

# JUSTIN JOHNSON

JOHNSON GRADUATE SCHOOL OF MANAGEMENT • CORNELL UNIVERSITY

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JANUARY 2025

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- Deane W. Malott Professor of Management, Cornell University, Johnson Graduate School of Management, July 1, 2020–
  - Professor of Economics, Cornell University, Johnson Graduate School of Management, July 2017–.
  - Associate Professor of Economics, Cornell University, Johnson Graduate School of Management, July 2006–June 2017.
  - Assistant Professor of Economics, Cornell University, Johnson Graduate School of Management, July 2000–June 2006.
  - Brandeis University, Department of Economics, Visiting Professor, August 1999–May 2000.

## Education

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- Ph.D. (Economics), Massachusetts Institute of Technology, 1999.
- B.A. (Mathematics), University of Florida, 1994.

## Research Interests

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- Microeconomics, industrial organization, and antitrust.

## Research and Editorial Affiliations

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- MaCCI Research Fellow, 2022–.
- Associate Editor, *RAND Journal of Economics*, 2020–.
- Co-Editor, *Journal of Industrial Economics*, 2015–2018.
- Co-Editor, *International Journal of Industrial Organization*, 2013–2014.

- Associate Editor, *Journal of Industrial Economics*, 2011–2014.

## Publications

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- ★ “Acquihiring for Monopsony Power,” with Heski Bar-Isaac and Volker Nocke, *Management Science*, forthcoming.
  - Winner, 2024 Lanzillotti Prize for Best Paper in Antitrust Economics.
- ★ “Online Advertising, Data Sharing, and Consumer Control,” with Thomas Jungbauer and Marcel Preuss, *Management Science*, November 2024, 70(11), 7984-8002.
- ★ “Platform Design when Sellers use Pricing Algorithms,” with Andrew Rhodes and Matthijs Wildenbeest, *Econometrica*, September 2023, 91(5), 1841-1879.
  - Winner, 2024 Concurrences Antitrust Writing Awards: Academic Articles (Digital).
- ★ “Autonomous Algorithmic Collusion: Economic Research and Policy Implications,” with Stephanie Assad, Emilio Calvano, Giacomo Calzolari, Robert Clark, Vincenzo Denicolò, Daniel Ershov, Sergio Pastorello, Andrew Rhodes, Lei Xu, and Matthijs Wildenbeest, *Oxford Review of Economic Policy*, Autumn 2021, 37(3), 459–478.
- ★ “Multiproduct Mergers with Quality Competition,” with Andrew Rhodes, *RAND Journal of Economics*, Fall 2021, 52(3), 633–661.
  - Winner, 2019 Lanzillotti Prize for Best Paper in Antitrust Economics.
- ★ “Understanding AI Collusion and Compliance,” with D. Daniel Sokol, *Cambridge Handbook of Compliance*, Cambridge University Press, 2021.
- ★ “Online Marketplaces and Vertical Integration: Prospects for Harm,” *Antitrust* (published by the American Bar Association), Fall 2020, 35(1), 91–96.
- ★ “Combating Anti-Competitive Behavior Involving Algorithms: Platform Design and Organizational Process,” with Andrew Rhodes and Matthijs Wildenbeest, *Competition Policy International*, July 2020.
- ★ “The Agency and Wholesale Models in Electronic Content Markets,” *International Journal of Industrial Organization*, March 2020 (Special Issue on Online Platform Competition).
  - Winner of the 2020 Best Theoretical Paper Award in *IJIO*.

- ★ “The Determinants of Product Lines,” with David P. Myatt, *RAND Journal of Economics*, Fall 2018, 49(3), 541–573.
- ★ “The Agency Model and MFN Clauses,” *Review of Economic Studies*, July 2017, 84(3), 1151–1185.
- ★ “Unplanned Purchases and Retail Competition,” *American Economic Review*, March 2017, 107(3), 931–965.
- ★ “The Properties of Product Line Prices,” with David P. Myatt, *International Journal of Industrial Organization*, 2015, 43, 182–188.
- ★ “The Role and Growth of New-Car Leasing: Theory and Evidence,” with Henry S. Schneider and Michael Waldman, *Journal of Law and Economics*, 2014, 57(3), 665–698.
- ★ “Defensive Publishing by a Leading Firm,” *Information Economics and Policy*, 2014, 28, 15–27.
- ★ “Targeted Advertising and Advertising Avoidance,” *RAND Journal of Economics*, Spring 2013, 44(1), 128–144.
- ★ “Who Posts the Reputational Bond? Advertising and Cobranding in Vertical Relationships,” *Journal of Industrial Economics*, March 2013, 61(1), 28–61.
- ★ “Secondary Markets with Changing Preferences,” *RAND Journal of Economics*, Fall 2011, 42(3), 555–574.
- ★ “Leasing, Lemons, and Moral Hazard,” with Michael Waldman, *Journal of Law and Economics*, May 2010, 53(2), 307–328.
- ★ “Multiproduct Cournot Oligopoly,” with David P. Myatt, *RAND Journal of Economics*, Autumn 2006, 37(3), 583–601.
- ★ “Collaboration, Peer Review and Open Source Software,” *Information Economics and Policy*, November 2006, 18(4), 477–497.
- ★ “On the Simple Economics of Advertising, Marketing, and Product Design,” with David P. Myatt, *American Economic Review*, June 2006, 96(3), 756–784.

