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**CONTACT INFORMATION**

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- EMPLOYMENT**      University of Chicago, Booth School of Business, 2014-present  
Associate Professor (without tenure) of Marketing, 2018-  
Faculty affiliate, Center for Health and The Social Sciences, 2014-  
Faculty affiliate, Becker Friedman Institute Health Initiative, 2017-  
Assistant Professor of Marketing, 2014-2018  
Faculty Research Fellow, National Bureau of Economic Research, 2020-
- EDUCATION**      Ph.D., Economics, Massachusetts Institute of Technology, 2014  
M.S., Mathematics, Virginia Tech, 2009  
B.S., Mathematics, B.A., Economics, Virginia Tech, 2007
- PUBLICATIONS**      **“TV Advertising Effectiveness and Profitability: Generalizable Results from 288 Brands,”** with Günter Hitsch & Anna Tuchman  
*Econometrica*, 89(4), pp.1855-1879, 2021.  
(Previously circulated as Generalizable and Robust TV Advertising Effects)
- “How and When to Use the Political Cycle to Identify Advertising Effects,”** with Sarah Moshary & Jihong Song  
*Marketing Science*, 40(2), 283-304, 2021.
- “Promoting Wellness or Waste? Evidence from Antidepressant Advertising,”** 2020.  
*American Economic Journal: Microeconomics*, forthcoming.
- “Advertising in Health Insurance Markets,”**  
*Marketing Science*, 39(3), pp. 587-611, 2020.
- “Informational Shocks, Off-Label Prescribing and the Effects of Physician Detailing,”**  
*Management Science*, 64(12), pp. 5925-5945, 2018.
- “Positive Spillovers and Free Riding in Advertising of Prescription Pharmaceuticals: The Case of Antidepressants,”**  
*Journal of Political Economy*, 126(1), 2018.
- “Estimating the Cost of Strategic Entry Delay in Pharmaceuticals: The Case of Ambien CR,”**  
*Quantitative Marketing and Economics*, 14(3), pp. 201-231, 2016.

<b>WORKING PAPERS</b>	<b>“Valuing Brand Collaboration: Evidence from a Natural Experiment,”</b> with Yewon Kim & Sanjog Misra, 2020.
<b>PUBLISHED CHAPTERS</b>	<b>“Regulation of Prescription Drug Competition and Market Responses: Patterns in Prices and Sales Following Loss of Exclusivity”</b> (with Murray L. Aitken, Ernst R. Berndt, Barry Bosworth, Iain M. Cockburn, Richard G. Frank and Michael Kleinrock), chapter 8 in Ana Aizcorbe, Colin Baker, Ernst R. Berndt and David M. Cutler, eds., <i>Measuring and Modeling Health Care Costs</i> , Chicago: University of Chicago Press for the National Bureau of Economic Research, 2018, pp. 243-271.
<b>INVITED TALKS</b>	2013: MIT Econ, MIT Sloan (Marketing), Columbia GSB (Marketing), Harvard Business School (Marketing), Chicago Booth (Marketing) 2014: University of Maryland (Economics), IIOC, Stanford GSB (Marketing), Marketing Science, Bates-White, University of New South Wales (Marketing), Tulane (Economics) 2015: ASSA, University of Naples (CSEF), University of Chicago (Health Economics), Yale Marketing-IO conference, UCSD Rady (Marketing), Marketing Science, Bates-White, iHEA Congress, NBER Summer Institute (IO), QME conference, Drexel (Economics) 2016: Northwestern Kellogg (Marketing), UCLA (Public Health), Michigan Ross (Marketing), Rochester Simon (Marketing), Colorado Leeds (Marketing), Choice Symposium, London School of Economics, VATT, Norwegian School of Economics, ASHEcon, CIREQ Health-IO Conference at McGill, Duke Fuqua (Marketing) 2017: UCSD Rady (Marketing), Wharton (Marketing), IIOC, Toulouse School of Economics, Tilburg, Bates-White, Marketing Science, Summer Institute in Competitive Strategy (SICS), IIPF, Princeton (Economics) 2018: University of Chicago Medical School, WUSTL Olin (Applied Micro), IIOC, Boston College (Economics), Yale SOM (Marketing), University of Washington Marketing Camp, ASHEcon, QME conference, Johns Hopkins (Economics), Bates-White, Columbia (Mailman School of Public Health), Columbia (Economics) 2019: MSI Young Scholars, National University of Singapore, HKUST, CUHK, UCSD Economics, BFI Health Conference, UNC-Chapel Hill Flagler (Marketing), UNC-Chapel Hill (Economics), NBER Summer Institute (Health Care), Virginia Tech (Economics), HEC Montreal (Economics), Temple (Marketing), Stanford (Health Economics) 2020: Rochester Simon, UNSW Marketing Analytics Symposium, University of Melbourne (Econ), (IO)^2 Virtual Seminar, Notre Dame (Economics) 2021: LBS (Marketing), University of Pennsylvania (Economics), Amazon, Toronto Rotman (Marketing), UBC Sauder (Marketing), Northwestern Kellogg (Marketing), WU Vienna (Marketing), Essen (Health Economics)
<b>STUDENTS ADVISED (INITIAL PLACEMENT)</b>	2016: Yün-ke Chin-Lee (Wayfair) 2017: Michael Thomas (Santa Clara University) 2020: Yewon Kim (Stanford University), Tesary Lin (Boston University)

**EDITORIAL  
ACTIVITIES**

Editorial Review Board, *Marketing Science*, 2019-  
Editorial Review Board, *Journal of Marketing Research*, 2019-

**REFeree  
ACTIVITIES**

*Journal of Political Economy*, *Quarterly Journal of Economics*, *American Economic Review*, *American Economic Review: Insights*, *Review of Economic Studies*, *Econometrica*, *Marketing Science*, *Management Science*, *Quantitative Marketing and Economics*, *RAND Journal of Economics*, *Journal of Economics and Management Strategy*, *International Journal of Industrial Organization*, *Journal of Industrial Economics*, *Health Economics*, *Journal of Marketing Research*, *AEJ: Economic Policy*, *AEJ: Microeconomics*, *AEJ: Applied*, *Journal of Public Economics*, *Journal of Marketing*, *PNAS*