

Curriculum Vitae

Peter C. Reiss

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Education

Ph.D. in Economics, Yale University, 1982.
B.A. in Applied Mathematics and Economics (with Honors),
Brown University, 1977.

Academic Positions

MBA Class of 1963 Professor of Economics, Emeritus, Stanford Graduate School of
Business, 9/2023-9/2025. Half time recall to service till 9/2025.
MBA Class of 1963 Professor of Economics, Stanford Graduate School of
Business, 1999-2023; Professor, by courtesy, Dept. of Economics, 1997-2023.
Professor of Economics, Stanford GSB, 1995-1998.
Associate Professor of Economics, Stanford GSB, 1986-1994.
Assistant Professor of Economics, Stanford GSB, 1982-85.

Leaves

Olin Fellow, NBER, Cambridge, Massachusetts, 1987-88.
Visiting Associate Professor, Department of Economics, University of Wisconsin,
1993-94.
Fellow, Center for Advanced Study in the Behavioral Sciences, 2011-12.

Awards

Dhirubhai Ambani Faculty Fellow in Entrepreneurship, 2020-21.
PhD Faculty Distinguished Service Award, 2018.
CASBS Faculty Fellow, 2011-12.
Younger Faculty Fellow, 2009-11.
Spence Faculty Fellow for 2007-08.

Class of '55 Faculty Scholar, 1995.
Bob and Marilyn Jaedicke Faculty Scholar, 1994-95.
NBER Faculty Research Scholar, 1991-.
NBER Faculty Research Fellow, 1987-1991.
Alfred P. Sloan Research Fellowship, 1988-90.
NBER-Olin Fellowship, 1987-88.
Fletcher Jones Faculty Scholar, 1986-88.
Powell Prize for Teaching Excellence (1981).
Overbrook Graduate Fellowship (1980-81).
Yale University Graduate Fellowship (1977-79).
Phi Beta Kappa (1977).
Magna Cum Laude (1977).
Wall Street Journal Prize in Economics (1977).

Book (in Process)

Data, Econometrics and Economic Inferences, Manuscript completed. Under Review
Oxford University Press.

Journal Publications

“Causal Inference in Accounting Research”. 2016, *Journal of Accounting Research*, 50th
Anniversary Issue. (with Ian Gow and David Larcker).

“Just How Sensitive are Instrumental Variable Estimates”. 2016, *Foundations and Trends
in Accounting*.

“Descriptive, Structural and Experimental Empirical Methods in Marketing Research”,
2011, *Marketing Science*, Nov./Dec. issue.

“What Changes Energy Consumption: Prices Versus Public Pressures”, 2008, *Rand
Journal of Economics*, Vol. 39:3, pp. 636–663 (with Matthew White)

“Discrete Choice Models of Firms’ Strategic Decisions”, *Marketing Letters*, December
2008, 400-415. (with M. Draganska, S. Misra, et al.)

“Structural Econometric Modeling in Industrial Organization”, *Handbook of Econometrics*,
2008, Volume 6 (with Frank Wolak).

“Empirical Models of Entry and Exit”, 2007, Chapter 29 in *Handbook of Industrial
Organization, Volume 3*, 1845-1886. (with Steven Berry).

- “Household Demand for Electricity, Revisited”, *Review of Economic Studies*, 72, July 2005, 853-883, (with Matthew White).
- “Theory-Driven Choice Models”, 2005, *Marketing Letters*, 16, 225-237, (with Tulin Erdem, Kannan Srinivasan, et. al.).
- “Anonymity, Adverse Selection, and the Sorting of Interdealer Trades”, *Review of Financial Studies*, 18, Summer 2005, 599-636, (with Ingrid Werner).
- "Does Risk Sharing Motivate Interdealer Trading?" *Journal of Finance*, 53, October, 1998, 1657-1705, (with Ingrid Werner).
- "Empirical Models of Discrete Strategic Choices." *American Economic Review*, 86, May 1996, pp. 421-426.
- "Transaction Costs in Multiple Dealer Markets: Evidence From the London Stock Exchange," Chapter 5 of the *The Industrial Organization and Regulation of the Securities Industry*, Andrew Lo, ea., The University of Chicago Press. 1996. Also, "Response to Black and Foster", same volume (with Ingrid Werner).
- "Measuring the Importance of Sunk Costs." *Annales d'Economie et de Statistique*, No. 34, 1994, pp. 181-217, (with Timothy Bresnahan).
- "Empirical Models of Discrete Games." *Journal of Econometrics*, April/May 1991, 57-82, (with Timothy F. Bresnahan).
- "Entry and Competition in Concentrated Markets." *Journal of Political Economy*, October 1991, 977-1009, (with Timothy Bresnahan).
- "Entry in Monopoly Markets." *Review of Economic Studies*, 57, October 1990, 531-553, (with Timothy Bresnahan).
- "Economic and Financial Determinants of Oil and Gas Exploration Activity." In *Capital Markets, Investment, and Information*, R. Glenn Hubbard ed., University of Chicago Press, 1990.
- "Detecting Multiple Outliers with an Application to R&D Productivity." *Journal of Econometrics*, 43, March 1990, 293-316.
- "Competition and Entry in Small Airline-Markets." *The Journal of Law and Economics*, 32, October 1989, S179-S202 (with Pablo Spiller).