- ★ “Entry-Level Products with Consumer Learning,” *Contributions to Economic Analysis and Policy*, 2005, 4(1), Article 9.
- ★ “Firm Entry with an Imperfect Labor Market,” *Topics in Macroeconomics*, 2005, 5(1), Article 12.
- ★ “The Limits of Indirect Appropriability in Markets for Copiable Goods,” with Michael Waldman, *Review of Economic Research on Copyright Issues*, June 2005, 2(1), 19–37.
- ★ “Multiproduct Quality Competition: Fighting Brands and Product Line Pruning,” with David P. Myatt, *American Economic Review*, June 2003, 93(3), 748–774.
- ★ “Leasing, Lemons and Buybacks,” with Michael Waldman, *RAND Journal of Economics*, Summer 2003, 34(2), 247–265.
- ★ “Open Source Software: Private Provision of a Public Good,” *Journal of Economics and Management Strategy*, Winter 2002, 11(4), 637–662.

## Working Papers

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- [1] “Algorithmic Steering and Advertising on Platforms,” with Andrew Rhodes and Matthijs Wildenbeest.
- [2] “Permissionless Markets.”
- [3] “Anticompetitive Exclusive Dealing without Exclusion,” with Yi Chen.
- [4] “Adverse Selection and Partial Exclusion.”
- [5] “Exclusive Contracts with Both Upstream and Downstream Entry,” with Yuk-fai Fong and Xiaoxuan Meng, *in progress*.

## Invited Seminars and Conferences (Speaker or Discussant), Including Scheduled

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AEA Annual Meeting (two sessions), 2025.

Northwestern University, Conference on Antitrust Economics and Competition Policy, 2024.

EARIE (University of Amsterdam), 2024.

Workshop on AI, Algorithms, and Markets, LUISS University (Rome), 2024.

International Industrial Organization Conference, 2024.

Antitrust Economics and Competition Policy Workshop, University of Rochester, 2023.

Berkeley-Columbia-Duke-Northwestern IO Theory Conference, 2023.

Research Roundtable on Platform Dynamics, Northwestern University School of Law, 2023.

Northwestern University, Conference on Antitrust Economics and Competition Policy, 2023.

Stony Brook University, 2023.

University of California (Berkeley), Summer Institute in Competitive Strategy, 2023.

Bates-White Antitrust Conference, 2023.

International Industrial Organization Conference, 2023.

Luohan Academy, Alibaba Group, 2022.

University of Humboldt–University of Toronto Theory Conference (Berlin), 2022.

Bates-White Antitrust Conference, 2022.

Charles River Associates, 2022.

Duke-UNC Triangle Microeconomics Conference, 2022.

University of Virginia (Economics Department), 2022.

AEA Annual Meeting, 2022.

Economics of Platforms Seminar (TSE Digital Center), 2021.

Hitotsubashi University (Economics Department), 2021.

American Law and Economics Conference, 2021.

MIT (joint Economics Department and Sloan), 2021.

Workshop on Industrial Organization and Competition Policy, University of International Business and Economics (Beijing), 2021.

Northwestern University School of Law, Conference on Antitrust Economics and Competition Policy, 2021.

Boston University, Questrom School of Business, Platform Research Symposium, 2021.

Bates-White Antitrust Conference, 2021.

ZEW Conference on the Economics of Information and Communication Technologies, 2021.

Workshop on Pricing Technologies, European University Institute, 2021.

Algorithmic Collusion: Working Mechanisms, University of Amsterdam, 2020.

CEPR Virtual IO Seminar, 2020.

MaCCI, Summer Institute on Competition Policy, 2020 (canceled).

Platform Economics Workshop (Capri), 2020 (canceled).

New York State Bar Association Antitrust Executive Committee, 2020.

New York University, Conference on the Next Generation of Antitrust, Consumer Protection, and Data Privacy, 2020.

Econometric Society (San Diego), Session on Algorithmic Pricing, 2020.

University of Texas (Austin) Law School, Conference on Law and Economic Theory, 2019.

University of California (Berkeley, joint Economics Department and Haas), 2019.

University of Indiana (Kelley School), 2019.

Georgetown University (Economics Department), 2019.

