

SYLVIA HRISTAKEVA

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EMPLOYMENT

UCLA, Anderson School of Management
Assistant Professor of Marketing, 2016-present

EDUCATION

Ph.D., Economics, Boston College (Boston, MA), 2016
Thesis: Retail Product Assortment Decisions: An Empirical Study of the Grocery Industry
Committee: Julie Holland Mortimer (Chair), Michael D. Grubb, Arthur Lewbel
B.S., Economics, Trinity College (Hartford, CT), 2009

RESEARCH INTERESTS

Quantitative Marketing, Empirical Industrial Organization

WORK IN PROGRESS

“How Do Vertical Contracts Affect Product Availability? An Empirical Study of the Grocery Industry”
(*job market paper*)
“Retargeting and Content Personalization of Online Advertising: Analysis of Consumer Shopping Behavior” with Alexander Bleier and Maik Eisenbeiss
“Advertisers’ Strategic Decisions to Purchase Commercial Spots in Television Networks” with Nicholas Diebel and Julie Holland Mortimer
“Reduction in Emergency Department Visits for Children’s Respiratory Infections After the Introduction of Smoke-free Legislation” with Summer Hawkins, Mark Gottlieb, and Christopher Baum

CONFERENCE PRESENTATIONS AND INVITED SEMINARS

2015: Tilburg, UCLA Anderson, Yale SOM, Rochester Simon, Green Line IO, EGSC, EARIE, IIOC

FELLOWSHIPS, HONORS, AND AWARDS

Dissertation Fellowship, Boston College Department of Economics (2014)
Felter Family Fund Dissertation Fellowship, Boston College Department of Economics (2013)
Donald J. White Award for Excellence in Teaching, Boston College (2013)

TEACHING EXPERIENCE

Boston College, Department of Economics

Microeconomic Theory (Fall 2015, Spring 2016)

Principles of Microeconomics (Spring 2014, Summer 2014)

STATA Econometrics Lab (Fall 2012, Spring 2013)

REFEREE ACTIVITY

International Journal of Industrial Organization

Last updated: August, 2016