

# 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: Essays in Applied Industrial Organization  
Awarded the *Donald and Helene White Dissertation Prize in the Field of Social Sciences*  
Committee: Julie Holland Mortimer, Michael D. Grubb, Arthur Lewbel  
B.S., Economics, Trinity College (Hartford, CT), 2009

## RESEARCH INTERESTS

Quantitative Marketing, Empirical Industrial Organization

## PUBLICATIONS

“Reduction in emergency department visits for children’s asthma, ear infections, and respiratory infections after the introduction of state smoke-free legislation” with Summer Hawkins, Mark Gottlieb, and Christopher Baum, *Preventive Medicine*, Vol. 89, 2016, 278-285

## WORK IN PROGRESS

“Vertical contracts with endogenous product selections: an empirical analysis of vendor allowance contracts” (*under review*)  
“Wholesale price discrimination when product selections are endogenous”  
“Contracts in the upfront market for national television advertising” with Nicholas Diebel and Julie Holland Mortimer  
“Retargeting and content personalization of online advertising: analysis of consumer shopping behavior” with Alexander Bleier and Maik Eisenbeiss

## CONFERENCE PRESENTATIONS AND INVITED SEMINARS

2018: UC Davis, Marketing Science, Barcelona GSE Summer Forum  
2017: QME, Federal Trade Commission, ASSA meetings  
2016: Stanford GSB, University of Michigan, Toulouse School of Economics  
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

UCLA Anderson School of Management

Marketing Management (MBA core), 411 (Spring 2017, 2018)

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, Management Science, Quantitative Marketing & Economics, Journal of Economics & Management Strategy*

*Last updated: May, 2018*