

Pai-Ling Yin

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Education

Stanford University, Stanford, CA

Ph.D. Economics, 2005, “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.

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

- 2016 **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
- 2013-2016 **Stanford Institute for Economic Policy Research**
Social Science Research Scholar
- April-June 2014 **Stanford Department of Economics**
Assistant Visiting Professor
- 2010-2013 **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
- 2007-2010 **MIT Sloan School of Management**
Assistant Professor of Strategy
- 2004-2007 **Harvard Business School**
Assistant Professor of Strategy

Honors

- iORB grant recipient (w/Noam Wasserman, Frank Nagle, Shelley Li, and Milan Miric (Milan Miric 2017))
- LinkedIn Economic Graph Challenge Winner (w/Noam Wasserman, Frank Nagle, Shelley Li, and Milan Miric)
- iORB grant recipient (w/Milan Miric 2017)
- 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

“Child Apps, Personal Data Regulation, and Home-Country Compliance” with Grazia Cecere, Fabrice Le Guel, Vincent Lefrere, and Catherine Tucker, 2018

“Network Isolates: Entrepreneurial Bootstrapping and the Social Disconnection of New Organizations in the Mobile App Ecosystem” with Ben Hallen and Jason Davis, 2016.

“Experimentation Strategies and Entrepreneurial Innovation: Parallel and Sequential Innovation in the iPhone Ecosystem” with Jason Davis and Yulia Muzyrya, 2015 (ACAC 2014 Best Paper Award).

“Competition between Exchanges: Lessons from the Battle of the Bund” with Estelle Cantillon, 2015 (R&R at *American Economic Review*).

“Demand Heterogeneity, Inframarginal Multihoming, and Platform Market Stability: Mobile Apps” with Timothy Bresnahan and Joe Orsini, 2015.

“Paying Incumbents and Customers to Enter an Industry: Buying Downloads” with Timothy Bresnahan and Xing Li, 2015.

“Escalation of Commitment and the Scope of New Firms: Entrepreneurial Diversification in the iPhone Application Ecosystem” with Jason Davis and Yulia Muzyrya, 2015.

“Information Acquisition and Consumer Choice” with Timothy F. Bresnahan and Timothy Landvoigt, 2013.

“Anticompetitive Price Effects of Competition and Uncertainty,” 2010.

“Uncertainty or Heterogeneity? Identifying the Source of Variation through Surveys,” 2008.

“Information Dispersion and Auction Prices,” 2009 (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	PRIME (international projects course)	2018-present
USC	Technology Entrepreneurship (undergraduate)	2017-present
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

Accenture 2015

IBM Global Sales (Boston Toronto Group) 2012-present

Chinese-speaking programs (bilingual) 2012-present

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

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
Marketplace radio interviews on exchanges and technology (2011-present)
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
“Lessons from the battle of the Bund” with Estelle Cantillon, *Vox*, September 2, 2008.
“What Are the Lessons of the Blu-Ray/HD-DVD Battle?” *New York Times*, [Freakonomics](#) Blog, March 4, 2008.

Professional Activities

- SMS India Conference Entrepreneurship Track Co-Chair, 2018
- 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*, *AEJ-Micro*, *JPE*, *MS*, *Econometrica*, *ISR*,

USC Service

Interviewer, USC Marshall MSEI admissions
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

Non-Academic

Advisor to LotaData, Inc.
FitLab Pilates Co-Founder (sold 2017)