

Dr. Rob Oxoby, Department Head and Search Committee Chair,
Department of Economics,
Faculty of Arts,
University of Calgary,
2500 University Drive NW,
Calgary, AB T2N 1N4.

Dear Members of the Search Committee,

I am writing to apply for the position of Assistant Professor of Economics as advertised on Econ-JobMarket. I am a microeconomist specializing in political economy and industrial organization with particular focus on political communication and firm pricing. I will complete my Ph.D. in Economics from the University of Illinois, Urbana-Champaign in May 2022.

I find Calgary's tradition for teaching and research very stimulating, and I am extremely interested in joining its faculty. I am confident that my enthusiasm for teaching, my theoretical and empirical approach to studying socially relevant topics, and my track record for collaborative work make me an excellent fit for the position in your department.

My research examines issues in political economy and industrial organization, which naturally extend to the digital economy. In my job market paper, titled "Messaging the Bases: Tailoring Political Ads to Audience", I theoretically and empirically analyze how politicians strategically vary ad content and placement to mobilize their base and demobilize the opposing one. A distinctive feature of the digital economy is the targeting of tailored content to consumers. This is a fundamental aspect of my paper, which characterizes the incentives of political candidates to target specific messages to specific voter demographics. Although I use television ads, my analysis and insights carry to other forms of communication such as social media. Nevertheless, I will extend my empirical analysis to consider targeting on digital platforms.

In industrial organization, I theoretically investigate topics such as price-matching guarantees, co-location of firms selling identical products, and secondary markets. These are core concepts in the digital economy as retailers co-locate on a common platform such as Amazon.

In addition, I have a strong interest in teaching. As I mention in my teaching statement, I have extensive teaching experience in a range of topics. During my doctoral studies at Illinois, I was honored to be selected by my students among the top 10% of teachers in the university.

Letters in support of my application from Professors Dan Bernhardt (Chair), George Deltas, and Stefan Krasa will be sent under a separate cover by our department's proxy person Tera Martin-Roy at econ-phdjobs@illinois.edu (or tnmartin@illinois.edu).

I can be reached via email at ecnstnt2@illinois.edu or by phone at +1-217-721-5834. Please do not hesitate to contact me if there is any additional information that I can provide.

I want to emphasize that while I am not a Canadian citizen, I am extremely interested in positions in Canada and especially in Calgary.

Thank you very much for your time and consideration.

Sincerely,
Evangelos Constantinou

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