Matthijs Wildenbeest). *Quantitative Marketing and Economics*, 15(2): 85–122, 2017.
7. Consumer Search on the Internet. *International Journal of Industrial Organization*, 58: 66–105, May 2018.
8. Do MSRPs Decrease Prices? (with In Kyung Kim and Dmitry Lubensky). *International Journal of Industrial Organization*, 59: 429–457, July 2018.

## WORKING PAPERS

9. Agency Pricing and Bargaining: Empirical Evidence from the E-Book Market (with Matthijs R. Wildenbeest and Daniel P. O'Brien).

## **OTHER PUBLICATIONS**

10. The Evolution of Product Search (with Michael R. Baye and Matthijs Wildenbeest). *Journal of Law, Economics & Policy*, 9(2): 201–21, 2013.
11. Searching for Physical and Digital Media: The Evolution of Platforms for Finding Books (with Michael R. Baye and Matthijs R. Wildenbeest) in NBER's *Economic Analysis of the Digital Economy*, ed. by S. Greenstein, A. Goldfarb, and C. Tucker. University of Chicago Press, May 2015.
12. Refining Consumer Search into an Opportunity: The Role of Search Refinement Tools in Online Product Recommendations (with Lura Forcum). *Applied Marketing Analytics*, 3(4): 363-373, 2018.

## **TEACHING EXPERIENCE**

Department of Economics, Clemson University:

Advanced Econometrics (undergraduate/MA, Fall 2015, Spring 2016–Fall 2018).  
Advance Industrial Organization (PhD, Spring 2018).

Kelley School of Business, Indiana University:

Predictive Analytics and Business Strategy (MBA, Summer 2015).  
Econometric Methods in Business (PhD, Spring 2015).  
Business Econometrics (undergraduate, Spring 2010–Spring 2014).  
Statistics and Forecasting for Business Decisions (undergraduate; Fall 2008, Spring and Fall 2009).  
Market Power Pricing (MBA, Summer 2009).

Booth School of Business, University of Chicago:

TA: Data Driven Marketing (MBA, Spring 2006, 2007 and 2008).

Department of Economics, University of Chicago:

Elements of Economic Analysis III (undergraduate, Spring 2008).  
TA: Topics in Macroeconomics and Finance, Elements of Economic Analysis, Topics in Development Economics, Introduction to Microeconomics.

School of Business and Economics, Anahuac University (Mexico City):

Topics in Industrial Organization (undergraduate, Fall 2000).  
Advanced Microeconomics (undergraduate, Fall 2000 and Spring 2001).  
Industrial Organization (undergraduate, Spring 2000).

Department of Economics, ITESM Mexico City Campus:

Principles of Microeconomics (undergraduate, Fall 1999).

## **PROFESSIONAL EXPERIENCE**

Economic Consultant

U.S. House of Representatives, August 2016–October 2016.

External Advisory Committee Member for the Evaluation of Antitrust Decisions, Directorate of Planning and Evaluation

Federal Economic Competition Commission, Mexico, 2015.

Deputy Director, Directorate of Economic Studies

Federal Competition Commission, Mexico, October 1999–August 2001.

Advisor, Directorate of Regulatory Improvement

Economic Deregulation Unit, Ministry of Commerce, Mexico June 1997–August 1999.

## **PROFESSIONAL SERVICE**

Organizer, 5<sup>th</sup> Workshop on Search and Switching Costs, Bloomington, IN, May 14–16, 2014.

Referee for the *American Economic Review*, *Journal of Political Economy*, *Econometrica*, *RAND Journal of Economics*, *American Economic Journal: Microeconomics*, *Management Science*, *Marketing Science*, *Journal of Marketing Research*, *Journal of Industrial Economics*, *Journal of Economics & Management Strategy*, *International Journal of Industrial Organization*, *Information Economics and Policy*, *Journal of Applied Economics*, *Journal of Economic Behavior & Organization*, *Contemporary Economic Policy*, *Scandinavian Journal of Economics*, and the *B.E. Journal of Economic Analysis & Policy*.

#### **PROFESSIONAL AFFILIATIONS**

Affiliated Scholar, Information Economy Project, Clemson University, 2016–present.  
Affiliated Faculty, Center for Latin American and Caribbean Studies, Indiana University, 2008–2015.

