

# Guillermo Marshall

Updated: March 2024

2053 Main Mall  
Vancouver, BC V6T 1Z2  
Canada

Office: 604-827-1657  
E-mail: [guillermo.marshall@sauder.ubc.ca](mailto:guillermo.marshall@sauder.ubc.ca)  
Web: <https://g-marshall.github.io>

## ACADEMIC POSITIONS

Associate Professor (with tenure), Sauder School of Business, University of British Columbia (July 2021 - present)

UPS Foundation Chair in Regulation and Competition Policy (July 2023 – present)

## PREVIOUS POSITIONS

Professorship in Innovation, Sauder School of Business, University of British Columbia (July 2021 – June 2023)

Assistant Professor, Sauder School of Business, University of British Columbia, July 2019 – June 2021

Assistant Professor, Department of Economics, University of Illinois at Urbana-Champaign, August 2014 – June 2019

## OTHER PROFESSIONAL ACTIVITIES

Editorial Advisor, *Canadian Journal of Economics*, 2022 – present

Director, Phelps Centre for the Study of Government & Business, 2022 - present

## EDUCATION

Ph.D., Economics, Northwestern University, Evanston, Illinois, 2014.

Dissertation: On Price Discrimination.

Committee Chairperson: Professor Igal Hendel.

M.A., Economics, Northwestern University, Evanston, Illinois, 2010.

Licenciatura, Ciencias Económicas y Administrativas, Pontificia Universidad Católica de Chile, Santiago, Chile, 2008.

Visiting Student, Economics, New York University, New York, New York, 2008.

## PUBLICATIONS

1. “Hassle Costs and Price Discrimination: An Empirical Analysis”

*American Economic Journal: Applied Economics* 7, no. 3 (2015): 123-46

2. “Start-up Nation? Slave Wealth and Entrepreneurship in Civil War Maryland” (with Felipe González and Suresh Naidu)

*The Journal of Economic History* 77, no. 2 (2017): 373-405.

3. “When the Clock Starts Ticking: Measuring Strategic Responses to TRIPS’s Patent Term Change” (with Jorge Lemus)

*Research Policy* 47, no. 4 (2018): 796-804.

4. “A Path Out: Prescription Drug Abuse, Treatment, and Suicide” (with Mark Borgschulte and Adriana Corredor-Waldron)

*Journal of Economic Behavior & Organization* 149 (2018): 169-184.

5. “Measuring the Impact of Travel Costs on Grocery Shopping” (with Tiago Pires).

*The Economic Journal* 128, no. 614 (2018): 2538-2557.

6. “Innovation and Competition: The Role of the Product Market” (with Álvaro Parra)

*International Journal of Industrial Organization* 65 (2019): 221-247.

- Winner of the IJIO Best Theoretical Paper Award 2019

7. “Search and Wholesale Price Discrimination”

*The RAND Journal of Economics* 51, no. 2 (2020): 346-374

8. “The Competitive Impact of Vertical Integration by Multiproduct Firms” (with Fernando Luco)

*American Economic Review* 110, no. 7 (2020): 2041-64.

9. “Dynamic Tournament Design: An Application to Prediction Contests” (with Jorge Lemus)

*Journal of Political Economy* 129, no. 2 (2021): 383-420

10. “Announcing High Prices to Deter Innovation” (with Álvaro Parra)

*Management Science* 67, no. 4 (2021): 2448-65

11. “Diagnosing the Anticompetitive Effects of Vertical Integration by Multiproduct Firms” (with Fernando Luco)

*Review of Industrial Organization* 59, no. 2 (2021): 381-392

12. “R&D Competition and the Direction of Innovation” (with Kevin Bryan and Jorge Lemus)

*International Journal of Industrial Organization* 82 (2022): 102841

13. “Mergers and Organizational Disruption: Evidence from the US Airline Industry” (with Julia González and Jorge Lemus)