"Cost-Reducing and Demand-Creating R&D Activities with Spillovers."
Rand Journal of Economics, 19, Winter 1988, 44-62, (with Richard C. Levin).

"Alternative Nonnested Specification Tests of Time Series Investment Models."
Journal of Econometrics, 37, 1988, 293-326, (with Ben Bernanke and Henning Bohn).

"Do Entry Conditions Vary Across Markets?"
Brookings Papers on Economic Activity, 3, 1987, 833-871,
(with Timothy F. Bresnahan).

"Dealer and Manufacturer Margins." *The Rand Journal of Economics*, 16, Summer 1985,
253-268, (with Timothy F. Bresnahan).

_____, Reprinted in *The Economics of Marketing*. Carter, Casson and Suneja, eds.,
Edward Elgar Publishing, UK, 1998.

"Same Time, Next Year: Aggregate Analyses of the Mass Media and Violent
Behavior" *American Sociological Review*, 50, June 1985, 347-363,
(with James Baron).

"Reply to Phillips and Bollen."
American Sociological Review, 50, June 1985, 372-376, (with James Baron).

"Testing for Serial Correlation and Unit Roots Using a Computer Function Routine Based
on ERA's." In *Advances in Statistical Analysis and Statistical Computing*, Robert
Mariano ea., JAI Press, 1985, (with Peter C.B. Phillips).

"Tests of a Schumpeterian Model of R&D and Market Structure."
In *R&D, Patents, and Productivity*, Zvi Griliches ea., University of Chicago Press,
1984, (with Richard C. Levin).

Other Articles

"Prepared Testimony for the Antitrust Modernization Commission," Antitrust
Modernization Commission Hearings, January 2006.

"Summary of 1997 Microeconomics Brookings Papers," *Brookings Papers on Economic
Activity*, 1, 1997, ix-xv.

"Summary of 1996 Microeconomics Brookings Papers," *Brookings Papers on*

Economic Activity, 1, 1996, ix-xvi.

"Summary of 1995 Microeconomics Brookings Papers," *Brookings Papers on Economic Activity, 1, 1995, ix-xvi.*

"Summary of 1994 Microeconomics Brookings Papers," *Brookings Papers on Economic Activity, 1, 1994, ix-xvii.*

"Discussion of Semiconductor Dependency and Strategic Trade Policy," *Brookings Papers on Economic Activity, 1, 1993, 326-328.*

"Measuring the Returns to Federal R&D." National Academy of Sciences Reprint, Committee on Science, Engineering, and Public Policy, 1986.

Articles in Progress

Some Economics Underlying RDD Designs and Tests (To be submitted winter 2024; probably *Journal of Econometrics.*)

"A Re-examination of Corporate Governance Data", with David Larcker and Youfei Xiao. (Revise and resubmit *Journal of Accounting.*)

"Evaluating Welfare with Nonlinear Price Schedules." (Revised and resubmitted.)
Joint with Matthew White.

"Distribution Results for Common Regression Tests in the Presence of Error Correlation."

"Power Functions of Some Common Regression Tests."

Older Working Papers

"Price and Advertising Strategies that Segment Oligopolistic Markets."

"Testing the Arbitrage Pricing Theory with Arbitrage Portfolios." (with Paul Pfleiderer).

"A Note on the Selection of Parameters and Estimators in the Hausman Specification Test."

"Corporate Payouts and the Tax Price of Corporate Retentions: Evidence From the Undistributed Profits Tax of 1936-1938." (with R. Glenn Hubbard).

