

Pai-Ling Yin

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Education

Stanford University, Stanford, CA

Ph.D. Economics, “Using Surveys to Measure Information in Auctions: Evidence for Rational Behavior, Informative Prices, and the Importance of Credibility in eBay Computer Auctions,” Advisors: Tim Bresnahan, Pat Bajari, Susan Athey, 2005

London School of Economics and Political Science

M.S. Regulation, emphasis in Utilities & Telecommunications, 1997

Indiana University, Bloomington, IN

B.A. Economics and French, *summa sum laude*, 1995

B.S. Mathematics, *summa cum laude*, 1995

Employment

University of Southern California, Marshall School of Business

Associate Professor of Clinical Entrepreneurship and Director of the Technology Commercialization Initiative, Lloyd Greif Center for Entrepreneurial Studies, 2016 - present

Stanford Institute for Economic Policy Research

Social Science Research Scholar, 2013 – 2016

Stanford Department of Economics

Visiting Assistant Professor, 2014

MIT Sloan School of Management

Richard S. Leghorn (1939) Career Development Professor of Management in Technological Innovation, Assistant Professor of Technological Innovation, Entrepreneurship & Strategic Management, 2010 – 2013

Assistant Professor of Strategy, 2007 – 2010

Harvard Business School

Assistant Professor of Strategy, 2004 – 2007

Honors

Clinical Faculty Fellowship

Marshall Research Fair Presenter

iORB grant recipient (w/Noam Wasserman, Frank Nagle, Shelley Li, and Milan MiricMilan Miric)

LinkedIn Economic Graph Challenge Winner (w/Noam Wasserman, Frank Nagle, Shelley Li, and Milan Miric)

iORB grant recipient (w/Milan Miric)

NBER Digitization Grant, with Stephanie Lee

Ford-Stanford Alliance Project grant, two-year award to study platform leadership and mobile application innovation

National Science Foundation (NSF) Grant 1431276, three-year-award for “Strategy and Organization of Mobile Innovation and Entrepreneurship,” shared with colleagues, Tim Bresnahan and Jason Davis.

Best Paper Award at the Atlanta Competitive Advantage Conference, May 20-22, 2014 for “Experimentation Strategies and Entrepreneurial Innovation: Inherited Market Differences from the iPhone Ecosystem,” with Jason Davis & Yulia Muzyra

MIT Sloan Karl Chang (1965) Innovation Fund

Edward B. Roberts (1957) Fund, with Jason Davis

EARIE Young Economists Essay Award, Amsterdam, The Netherlands, 2006

NSF Graduate Fellowship in Economics, 1998-2001

Truman Scholar, 1994

Herman B Wells Scholar, 1991

Publications

“Adoption of New Information and Communications Technologies in the Workplace Today,” with Timothy Bresnahan, *Innovation Policy and the Economy*, 17, Shane Greenstein, Josh Lerner, & Scott Stern, eds., 2016

“Mobile Applications, The Economics of” with Timothy Bresnahan, Jason Davis and Tim Jaconette, *The New Palgrave Dictionary of Economics*. Online Edition, Eds. Steven N. Durlauf and Lawrence E. Blume. Palgrave Macmillan, 2015.

“Economic Value Creation in Mobile Applications” with Timothy F. Bresnahan and Jason P. Davis, *The Changing Frontier: Rethinking Science and Innovation Policy*, edited by Adam Jaffe and Benjamin Jones, University of Chicago Press, Chicago, 2015.

“Entrepreneurial Innovation: Killer Apps in the iPhone Ecosystem” with Jason P. Davis and Yulia Muzyrya, *American Economic Review*, 104:5 (May 2014) pp. 255-59.

“Competition between Exchanges: A Research Agenda” with Estelle Cantillon, *International Journal of Industrial Organization* (May 2011) pp. 329-336.

“Reallocating innovative resources around growth bottlenecks” with Timothy F. Bresnahan, *Industrial and Corporate Change* 19:5 (October 2010) pp. 1589-1627.

“Empirical Tests of Information Aggregation,” *International Journal of Industrial Organization* Vol. 25, Issue 6 (December 2007) pp. 1179-1189.

“Standard Setting in Markets: The Browser War” with Timothy F. Bresnahan, *Standards and Public Policy*, edited by Shane Greenstein and Victor Stango, Cambridge University Press, 2007.

“TiVo: Product Versus Incumbent Advantage,” *Industry and Firm Studies*, edited by Victor J. Tremblay and Carol Horton Tremblay, Routledge, 2007

“Economic and Technical Drivers of Technology Choice: Browsers” with Timothy F. Bresnahan, *Annales d'économie et de statistique* No. 79:80 (2005) pp. 629-670.

“Building Firm Trust Online” with Detlef Schoder, *Communications of the ACM* 43:12 (December 2000) pp. 73-79.