*Journal of Economics & Management Strategy* 33 (2024): 111-130

14. “Monopsony Power and Upstream Innovation” (with Álvaro Parra)

Forthcoming, *Journal of Industrial Economics*

15. “Identification in English Auctions with Shill Bidding”

Forthcoming, *Quantitative Marketing and Economics*

16. “Contingent Prizes in Dynamic Contests” (with Jorge Lemus)

Forthcoming, *RAND Journal of Economics*

## **WORKING PAPERS**

17. “Teamwork in Contests” (with Jorge Lemus)

R&R, *Review of Economics and Statistics*

18. “Identifying Scale and Scope Economies using Demand-Side Data” (with Ekaterina Khmelnitskaya and Scott Orr)

19. “The Cost of an Inefficient Vertical Contract” (with Fernando Luco)

20. “A Comparison of Contests and Contracts to Deliver Cost-Effective Energy Conservation” (with Teevrat Garg, Jorge Lemus, and Chi Ta)

## **GRANTS AND AWARDS**

J-PAL King Climate Action Initiative (KCAI-21-00330), 2022, \$395,485 (USD)

SSHRC Insight Grant (#F21-04185), 2022-2025, \$78,750 (CAD)

SSHRC Insight Development Grant (#F20-00482), 2020-2022, \$51,000 (CAD)

International Journal of Industrial Organization “Best Theoretical Paper Award” 2019

Campus Research Board Grant (with Jorge Lemus), University of Illinois at Urbana-Champaign, 2016, \$29,969 (USD)

List of Teachers Ranked as Excellent, University of Illinois at Urbana-Champaign: Fall 2014, Fall 2015, Spring 2016, Spring 2017, Spring 2018, Spring 2019.

Job Market Fellowship, Northwestern University, 2013-2014.

Graduate Scholarship, Northwestern University, 2009-2010.

*Matrícula de Honor* Fellowship (Highest GPA of the cohort), Pontificia Universidad Católica de Chile, 2006.

## **PRESENTATIONS**

2024: NBER Economics of Decarbonizing the Built Environment Conference (scheduled), Banff  
Innovation, Productivity, and Growth Conference (scheduled)

2023: University of British Columbia (Sauder School of Business)

2022: American Economic Association Annual Meeting, “Contests: Theory and Evidence” Conference (University of Reading)

2021: University of British Columbia (Sauder School of Business), Washington University in St. Louis (Olin School of Business)

2020: University of British Columbia (Sauder School of Business), Universidad Adolfo Ibañez, Universidad de Chile, University of Arizona, University of New Hampshire, University of Michigan, Econometric Society Winter Meeting (University of Nottingham), Economics Alumni Conference (Pontificia Universidad Católica de Chile)

2019: North American Summer Meeting of the Econometric Society (University of Washington)

2018: Federal Trade Commission, Queen’s University, Federal Reserve Board of Governors, University of Maryland, Illinois State University, University of British Columbia (Sauder School of Business).

2017: H2D2 Conference (University of Michigan), Triangle Microeconomics Conference (University of North Carolina), CSIO-Rob Porter Conference (Northwestern University), Searle Center Conference on Antitrust Economics and Competition Policy (Northwestern University)

2016: University of British Columbia (Sauder School of Business), University of Texas at Austin, Clemson University, University of Miami, International Industrial Organization Conference, EARIE, Annual Meeting of the Midwest Econometrics Group.

2015: NBER DAE, International Industrial Organization Conference, Pontificia Universidad Catolica de Chile, Universidad de los Andes (Chile).

2014: Carnegie Mellon University, University of Chicago (Booth School of Business), Duke University, University of Iowa, University of British Columbia, University of California Los Angeles, University of Illinois at Urbana-Champaign, University of Pennsylvania, University of Rochester (Simon Business School), University of Western Ontario, Washington University in St. Louis, International Industrial Organization Conference.

2013: Northwestern University, Pontificia Universidad Catolica de Chile.

