

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)

Department of Economics, Stanford University

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Ali Yurukoglu (co-primary)

Graduate School of Business, Stanford University

ayurukog@stanford.edu

Jose Ignacio Cuesta

Department of Economics, Stanford University

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Job Market Paper

Responding to Craft Entry: Evidence from Consumer Packaged Goods

Over the last 30 years the consumer packaged goods (CPG) market, once dominated by 2-3 "legacy" firms in each product category, has experienced a large degree of "craft" or "independent" entry. Legacy firms have responded to this entry by both (1) acquiring craft producers, and (2) introducing new brands that closely resemble the characteristics of craft 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 of quality investment, where firms choose how to expand both their offerings and geographic footprints across different market segments. As an example application, I present counterfactual analysis in which legacy producers are barred from entering new market segments.

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 Carroll (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