Papers in Progress or Under Review

“Population-Level Evidence of the Gender Gap in Technology Entrepreneurship,” with Milan Miric.

“Click vs. Tap: Substitution Effects of Smartphones on Computers,” with Stephanie Lee and Georgios Alaveras

“Child Apps, Personal Data Regulation, and Home-Country Compliance” with Grazia Cecere, Fabrice Le Guel, Vincent Lefrere, and Catherine Tucker.

“Escalation of Commitment and the Scope of New Firms: Entrepreneurial Diversification in the iPhone Application Ecosystem” with Jason Davis and Yulia Muzyrya.

“Paying Incumbents and Customers to Enter an Industry: Buying Downloads” with Timothy Bresnahan and Xing Li.

“Network Isolates: Entrepreneurial Bootstrapping and the Social Disconnection of New Organizations in the Mobile App Ecosystem” with Ben Hallen and Jason Davis.

“Demand Heterogeneity, Inframarginal Multihoming, and Platform Market Stability: Mobile Apps” with Timothy Bresnahan and Joe Orsini.

“Experimentation Strategies and Entrepreneurial Innovation: Parallel and Sequential Innovation in the iPhone Ecosystem” with Jason Davis and Yulia Muzyrya (ACAC 2014 Best Paper Award).

“Competition between Exchanges: Lessons from the Battle of the Bund” with Estelle Cantillon (R&R at *American Economic Review*).

“Information Acquisition and Consumer Choice” with Timothy F. Bresnahan and Timothy Landvoigt.

“Anticompetitive Price Effects of Competition and Uncertainty.”

“Uncertainty or Heterogeneity? Identifying the Source of Variation through Surveys.”

“Information Dispersion and Auction Prices,” (EARIE Young Economists Essay Award 2006).

HBS Course Materials

“Strategy Reading: Technology Strategy,” *Core Curriculum*, Ramon Casadesus-Masanell, ed., Harvard Business School Publishing 8127.

“Cellular Service” with Abigail Tinker, Harvard Business School Case 707-424 and Harvard Business School Teaching Note 707-576.

“SAP: Industry Transformation (A)” with Andrei Hagiu, Daniela Beyersdorfer and Vincent Marie Dessain," Harvard Business School Case 707-435 and Harvard Business School Teaching Note 707-578, with Andrei Hagiu.

“Online Auction Markets,” Harvard Business School Case 705-411 and Harvard Business School Teaching Note 705-577.

“Bringing OTC back to the Exchange: Euronext.liffe's launch of ABC” with Estelle S. Cantillon, Harvard Business School Case 706-489.

“Bringing OTC Back to the Exchange: Euronext.liffe's Launch of ABC (TN)” with Estelle S. Cantillon, Harvard Business School Teaching Note 706-490

“Principles of Microeconomics for Strategists” with Felix Oberholzer-Gee and Elizabeth Raabe, Harvard Business School Online Case Products 705-801.

“Principles of Microeconomics for Strategists Tutorial” with Felix Oberholzer-Gee and Elizabeth Raabe, Harvard Business School Courseware 705-801.

“A Note on Applying Dimensional Analysis to Understand Cost Drivers,” Harvard Business School Note 706-492.

“Interpretation of Elasticity Calculations,” Harvard Business School Note 705-412.

“Ice-Fili (Abridged)” with Michael G. Rukstad and John R. Wells, Harvard Business School case 705-441.

“QUALCOMM, Inc. 2004” with David B. Yoffie and Elizabeth Kind, Harvard Business School Case 705-401.

“PalmSource, Inc.” with David B. Yoffie and Christina L. Darwall, Harvard Business School Case 704-473.

“Strategic Inflection: TiVo in 2005” with David B. Yoffie and Barbara J. Mack, Harvard Business School Case 706-421.

“Strategic Inflection: TiVo in 2003 (A & B) TN” with David B. Yoffie, Harvard Business School Teaching Note 704-497.

“Strategic Inflection: Tivo in 2003 (A)” with David B. Yoffie and Christina L. Darwall, Harvard Business School Case 704-425.

“Strategic Inflection: TiVo in 2003 (B)” with David B. Yoffie and Christina L. Darwall, Harvard Business School Case 704-429.

“Strategic Inflection: TiVo in 2003 (B)” with David B. Yoffie and Christina L. Darwall, Harvard Business School Course Software 704-751.