#### **INVITED PRESENTATIONS**

University of Cologne, Cologne, Germany, December 2017.  
Université Paris Sud, Paris, France, December 2017.  
Télécom École de Management, Paris, France, December 2017.  
Institute for Prospective Technological Studies, European Commission, Seville, Spain, December 2017.  
Wake Forest University, Winston-Salem, NC, September 2017.  
2017 CES North America Conference, University of Alabama, Tuscaloosa, AL, March 2017.  
7<sup>th</sup> Workshop on Search and Switching Cost, Zhejiang University, Hangzhou, China, May 2016.  
Federal Communications Commission, March 2016.  
University of Texas at San Antonio, September 2015.  
New York City Media Seminar, Columbia University, Hunter College and Associated Press, Oct 2015.  
University of Massachusetts Amherst, March 2015.  
Clemson University, March 2015.  
Industrial Organization Society Meetings at the ASSA, Boston, January 2015.  
Consumer Search Workshop, University of Mannheim/MaCCI, Frankfurt, Germany, November 2014.  
University of Arizona, September 2014.  
University of Iowa, September 2014.  
DePaul University, September 2014.  
5<sup>th</sup> Workshop on Search and Switching Cost, Bloomington, IN, May 2014.  
3<sup>rd</sup> Workshop on Search and Switching Costs, Higher School of Economics, Moscow, Russia, May 2013.  
Illinois State University, October 2010.  
Johnson Graduate School of Management, Cornell University, April 2010.  
Royal Economic Society Annual Conference, invited special session, University of Surrey, March 2010.  
2<sup>nd</sup> Workshop on Search and Switching Costs, University of Groningen, Netherlands, December 2009.  
Ross School of Business, University of Michigan, October 2008.  
Federal Reserve Board – Kansas City, MO, February 2008.  
Banco de Mexico, Mexico City, Mexico, February 2008.  
Kelley School of Business, Indiana University, Bloomington, IN, January 2008.  
Early Childhood Conference, University of Chicago, September 2004.

#### **CONFERENCE PRESENTATIONS**

Searle Center Conference on Internet Search and Innovation, Chicago, June 2015.  
International Industrial Organization Conference, Amazon sponsored session, Boston, April 2015.  
29<sup>th</sup> Annual Congress of the European Economic Association. Toulouse, France, August 2014.  
NBER Summer Institute, Cambridge, MA, July 2014.  
12th Annual International Industrial Organization Conference, Chicago, IL, April 2014.  
Latin America Meeting of the Econometric Society, Mexico City, Mexico, October 2013.  
NBER's Economics of Digitization Conference, Park City, Utah, June 2013.  
ZEW Conference: Economics of Information, Mannheim, Germany, June 2013.  
International Industrial Organization Conference, Boston, May 2013.

American Economic Association Annual Meeting, Chicago, January 2012.  
 World Congress of the Econometric Society, Shanghai, China, August 2010.  
 European Economic Association Annual Conference, Glasgow, Scotland, August 2010.  
 Summer Institute on Competitive Strategy, Haas School of Business, UC Berkeley, Berkeley, July 2010.  
 Marketing Science Conference, Cologne, Germany, June 2010.  
 International Industrial Organization Conference, Vancouver, Canada, May 2010.  
 SIEPR Conference on Internet Economics, Stanford University, Palo Alto, CA, September 2009.  
 NBER Summer Institute, Cambridge, MA, July 2009.  
 ZEW Conference: Economics of Information, Mannheim, Germany, July 2009.  
 NET Institute Conference on Network Economics 2009, Stern School of Business, NYU, May 2009.  
 International Industrial Organization Conference, Washington D.C. May 2008.  
 Southwestern Economic Association 84th Annual Meeting, Corpus Christi, TX, March 2004.  
 Fifth APEC/Partners for Progress Course on Competition Policy, Bangkok, Thailand, March 2001.

## GRADUATE STUDENTS

Student	Degree	Role	Graduation Year
Junlin Du (Indiana)	PhD Economics	Member	2013
In Kyung Kim (Indiana)	PhD Economics	Member	2014
Alexander Fiore	PhD Economics	Member	2016
Shan Jiang	PhD Economics	Member	2016
Timothy Bacon	PhD Economics	Member	2017
César Castellón	PhD Economics	Member	2017
Remi Charpin	PhD Business	Member	2018
Yunsik Choi	PhD Business	Member	2018
Brandon Lee	PhD Business	Member	2018
Senad Sinanovic	PhD Economics	Co-chair	Expected 2018
Jacob Walloga	PhD Economics	Member	Expected 2019
Xiaosong Wu	PhD Economics	Member	Expected 2019
Jeremy Sholzberg	MS Applied Economics	Member	2016
Sarah Garceau	MS Applied Economics	Member	2016
Kathryn Sauer	MA Economics	Member	2017
Katelyn Marbert	MS Applied Economics	Chair	2017
Tessa Deneen	MS Applied Economics	Chair	2017
John Parker	MS Applied Economics	Chair	Expected 2018
Emily Hanson	MA Economics	Member	2018
Markus Hildebrand	MA Economics	Member	2018
Alexander James	MA Economics	Member	Expected 2018
Andy Bush	MS Applied Economics	Member	Expected 2018

## UNIVERSITY SERVICE

### Clemson University

Department Curriculum Committee, 2016–2018.  
 Department Recruiting Committee, 2016–2018.

### Indiana University

Research and Instructional Database Committee, 2011–2015.  
 IT Advisory Ad Hoc Committee, 2014–2015.  
 Instructional Database Committee, 2010.  
 Departmental Recruiting Committee, 2009, 2010, and 2013.  
 Coordinator BEPP Microeconomics Workshop, 2013–2014.

## **HONORS AND GRANTS**

Net Institute Research Grant, 2008, 2009, 2014 and 2018.

Fulbright Scholar, US Department of State and Mexico–US Commission, 2001–2004.

Scholarship award, University of Chicago, 2004–2005.

Scholarship for PhD, National Council for Science and Technology (CONACYT), Mexico, 2001–2005.

Scholarship for MA in Economics, CONACYT, Mexico, 1997–1999.

Magna cum laude, BA in Economics, ITESM, 1997.

Scholarship for Academic Excellence, ITESM, 1993–1997.