Professional Activities

Editorial Positions

Co-Editor, *Quantitative Marketing and Economics*, 2010-2014
Co-Editor, *Microeconomics Brookings Papers*, 1992-98.
Board of Editors, *Journal of Economic Literature*, 1992-2003.
Board of Editors, *Journal of Industrial Economics*, 1997-2002.
Editorial Board, *Journal of Industrial Economics*, 2003-2004.
Associate Editor, *Econometrica*, 1994-2001 (two terms).
Associate Editor, *American Economic Review*, 1997-2003 (two terms).
Associate Editor, *Journal of Econometrics*, 2002-2011.
Associate Editor, *Quantitative Marketing and Economics*, 2002-7.
Associate Editor, *Journal of Industrial Economics*, 1993-1997.
Associate Editor, *Journal of Applied Econometrics*, 1995-2003 (two terms)
Advisory Board, *Quantitative Marketing and Economics*, 2007-2010.

Regular Reviewer for:

American Economic Review, *Journal of Accounting Research*, *The Rand Journal of Economics*, *International Economic Review*, *Journal of Law and Economics*, *American Economic Review*, *Review of Economic Studies*, *Journal of Econometrics*, *National Science Foundation*, *Quarterly Journal of Economics*, *Journal of Industrial Economics*, *Journal of Law and Economics*, *Econometrica*, *Journal of Political Economy*.

Miscellaneous

Faculty Research Associate, National Bureau of Economic Research.
Program Committee, 1986, 1990, and 1996 Winter Meetings of the Econometric Society; 1999 Summer Meetings of the Econometric Society.
Co-organizer, Conference on Firm Ownership and Competition, Stanford University, June 1987.
Faculty Instructor: 1991, 1992 and 1993, American Economics Association Summer Program for Minorities. (Teaching Assistant for the Program in 1980).
Participant, Econometrics in Tel Aviv, 1999.
Organizer, 2006 QME Conference, Stanford.
Program Chair, 2009 QME Conference, Chicago.

Stanford GSB Service

Faculty Subcommittee on Appointments, 2017-2020.
Director, Stanford Summer Program in Entrepreneurship, 2009-2011.
Director, Stanford Program in Innovations and Entrepreneurship, 2011, 2012.
Co-Director, Center for Entrepreneurial Studies, 2009-2012.
Marketing Strategy Advisory Committee, 1999-2000.
Economics Group Area Head, 1994-1998; 2006-2008.
Economics PhD Liaison, 1985-7; 1991-1993; 1999-2001, 2003-4; 2005-6.
Computer Committee, 1985-87.
Faculty Computer Board, 1988-1994
Member of Faculty Recruiting Committees in Economics, 1982-present.
Instructor in the Strategy and Organizations Executive
Education Program 1993-1995.
Instructor in the Directors' Consortium Executive Education Program 2014-2019

University Service

Board of Directors, Campus Homeowners' Association 1991-1993,
Campus Research Computing Committee 2005-7.
Stanford in New York Committee 2010-2011
Human AI Subcommittee 2018-19.

Government Service

Witness Before the Antitrust Modernization Commission, January 2006.
Advisor on Gasoline Pricing to California Attorney General's Office.
Member of National Science Foundation Review Panel for Economics, 1996-8.

Courses Taught

MBA Core:	Microeconomics; Data and Decisions; Information Economics.
MBA Electives:	New Venture Formation; Forecasting; The Economics of Firms; Trading, Markets and Exchanges; Making a Business of Making Markets; New Venture Ideas Workshop; Managing and Creating New Enterprises.
MSx	Data and Decisions

PhD: Econometrics I (Probability and Statistics); Econometrics II (Linear Models); Econometrics III (Nonlinear and Nonparametric Models); Quantitative Research Methods; Empirical Models in Industrial Organization.

Undergraduate: Industrial Organization; Applied Microeconomics; Probability and Statistics.

Executive Education:

Director, Infosys Global Leaders Program and ILI 2017, 2018, 2019, 2020 (5 Cohorts); Infosys IamtheFuture and related programs 2021-24 (4 Cohorts; 9 programs)

Director, Blume Global Leadership Program 2021 2022.