Teaching

USC	Consulting Project Course Faculty Lead (MBA)	2020
USC	Structured Analysis for Unstructured Problems (MBA.PM)	2019
USC	Structured Analysis for Unstructured Problems (MBA)	2018
USC	PRIME (international projects course)	2018-present
USC	Technology Entrepreneurship (undergraduate)	2017-2018
USC	Technology Commercialization (MBA)	2017-present
USC	Consulting Project Course (MBA)	2016-present
Stanford	Economics and Strategy (undergraduate)	2014-2016
Stanford	Stanford Economics Alumni Speaker Series	2014-2016
MIT	Competitive Strategy (MBA)	2008-2013
MIT	Doctoral Seminar in Technology and Strategy	2010
HBS	Technology Strategy (MBA)	2005-2007
HBS	Strategy (MBA)	2003-2005

Executive Education

Inner Cities Capital Connections	2019-present
USC custom (Kaiser Permanente) & open enrollment (medical & general)	2018-present
Real Colegio Complutense	2017-present
IBM Global Sales (Boston Toronto Group)	2012-present
Accenture	2015
Chinese-speaking programs (bilingual)	2012-2016

CKGSB
China Telecom
Peking University HSBC Business School EMBA
Hubei Science & Technology
Taiwan University EMBA
Jiaotong Executive Development Program
Sun Yat-sen University
EPOCH

Press

KPFK Digital Village, “California’s Privacy for All bill,” March 20, 2019
Salon, “Facebook stock will be fine; but widespread glee at its misfortune indicates deeper problems,” July 28, 2018
KJZZ, “How Businesses Need To Think About Expanding Into Other Products,” May 17, 2018.
Fox 11, “Bitcoin 101: The volatile cryptocurrency industry and if it's right for you,” May 15, 2018
Los Angeles Times, “Facebook under scrutiny as FTC confirms it is investigating privacy practices,” March 26, 2018
Investor’s Business Daily, “Still Bullish On Bitcoin? Read The Cautionary Tale Of This Blockchain Stock,” February 22, 2018
Workplace Story, “Is information overload affecting memory, creativity, productivity?” Jan 21, 2018
Mother Jones, “Experts aren’t too worried about the Bitcoin bubble... yet,” Jan 18, 2018
Los Angeles Times, “Snap isn't the only tech firm to get hammered after its first earnings report,” May 10, 2017
BBC Business Daily, “Future in Review: the Importance of ‘Flow,’” September 29, 2016
Forbes, cited in “How to Create a ‘Killer App’: A Guide for Entrepreneurs,” March 18, 2014
Cited in Salz, Peggy-Anne, and InMobi. *Apponomic: The Insider’s Guide to a Million Dollar App Business* (London: Tyson Press, 2014)
WGBH “Innovation Hub” radio interview on online commerce, 2012
Marketplace radio interviews on exchanges and technology (2011-present)
Vox, “Lessons from the battle of the Bund” with Estelle Cantillon, September 2, 2008.
New York Times, Freakonomics Blog, “What Are the Lessons of the Blu-Ray/HD-DVD Battle?” March 4, 2008.

Professional Activities

Technology Policy Institute Aspen Conference panelist, 2019
Graduate Women In Science discussion leader, 2018, 2020
SMS India Conference Entrepreneurship Track Co-Chair, 2018
AOM teaching clinic table leader, 2018, 2020
USASBE panel on Tech Commercialization 2018
Panelist, Federal Lab Consortium for Technology Transfer Regional Meeting 2017
Associate Editor, *Information Economics and Policy*

Guest Editor, Special Issue on The Economics of Information and Communication Technologies, *International Journal of Industrial Organization*, 2013
Scientific Committee, ICT Conference, Munich, Oct. 14-16, 2013
Scientific Committee, Consortium on Financial Systems and Poverty's RFP process for "Applying Economic Theory to a New Industry: Mobile Banking in Developing Countries", Nov 2012
Referee for *SMJ, AER, AEJ-Micro, JPE, MS, Econometrica, Information Systems Research, RAND, JEMS, MIT Press, European Economic Review, Production & Operations Management, Journal of Marketing Research*

USC Service

Marshall International Women's Day planning committee
Greif Faculty Recruiting Committee Chair
MBA Admit weekend mock case instructor
MBA Women's forum mock case instructor
Greif Annual Performance Review Committee
Greif graduate student awards selection committee
Faculty Mentor (Rob Schoeben, Greg Autry)
USC Marshall MSEI admissions interviewer
Stevens Tech Innovation Summit Planning Committee
Tech Commercialization Minor Administrator
Full Time MBA Review Committee
iORB committee
Judge & MC, Stevens Student Innovator Showcase
Greif Graduate Curriculum Committee
Planning committee for Michaelson IP course
HTE@USC + TCCM mixer
Instructor, Maseeh Entrepreneurship Prize Competition and Min Family Challenge
USC Innovation and Entrepreneurship Roundtable
USC Tech Commercialization Working Group
MBA & undergrad electives information sessions
Grade appeal committee
PRIME 2.0 development committee
MBA.PM online committee

Non-Academic

Advisor to LotaData, Inc.
Advisor to Quake Ventures
FitLAB Pilates Co-Founder (sold 2017)