## **TEACHING EXPERIENCE**

*Instructor, University of Illinois at Urbana-Champaign, 2014-2019.*

Industrial Competition and Monopoly (Undergraduate, Econ 480): Fall 2014, Spring 2015, Fall 2015, Spring 2016.

Industrial Organization (MSPE, Econ 590): Spring 2017, Spring 2018, Spring 2019.

Applied Microeconometrics (PhD, Econ 590): Spring 2016, Spring 2017, Spring 2018, Spring 2019.

*Instructor, University of British Columbia, 2019-*

Strategic Management (Undergraduate, COMM 493/COEC 491): Fall 2019, Fall 2020, Fall 2021, Fall 2022

Strategic Management (MBA/MM, BASM 501/BASM 550): Spring 2024

Climate Economics and Markets (MBA, BAPA 580A): Spring 2024

Graduate IO (PhD, COMM 691), Fall 2022

## **PROFESSIONAL SERVICE**

*Refereeing*

American Economic Journal: Economic Policy, American Economic Journal: Microeconomics, American Economic Review, Canadian Journal of Economics, Econometrica, Economic Journal, Economic Modelling, FONDECYT (Chile), Games and Economic Behavior, International Economic Review, International Journal of Industrial Organization, Journal of Economic Dynamics and Control, Journal of Economic Behavior & Organization, Journal of Economics & Management Strategy, Journal of Economic Theory, Journal of the European Economic Association, Journal of Health Economics, Journal of Industrial Economics, Journal of Political Economy, Management Science, National Science Foundation, Quarterly Journal of Economics and Finance, RAND Journal of Economics, Research Policy, Review of Economic Studies.

*Conference organization*

Organizer of UBC Summer IO Conference, 2022 --

Organizer of IO Canada Conference (virtual event), 2021

Scientific Committee of the Latin American Meeting of the Econometric Society (LAMES), 2018

Scientific Committee of the International Industrial Organization Conference, 2021, 2022, 2023

### *Affiliations*

American Economic Association, Canadian Economics Association

### **DEPARTMENT AND UNIVERSITY SERVICE**

*University of British Columbia, Sauder School of Business, 2019-*

Coordinator, SBE Seminar, 2021-2022

Coordinator, Industrial Organization Comprehensive Exam, 2021-2022

Chair, Recruiting Committee, 2021-2022

Member, Academic Programs, Teaching, and Learning Committee (APTL), 2021-2024

Chair of the Recruiting Committee 2020-2021

*University of Illinois at Urbana-Champaign, 2014-2019*

Core Fields Search Committee 2014-2015, 2015-2016, 2016-2017, 2017-2018

PhD Admissions Committee 2017-2018

Co-organizer of Microeconomics/IO Seminar 2015-2016, 2016-2017

Co-organizer of IO Workshop for Students 2015-2016, 2016-2017

*Graduate Students Advised (Affiliation and year of graduation in parentheses)*

### *Main supervisor*

Julia González (UIUC Economics, 2019) – Committee chair, Initial placement: Cornerstone Research

Min Kyeong Baik (UBC Sauder, 2023) – Committee chair, Initial Placement: Korea Institute for Industrial Economics and Trade

### *Committee member*

Hye Jin Park (UIUC Economics, 2017), Initial placement: Korean Capital Market Institute

John W Schneider (UIUC Economics, 2017), Initial placement: Facebook

Linlin Fan (UIUC ACE, 2018), Initial placement: Mississippi State University

Adriana Corredor-Waldron (UIUC Economics, 2019), Initial placement: Princeton University (Postdoc)

Kwanghyun Kim (UIUC Economics, 2019), Initial placement: Capital University of Economics and Business

Asad Khan (UIUC Economics, 2020), Initial placement: University of Wisconsin-Madison (Postdoc)

Abdollah Farhoodi (UIUC Economics, 2020), Initial placement: University of Toronto