Director, Aramco Management Programs 2021 2022, 2023, 2024 (6 programs total)

Sessions in Strategy, Innovation, Microeconomics, Artificial Intelligence, Big Data, Data Security and Privacy, Design Thinking, Silicon Valley, Startup Business Models

Custom Programs: Sony, Panasonic, Infosys, Ab Inbev, Kraft, Bertelsmann, Google Cloud, SK Hynix, YPO, SOCOM, Shiseido, NTT, Nazarbayev Univ., Tartarstan Government,

General Programs: Director's Consortium, Univ. of Lausanne, China Business Leaders, Ignite Summer Program (13 years), Ignite Full-Time Program (11 years), AI and Big Data, Singapore ESG (3 years).

GSB Case Studies

E 661 Mines.io (2019)

E 546 Carlypso (2016)

E 477 Wealthfront (2014)

E 476 OPX Bio (2013)

E 286 Minova (286

B, C, and D Addenda

E 284 Trulia (2008)

E 304 Business Vignettes (2007)

Other Draft GSB Cases and Teaching Notes:

Two Ideas (2010), Grabit (2018), Board Vignettes (2022)

Recent PhD Students

GSB (Initial Placement; Field)

Charles Zhang (TikTok Data Science, 2022.)
Anirudha Balasubramanian (Startup founder, 2022)
Stefan Huber (Rice, Accounting, 2021)
Ilya Morozov (Kellogg, Quant Marketing, 2019)
Edward Watts (Yale, Accounting, 2019)
Charles McClure (Chicago, Accounting, 2018)
Christina Brecko (Rochester, Marketing, 2017)
Breno Viera (Cornerstone Research, Economics, 2016)
Youfei Xiao (Duke, Accounting, 2016)
John Lazarev (NYU, Economics, 2012)
Anastasia Zakolyukina (Chicago, Accounting, 2012)
Joel Wiles (Analysis Group, Economics, 2012)
Bryan Bollinger (NYU, Quant Marketing, 2011)
Scott Shafer (Columbia, Quant Marketing, 2011)
Przemyslaw Jeziorski (Johns Hopkins, Economics, 2010)
Jeremy Graveline (Minnesota; Finance, 2006)
Eric Forrister (Cornerstone Research, 2006)
Joseph Guzman (Georgetown; Economics, 2000)
Philip Joos (Rochester; Accounting, 2000)
Qiang Dai (NYU; Finance, 1998)
Andrea Coscelli (University College London, Economics, 1997)
Michael Clement (Texas; Accounting, 1996)
Stephen Gray (Duke, Finance, 1996)
Michael Urias (Morgan Stanley, Finance, 1995)
Christopher Stinson (Texas, Accounting, 1993)
Miguel Garcia-Cestona (Autonoma University, Economics, 1992)
Robert Whitelaw (NYU, Finance, 1993)
Richard Stanton (Berkeley, Finance, 1992)
Jennifer Koski (Univ. of Washington, Finance, 1991)
Edward Keating (Rand Corporation, Economics, 1991)
Stephen Ryan (NYU; Accounting, 1988)
Jagmohan Raju (UCLA; Marketing, 1988)

Joseph Magliolo (Carnegie Mellon; Accounting, 1986)
Kian-Guan Lim (Nat. Univ of Singapore; Finance, 1986)
Cathy Anteresian (McKinsey; Marketing, 1986)

Economics (Initial Placement)

Rodrigo Naumann (Cornerstone, 2024)
Zeyu Wang (Cornerstone, 2022)
Evan Magnussen (Google, 2019)
Jin Chen (Cornerstone Research, 2019)
Ivan Korolev (SUNY Binghamston, 2018)
Chris Brugge (Cornerstone Research, 2018)
Gordon Leslie (Univ. of Melbourne, 2018)
Akshaya Jha (Carnegie Mellon, 2015)
John Anderson (CPUC, 2013)
Shaun McRae (University of Michigan, 2010)
Sueung-Hyun Hong (University of Illinois, 2005)
Robert McMillan (Federal Trade Commission, 2004)
Phoebe Chan (University of Michigan, Flint, 2004)
John Romley (RAND Corporation, 2003)
Nathan Goldstein (US Justice Department, 2002)
Jun Ishii (UC Irvine, 2001)
Marshall Yan (Cornerstone Research, 2001)
Johannes Van Biesenbrock (Toronto, 2001)
Faye Steiner (HEC, 2001)
Mark Isreal (Northwestern Kellogg, 2000)
Rafael Tomadsen (Columbia GSB, 2000)
Matthew Shum (Toronto, 1998)
Jennifer Chen (Batelle, 1997)

September 2024