

PRATEIK DALMIA

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PLACEMENT DIRECTORS

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EDUCATION

Ph.D.	Economics, University of Maryland at College Park, expected May 2020
M.A.	Economics, University of Maryland at College Park, 2016
B.A.	International Studies, The Johns Hopkins University, <i>Phi Beta Kappa</i> , 2012

FIELDS OF SPECIALIZATION

Primary: Behavioral Economics, Experimental Economics
Secondary: Industrial Organization, Political Economy

Committee: Prof. Emel Filiz-Ozbay (Chair), Prof. Erkut Ozbay, Prof. Allan Drazen, Prof. Daniel Vincent

JOB MARKET PAPER

Persuasive Advertising in Conformist and Snobbish Markets

I model persuasive advertising for conspicuous goods that can either be made more attractive by greater popularity (“conformist markets”) or by greater exclusivity (“snobbish markets”). Consumers are endowed with a latent attribute measuring some aspect of their identity, and a social status implied by this attribute. Consumers wish to signal a high status, and the function of advertising is to render brands a signaling device by linking products with social identity. In a conformist market, I find that advertising increases demand elasticity, inducing firms to converge on low prices, and can be used by a first mover to deter entry and gain monopoly rents. In this setting, advertising creates a cutthroat environment in which only one product can survive. In a snobbish market, advertising reduces demand elasticity, dampens price competition and promotes firm entry. In this setting, advertising can act as a public good to firms, increasing all firms' prices and profits. Additionally, it can lead to asymmetric equilibria where a firm appealing to high status consumers advertises more heavily, capturing a greater market share and charging a higher price. Furthermore, I bring micro-foundation to persuasive advertising, allowing analysis of the channels through which it impacts welfare. Finally, I show that the model can help explain well-documented empirical puzzles in the marketing and empirical industrial organization literatures.

OTHER RESEARCH PAPERS

Reciprocity versus Reelection, with Allan Drazen and Erkut Ozbay (*submitted*)

Strategic Delegation and Fairness in Bargaining (*submitted*)

Your Success is My Motivation, with Emel Filiz-Ozbay

“Book Review of Joseph A. Schumpeter’s *Capitalism, Socialism and Democracy*,” *Society and Economy: Journal of the Corvinus University of Budapest* (2011)

TEACHING EXPERIENCE

Instructor, Intermediate Microeconomic Theory (undergraduate), University of Maryland, Summer 2016, 2017, 2018 and 2019

Instructor and Mentor, Promoting Achievement and Diversity in Economics (undergraduate), University of Maryland, Fall 2016 – Spring 2017

Teaching Assistant, Intermediate Microeconomic Theory (undergraduate), University of Maryland, Fall 2014 and Spring 2016

Teaching Assistant, Methods and Tools of Economic Analysis (undergraduate), University of Maryland, Fall 2015

Teaching Assistant, American Economic History (undergraduate), University of Maryland, Spring 2015

RESEARCH AND RELEVANT WORK EXPERIENCE

Graduate Assistant, Experimental Economics Laboratory, University of Maryland, Fall 2017 – Spring 2019

Research Assistant, Prof. Allan Drazen, University of Maryland, Fall 2017 – Spring 2019

Economic Consultant, Brattle Group, Washington DC, June 2012- May 2014

GRANTS, FELLOWSHIPS & AWARDS

Ann G. Wylie Dissertation Fellowship, University of Maryland, 2019-2020

All-S.T.A.R. (Scholarship, Teaching, Administration and Research) Fellowship, University of Maryland, 2017-2018: first time awarded to a student in economics

First prize in Economics Department Visiting Day Poster Competition, University of Maryland, 2017

Nominee of the Economics Department for the Behavioral College of Social Sciences Excellence in Diversity and Inclusion Award, University of Maryland, 2017

Jacob K. Goldhaber Travel Grant, University of Maryland, 2019

International Conference Student Support Award, University of Maryland, 2019

Dean's Research Initiative Grant, University of Maryland, 2016-2017

Humane Studies Fellowship, Institute for Humane Studies, 2017-2018 and 2018-2019

Phi Beta Kappa

PROFESSIONAL SERVICES, SEMINAR AND CONFERENCE PRESENTATIONS

Referee: *Journal of Economic Behavior and Organization*, *Economic Inquiry* and *Southern Economic Journal*

2019: Economic Graduate Student Conference at Washington University in St. Louis, Economic Science Association North America Meetings, Villanova Meeting on Behavioral and Experimental Economics, Economic Science Association World Meetings, Stanford GSB Political Economy Seminar (coauthor presented), Barcelona GSE Summer Forum (coauthor presented)

2018: CREST Malinvaud-Adres Seminar (coauthor presented), Fourth Taxation Theory Conference at Washington University in St. Louis (coauthor presented)

2017: Graduate Student Workshop in Experimental Economics at Chapman University

LANGUAGES & PROGRAMMING

English (native), French (proficient), Stata, Matlab, R, Ztree, Otree

REFERENCES

Prof. Emel Filiz-Ozbay	University of Maryland	efozbay@umd.edu	(301) 405-3474
Prof. Erkut Ozbay	University of Maryland	erkut.ozbay@gmail.com	(301) 405-3481
Prof. Allan Drazen	University of Maryland	drazen@umd.edu	(301) 405-3477
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