Northwestern University School of Law, Conference on Antitrust Economics and Competition Policy, 2019.

MaCCI, Summer Institute on Competition Policy, 2019.

CEPR (Madrid), Applied Industrial Organization Conference, 2019.

Bates-White Antitrust Conference, 2019.

Society for the Advancement of Economic Theory (Ischia), 2019.

International Industrial Organization Conference, 2019.

European Union (Brussels), Conference on the Economics of Artificial Intelligence and Data, 2019.

University of California (Davis, Economics Department), 2018.

Federal Trade Commission (Bureau of Economics), 2018.

Boston University, Questrom School of Business, Platform Research Symposium, 2018.

ITAM School of Business, 2018.

Northwestern University School of Law, Searle Conference on Antitrust Economics and Competition Policy, 2018.

University of Florida, Online Platform Competition Conference, 2018.

Hong Kong University of Science and Technology, Industrial Organization Workshop, 2017.

University of Bern (Economics Department), 2017.

University of Zurich (Economics Department), 2017.

University of St. Gallen (Economics Department), 2017.

University of California (Berkeley), Summer Institute in Competitive Strategy, 2017.

Bates-White Antitrust Conference, 2017.

Zhejiang University, Industrial Organization Conference, 2016.

Hong Kong University of Science and Technology, Industrial Organization and Management Strategy Workshop, 2016.

ZEW Conference on the Economics of Information and Communication Technologies, 2016.

ESMT (Berlin), Workshop on Platform Economics, 2016.

National University of Singapore, Workshop on Multi-sided Platforms, 2015.

European Union Directorate-General for Competition, 2015.

Charles River Associates, 2015.

United States Department of Justice (Economic Analysis Group), 2015.

University of Mannheim, Conference on Multiproduct Firms, 2015.

Leicester University (Economics Department), 2015.

Toulouse School of Economics, 2015.

University of Mannheim (Economics Department), 2015.

Helsinki University (Economics Department), 2015.

University of Oxford (Economics Department), 2015.

FTC Microeconomics Conference, 2015.

Northwestern University School of Law, Searle Conference on Antitrust Economics and Competition Policy, 2015.

CREST and École Polytechnique (Paris), Conference on the Economics of Antitrust and Consumer Protection, 2015.

CRESSE (Crete), Conference on Competition and Regulation, 2015.

University of California (Berkeley), Summer Institute in Competitive Strategy, 2015.

International Industrial Organization Conference, 2015.

Charles River Associates (Brussels), Economic Developments in Competition Policy, 2014.

Northwestern University School of Law, Searle Conference on Antitrust Economics and Competition Policy, 2014.

University of Naples Federico II, Conference on Media Economics, 2014.

Northwestern University School of Law, Searle Conference on Internet Search and Innovation, 2014.

Northwestern University (Economics Department), 2014.

University of Vienna, Workshop on the Economics of Advertising, 2014.

Harvard Business School, Strategy Conference on Platforms, 2013.

University of Bocconi (Economics Department), 2013.

Recanati Graduate School of Business Administration, Conference on the Economics of Advertising and Marketing, 2013.

ACM Conference on Electronic Commerce, program committee, 2013.

University of Chile, Workshop on Industrial Organization, 2012.

FTC Microeconomics Conference, 2012.

Northwestern University School of Law, Searle Conference on Antitrust Economics and Competition Policy, 2012.

MACCI, Summer Institute on Competition Policy, 2012.

University of Toronto (Rotman), 2012.

Charles River Associates, 2011.



Northwestern University School of Law, Searle Conference on Antitrust Economics and Competition Policy, 2011.

Duke-Northwestern-Texas Industrial Organization Theory Conference, 2010.

New York University (Stern School of Business), 2009.

University of Rochester (Simon School of Business), 2009.

Duke-Northwestern-Texas Industrial Organization Theory Conference, 2009.

University of Virginia (Economics Department), 2008.

Columbia University (Economics Department), 2008.

International Industrial Organization Conference, 2005.

Duke University (Fuqua School of Business), 2005.

Northwestern University (Kellogg School of Management), 2005.

Duke-Northwestern-Texas Industrial Organization Theory Conference, 2005.

University of British Columbia, Summer Industrial Organization Conference, 2004.

Wake Forest University, 2004.

Duke University, 2004.

MIT (Sloan School of Management, Marketing), 2004.

American Economic Association, Session on Open Source Software, 2004.

American Economic Association, Session on Sharing Intellectual Property, 2004.

International Industrial Organization Society, 2003.

Carnegie-Mellon University, 2003.

University of Toulouse, IDEI-CEPR Conference on Open Source Software, 2002.

Informatics-Cornell Conference on Pricing Research, 2002.

Econometric Society, Session on Dynamic Models of Incentives, 2001.

University of Toulouse, IDEI-CEPR Conference on the Economics of the Internet and Software Industries, 2001.

