

Peter Landry

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Department of Management
University of Toronto, Mississauga
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Rotman School of Management
University of Toronto, St. George
105 St. George Street, Room 555
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ACADEMIC POSITIONS

Assistant Professor of Marketing (July 2014 to present)

University of Toronto, Mississauga; cross appointments to Rotman School of Management, Institute of Management and Innovation, and School of Graduate Studies

Postdoctoral Scholar in Neuroeconomics (September 2013 to June 2014)

California Institute of Technology

EDUCATION

PhD, Economics, Duke University (2013)

MA, Economics, Duke University (2010)

BS, Physics, University of Michigan (2006)

PUBLISHED PAPERS

Landry, Peter, “Pricing, Advertising, and Endogenous Consideration of an ‘Insistent’ Product,” *International Journal of Industrial Organization*, vol. 80 (2022)

Gans, Joshua, and Landry, Peter, “I’m Not Sure What to Think About Them: Confronting Naive Present Bias in a Dynamic Threshold Public Goods Game,” *Journal of Economic Behavior and Organization*, vol. 197 (2022)

Landry, Peter, “Keywords, Limited Consideration, and Organic Product Listings,” *Quantitative Marketing and Economics*, vol. 19 (2021)

Landry, Peter, and Webb, Ryan, “Pairwise Normalization: A Neuroeconomic Theory of Multi-Attribute Choice,” *Journal of Economic Theory*, vol. 193 (2021)

Landry, Peter, “A Behavioral Economic Theory of Cue-Induced Attention- and Task-Switching with Implications for Neurodiversity,” *Journal of Economic Psychology*,

vol. 86 (2021)

Dalton, Michael, and Landry, Peter “Overattention to First-Hand Experience in Hiring Decisions: Evidence from Professional Basketball,” *Journal of Economic Behavior and Organization*, vol. 175 (2020)

Landry, Peter, “Bad Habits and the Endogenous Timing of Urges,” *Review of Economic Studies*, vol. 38 (2019)

Landry, Peter, “Sunk Decision Points: A Theory of the Endowment Effect and Present Bias,” *Theory and Decision*, vol. 38 (2019)

Gans, Joshua, and Landry, Peter, “Self-Recognition in Teams,” *International Journal of Game Theory*, vol. 48 (2019)

Arcidiacono, Peter, Ellickson, Paul, Landry, Peter, and Ridley, David, “Pharmaceutical Followers,” *International Journal of Industrial Organization*, vol. 31 (2013)

WORKING PAPERS

Bao, Ying, Landry, Peter, and Shi, Mengze, “Forgetful Consumers and Consumption Tracking” (2022), revise and resubmit, *Marketing Science*

Landry, Peter, and Shi, Mengze, “Behavior-Based Servicing” (2021)

Landry, Peter, “Alertness-Enhancing Consumption, Sleep, and the Intertemporal Management of Time” (2021)

Landry, Peter, Webb, Ryan, and Camerer, Colin, “A Neural Auto-pilot Theory of Habit” (2021), in preparation as a book chapter in *The State of Mind in Economics*

TEACHING

MGT 252: Principles of Marketing, 2014/2015 to present (two sections per year)

MGT 453: Marketing Research, 2015/2016 to present (one section per year)

PRESENTATIONS

2022: Duke University

2021: Marketing Science Conference (virtual)

2019: UT Dallas Frontiers of Research in Marketing Science

2018: Peking University Business School; Chinese University of Hong Kong; Harbin Institute of Technology

2017: Marketing Science Conference (Los Angeles); Canadian Marketing Strategy Symposium (McGill); IMI in the Headlines Speaker Series (Mississauga, ON)

2016: Triennial Invitational Choice Symposium (Lake Louise, AB); Canadian Economic Association Annual Conference (Ottawa); Behavioral Social Neuroscience Series, California Institute of Technology

2015: Marketing Science Conference (Baltimore); Bureau of Labor and Statistics (Washington, DC); Canadian Marketing Strategy Symposium (Toronto); Society for Neuroeconomics (poster presentation, Miami)

2013: Stanford Institute for Theoretical Economics Summer Workshop

PROFESSIONAL SERVICE

Referee: American Economic Review, Management Science, Marketing Science, Journal of Political Economy, Journal of Marketing Research, Journal of Economic Theory, American Economic Journal: Microeconomics, Journal of Economic Behavior and Organization, BE Journal of Theoretical Economics, Mathematical Social Sciences, Scandinavian Journal of Economics, Theory and Decision, Journal of the European Economic Association, Quantitative Economics, Journal of Mathematical Economics, Journal of Economic Psychology, Journal of Public Economics, Journal of Behavioral Finance, RAND Journal of Economics, Journal of Economics and Management Strategy