

Evan Flack

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Education

Stanford University

Ph.D. in Economics, 2021-2026 (expected)

- *Fields: Industrial Organization, Public Economics*

Rice University

B.A. in Mathematical Economic Analysis and Mathematics, 2014-2018

- *Cum Laude, Minor in Statistics, Certificate in Civic Leadership*

References

Liran Einav (co-primary)

Stanford Economics Department

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Ali Yurukoglu (co-primary)

Stanford Graduate School of Business

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Jose Ignacio Cuesta

Stanford Economics Department

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Amitabh Chandra

Harvard Kennedy and Business Schools

amitabh_chandra@harvard.edu

Ziad Obermeyer

UC Berkeley School of Public Health

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Job Market Paper

Incumbent Response to Product Differentiation by Entrants: Evidence from Consumer Packaged Goods (available mid-November)

Over the last 20 years the consumer packaged goods (CPG) industry, once dominated by a small number of dominant “legacy” firms in each product category, has seen a wave of entry from small “independent” firms. Legacy firms have responded to this entry by both acquiring independent producers and introducing new brands that closely resemble the characteristics of independent-made products. I study this phenomenon in two product categories: yogurt and beer. Using grocery scanner data and a novel empirical characterization of the product space, I first document how the product portfolios of firms evolved from 2006-2020. I then develop and estimate a dynamic model in which firms invest in both their product portfolios and geographic footprints across different market segments (e.g. craft beer). Finally, I present counterfactual analysis in which legacy producers are barred from entering new market segments. I find that independent yogurt producers would have increased investment enough to leave overall variety/product availability unchanged. In beer however, I find that barring legacy entry would have led to substantially lower variety/availability, likely leaving consumers worse off.

Publications

The Health Costs of Cost Sharing (with Amitabh Chandra and Ziad Obermeyer),

The Quarterly Journal of Economics, Volume 139, Issue 4, November 2024, Pages 2037-2082, <https://doi.org/10.1093/qje/qjae015>

Teaching Assistantships

Stanford University	Graduate Industrial Organization I (Fall 2023, Fall 2024, Fall 2025), Graduate Industrial Organization II (Winter 2024)
Rice University	Applied Econometrics (Fall 2016), Intermediate Microeconomics (Fall 2017)

Referee Service

Review of Economic Studies, Review of Economics and Statistics, American Economic Journal: Applied Economics

Other Relevant Positions

2018-2021	Research Assistant to Amitabh Chandra, Harvard Kennedy School of Government
2017	Civic Research Fellow, Center for Civic Leadership, Rice University
2016-2017	Research Assistant to Prof. Flavio Cunha (Economics), Rice University
2016	Student Intern, Federal Housing Finance Agency, Office of Policy Analysis and Research
2015-2016	Research Fellow, Houston Action Research Team, Center for Civic Leadership, Rice University
2015	Student Intern, Federal Housing Finance Agency, Office of Housing and Regulatory Policy
2014-2015	Research Assistant to Prof. Royce Carrol (Political Science), Rice University

Honors/Fellowships

2021:	National Science Foundation Graduate Research Fellowship (NSF-GRFP)
2019:	NYU/Schmidt Futures Computation in Economics Traineeship, NYU Stern School of Business
2018:	Gaston Rimlinger Prize for Best Paper in Economics by a Graduating Student, Rice University