University of Texas (Austin), 2000.

University of California (Santa Barbara), 2000.

Wake Forest University, 2000.

## Research and Teaching Awards

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- Winner, 2024 Concurrences Antitrust Writing Awards: Academic Articles (Digital), for the paper “Platform Design when Sellers use Pricing Algorithms,” with Andrew Rhodes and Matthijs Wildenbeest.
- Lanzillotti Prize for Best Paper in Antitrust Economics, 2024. Awarded by the Industrial Organization Society for the paper “Acquihiring for Monopsony Power” (with Heski Bar-Isaac and Volker Nocke).
- Best Theoretical Paper in *International Journal of Industrial Organization*, 2020. Awarded by the Editors for the paper “The Agency and Wholesale Models in Electronic Content Markets.”
- Lanzillotti Prize for Best Paper in Antitrust Economics, 2019. Awarded by the Industrial Organization Society for the paper “Multiproduct Mergers with Quality Competition” (with Andrew Rhodes).
- Faculty Research Award, 2017-18. Awarded by the Johnson Graduate School of Management to one faculty member for research excellence.
- Globe Award for Teaching Excellence, 2015, 2019, and 2021. Awarded to one professor by the graduating EMBA Metro class.
- Star Award for Teaching Excellence, 2019. Awarded to one professor by the graduating EMBA Americas class.
- Excellence in Refereeing Award, *American Economic Review*, 2009.
- Teaching Honor Roll, many years. 4.5/5 or higher Instructor or Course evaluations.
- Clifford H. Whitcomb Faculty Fellow, Johnson School research excellence award, 2004.
- National Science Foundation Graduate Research Fellow, 1995-1998.
- National Merit Scholar, 1990-94.

## Academic Refereeing

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*American Economic Review; American Economic Journal: Microeconomics; B.E. Journals in Microeconomic Theory; B.E. Journals in Economic Analysis & Policy; Economics Letters; Economic Journal; Economic Systems; Economic Theory; Econometrica; European Research Council; Information Economics and Policy; International Economic Review; International Journal of Business and Economics; International Journal of Industrial Organization; Journal of Comparative Economics; Journal of Economic Behavior & Organization; Journal of Economic Dynamics and Control; Journal of Economic Theory; Journal of Economics & Management Strategy; Journal of Industrial Economics; Journal of Law, Economics, & Organization; Journal of Legal Studies; Journal of Media Economics; Journal of Political Economy; Journal of Public Economic Theory; Management Science; Marketing Science; National Science Foundation; RAND Journal of Economics; Review of Economics and Statistics; Review of Economic Studies; Review of Industrial Organization; Research Policy; Science; Southern Economic Journal.*

## Teaching Experience

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- **Business Strategy:** MBA (2000–2007) and EMBA (2007–present) levels, Cornell University.
- **Pricing Strategy:** MBA Level, Cornell University, Fall 2002.
- **Microeconomics:**
  - Ph.D. Level, Brandeis University, Fall 1999.
  - Ph.D. Level (refresher course), MIT, Summer 1999.
  - Undergraduate Level, MIT, Spring 1998 and Fall 1999.
- **Mathematical Economics:** Ph.D. Level (for new students), MIT, Summer 1997–1999.
- **Econometrics and Statistics:**
  - Undergraduate Level, Brandeis University, Spring 2000.
  - M.A. Level, Brandeis University, Fall 1998–1999.

## Books and Reviews

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- Chapter on Open Source Software, Oxford University Press Handbook on the Digital Economy, 2012.

- Co-Editor with Michael Waldman, a volume on *Pricing* for the series on Business Economics, Edward Elgar Publishing.
- Review of “Should Governments Subsidize Free/Open Source Software?” *Technological Innovation and Intellectual Property*, February 2003.

## Internal Professional Service (partial list)

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- Cornell University Appeals Panel, 2024–.
- Cornell Faculty Senator, 2024–.
- Peer Evaluation of Teaching Committee, 2022–.
- Chair, Program Committee, EMBA Metro program, 2022–.
- Faculty Policy Committee (elected by colleagues), multiple terms.
- Area Coordinator (Johnson School and later Cornell SC Johnson College of Business), Economics (and later Strategy and Business Economics), 2015–2020.
- Committee to search for a new Dean of the Dyson School of Applied Economics and Management (part of the Cornell SC Johnson College of Business), 2016.
- Ad-hoc review committees, both at the Johnson School and at the University.
- Executive MBA Committee (including investigation of two potential EMBA programs that were later launched), 2006–2017.
- Committee to find the new University Director of Graduate Studies of Economics at Cornell, 2010.
- Co-Organizer (and later Organizer), Applied Microeconomics Workshop, 2000–2016.
- Faculty Recruiting Committee (member or chair), various years.